

E-CERTA LEVERAGES STRATEGY, RESEARCH, AND INDUSTRY NETWORK TO DELIVER SUPPLY CHAIN SANITY

When the RoHS Directive finally came into effect in July 2006, electronics manufacturers wishing to do business in Europe needed to comply. While the global supply chain adjusts to delivery of safer and more environmentally sustainable electronic products, many companies may face serious disruptions in their supply chain. Additionally, with increased reliance on remote component suppliers and contract manufacturers, there is a growing risk of counterfeit parts going into end products.



One company focused on helping OEMs and their distribution arms to minimize potential negative supply chain impacts caused by today's environment is E-Certa, Inc. Based in Bloomington, IN, E-Certa has evolved over the last three years to provide solutions to some of the costly problems faced by OEMs, ODMs, engineers, contract manufacturers, production material control managers and franchised/independent distributors as they work to achieve RoHS compliance.

E-Certa provides turn-key solutions in two areas that help companies lower costs, reduce wasted components and mitigate risk of non-compliance: lead-to-non-leaded and non-lead to lead conversion services, and de-lidding (decapsulation) for component verification. Asserts Joel Deutsch, founder of E-Certa, "We are the only service provider to bring together all the pieces of the RoHS puzzle – without all the independent costs associated with compliance. We also have the only patent pending process for conversion from leaded to no-lead, unlike some other processes that claim to do so without licensing or patent."

Deutsch and E-Certa have relied on Technology Forecasters to help bring their services to an audience that had in large part operated in denial of the impending RoHS deadlines. "I became familiar with TFI early on as I began researching the viability of the de-lidding and conversion services for an industry facing new compliance challenges. My conversations with Pam Gordon led me to leverage TFI's deep experience in their outsourcing/supply chain and environmental practices, the wealth of research they have available and the long standing relationships they have within the electronics manufacturing industry."

EXECUTIVE SUMMARY



COMPANY:

E-CERTA, INC.
BLOOMINGTON, IN

CHALLENGES:

- LAUNCH OF NEW SERVICES INTO EMERGING MARKET
- IDENTIFICATION OF FIELD TEST AND LAB CERTIFICATION PARTNERS
- AWARENESS-BUILDING AND VISIBILITY

TECHNOLOGY FORECASTERS SERVICES USED:

- BUSINESS STRATEGY CONSULTING
- MARKET RESEARCH
- PUBLIC RELATIONS SERVICES

"Working with TFI has been of tremendous benefit at various stages in our business life cycle – from researching the market to helping identify appropriate test and certification partners to creating visibility for E-Certa service offerings with prospective customers. The support of such a respected industry source has helped us make inroads and build relationships."

— Joel Deutsch
Founder and President
E-Certa



TECHNOLOGY FORECASTERS INC.



TFI offers this same depth of expertise to those very companies that may one day become E-Certa customers - with specialized workshops such as "Efficient and Profitable Paths to Meeting New Environmental Requirements" and "Beyond RoHS and WEEE – Preparing for Energy-using Products (EuP)"; environmental benchmarking and evaluations, and custom research and consulting.

"We regularly counsel our clients on the benefits of environmentally sound manufacturing processes," says Pam Gordon. "It is exciting to work with a client like E-Certa that can actually enable our OEM and contract manufacturer communities to find significant savings in their compliance efforts."

Two significant hurdles to E-Certa's full-scale service deployment were identification of viable lab certification options, and introduction to credible, enthusiastic field test participants. With the strong relationships developed with OEMs, contract manufacturers and suppliers in its *Quarterly Forum* member network, TFI was able to gain the participation of just the right partners for the field-testing E-Certa needed. And thanks to research and assistance on their lab certification efforts, E-Certa is in the final audit portion of ISO 10725 accreditation.

E-Certa is positioned to help directly affected industry professionals achieve their due diligence requirements while achieving new-found value from non-compliant parts, and identify material content conflicts and third party parts counterfeit detection. But there is still a lot of education necessary to build demand for E-Certa RoHS compliance services. Deutsch believes that after certification and validation with contract manufacturers, the success of E-Certa going forward will depend heavily upon getting his message out to prospects who may not even be aware of the financial benefits of using the services his company offers. To that end, TFI consultants with public relations expertise are arming E-Certa with press releases, exposure to industry publications and audiences, and continued introduction to potential customers.

For the near future, Deutsch foresees TFI playing an important on-going role in establishing E-Certa's credibility, building relationships with prospects and partners, and staying ahead of the curve when it comes to what his customers are going to need to be proactively compliant.



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Information, Insight, Interaction for Effective Manufacturing Relationships

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