

## Total Supplier and One Stop Shop

What are the Benefits and Costs of sourcing through a specialist PCB Broker rather than direct to a manufacturer?

Every one of our customers had initial doubts about coming to MHA, rather than direct to the manufacturer, either for technical guidance or to purchase PCBs from us.

The 'costs' are seemingly obvious: MHA, like any business, seeks to make profit – and does so by a combination of marking-up the prices we pay, and taking rebates on turnover from manufacturers. But that should not necessarily mean you pay more for your PCBs. A further perceived cost is the technical and logistical dialogue and advice manufacturers give on either designs or panelisation or materials or construction etc.

Both of these expected 'costs' actually turn into benefits you will experience if you choose to use MHA.

It is obvious no single manufacturer can competently manufacture all types of boards and certainly not in all quantities or lead-times.

It is perhaps subtly less obvious that since the decline of the PCB manufacturing industry in the Western world, that those remaining have had to focus increasingly on their specific core competences. A small number of 'me too' companies and a yet smaller number of specialist fabricators remain.

This is all at odds with procurement behaviour, focussed on reducing the supplier base, managing waste within the supply chain and focussed on total costs of acquisition, set against a background of rapid change in technology and emphasis on time to market.

Ask 3 manufacturers for guidelines on designing your PCB and you will probably get 3 different answers.

This means no disrespect to any board manufacturer, but is an obvious reflection that the advice is based on how you can design the PCB to suit their particular process capabilities.

Ask MHA the same question and we will advise on the most cost-effective and reliable design to suit your product based upon the market's capabilities. These will include the assembly considerations as well as bare board considerations.

**MHA Int-elect is a Trading Division of**

**MHA Integrated Electronic Services Ltd.**

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For some customers – using a different and ‘un-linked’ prototype shop and production facility – there are potential nightmares. Though we recognise many companies have long since chosen to avoid this pitfall, sourcing prototypes from the long term production facility, the fundamental point remains; you can be taken up a less desirable solution which happens to meet the capabilities of the less desirable manufacturer.

If we extrapolate this philosophy: your business is managing development and manufacturing programmes for defence or telecommunications, automotive, security products, etc. Our business is managing your PCB design and manufacturing programmes. We are specialists in this regard.

We have a portfolio of PCB fabricators and assemblers, which we have worked with and developed over many years. These manufacturers love to work with MHA as every job we load with them fits squarely into their own core competence.

That in turn goes along way to ensuring they perform better for MHA (in terms of quality, yield, on-time delivery) than they perform for their general customer-base.

For you, the customer, it means you can confidently reduce your supplier base by using MHA as your PCB Supplier.

Whether it’s double-sided PTH or 18 layers of mixed substrates with buried and blind vias down to 75 microns; whether it’s the fastest-turn prototype, or a production programme of either low-volume or mass production, our expertise coupled with the capabilities and core competences of our manufacturing partners will give you the opportunity to take advantage of the Total Supplier/One Stop Shop that we are.

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