



Developing Assets in Asia

Speedy-Tech Electronics is on a mission. Despite the global downturn in electronics production and increasing competition, the Singapore-based company is in the process of remaking itself. Following a strategy of investment in new manufacturing technologies and employee development, the company has grown to become one of South East Asia's top contract manufacturers.

The Speedy-Tech Group was first established in 1985 in Singapore but grew rapidly to establish manufacturing bases throughout South East Asia. The group includes four subsidiaries: Speedy-Tech Electronics (Shenzhen) Co. Ltd., Speedy-Tech (Philippines) Inc., Speedy-Tech (Hong Kong) Ltd. and Vista Manufacturing Pte. (Singapore) Ltd. Each manufacturing facility is semi-autonomous with its own engineering and operation facilities, and this gives customers a choice of manufacturing sites if needed.

The group's corporate philosophy is to develop and provide the necessary manufacturing, financial, manpower and management resources to design, manufacture and deliver quality



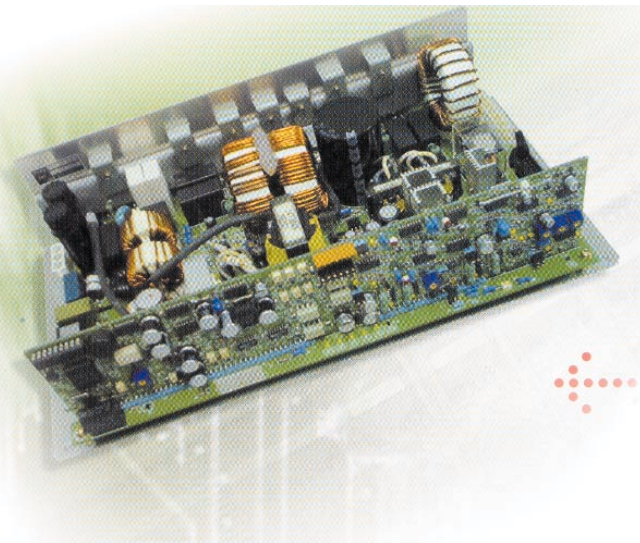
products to its customers on time and at competitive prices. "Our company's philosophy is to keep our customers happy and add on new customers every year," said Benjamin Chng, Group Managing Director of the company.

From its very earliest days, the company has aimed to win the highest possible recognition for quality and can boast quality certification ISO9002 or ISO14001 at all its operational centers.

The company has developed substantial resources in Asia to serve its customers around the globe. These include custom design work for linear power

supplies, switched-mode power supplies and magnetic components. It offers turnkey contract manufacturing services for linear and switched-mode power supplies, printed circuit board assemblies and finished products. The company can handle low and high volume production by utilizing the resources of its various production centres.

In the area of customer services, the company has dedicated and committed staff to provide competent services to its clients. Finally, the company has substantial procurement power and sources raw materials such as semiconductors, electronic parts, plastic and mechanical parts at very competitive prices.





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Douglas Koo, Test Manager with Speedy-Tech

Speedy-Tech always believes in giving the best to its customers. To this end the company emphasizes the importance of training and development of its workforce. Each member company within the Speedy-Tech Group has its own training program to suit its operation and size with a minimum of forty hours for each new member of staff for training sessions which are placed on record. Training modules are constantly updated to meet their customers' requirements and market trends.

"The most valuable asset that the Speedy-Tech group of companies possesses is its human resources. We take pride in having a committed team of managers supported by innovative engineers and an industrious and disciplined work force," says Benjamin Chng. "We recognize the importance of the role our human resource plays in the performance of the Speedy-Tech Group."

The group points to the importance of training and development of personnel, because it believes that only through systematic training can new strategies be carried out effectively. One of those strategies is the continuous improvement of manufacturing and test facilities and the regular upgrading of IT tools.

Substantial expenditure is allocated to acquire sophisticated, state-of-the-art testing equipment for both the factories and research and development departments to ensure that products are designed and assembled to be reliable, safe, and cost-effective.

To compete against rising competition Speedy-Tech has invested heavily in automation and automatic inspection equipment. In 2000 the company moved its China facilities to a new five-story 5000m² factory at Pinghu, Shenzhen and now has 36 SMT lines in China. These SMT machines have full vision and BGA

capabilities. Facilities include pick and place, chip shooter and dispensing machines. The company also has comprehensive automatic insertion facilities that include jumpers, radial and axial components.

Providing high performance testing has always been a priority, and in the move to the new center in China it was agreed that older test systems had become obsolete with no substantial support in Asia. The requirements for a new platform would be threefold. There would need to be a seamless migration path from the old test system to the new platform to minimise the effort of transferring existing programmes and fixtures.

The new platform would also need to meet increasing customer demands for testing complex, high-density boards, often with high pin-counts. Finally, localized support in the form of technical support, service and local-

language training would be vital to get the best return from the investment.

After extensive evaluation, Teradyne TestStation 2283i and TS128 in-circuit test systems were ordered for use in China and the Philippines.

Testing in the modern manufacturing environment is a dynamic process requiring more than just simple capacity and capabilities. Tests must be developed, debugged, integrated, revised and replaced as products and processes change. Teradyne's powerful array of tools addresses all of the challenges inherent in manufacturing modern PCBs.

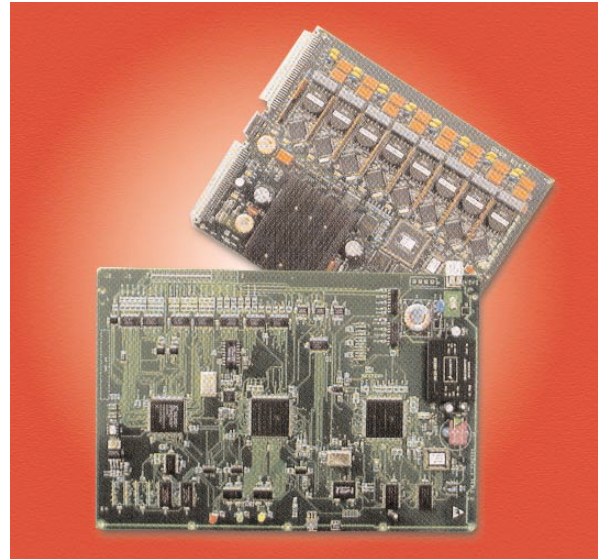
The pin count of the TestStation family, from 256 pins to a maximum of 7,680, meets the expanding needs of customers using emerging and often complex device packaging technologies, such as ball grid arrays and multi-chip modules.

The TestStation platform also integrates seamlessly with Teradyne's test generation tools and Design-to-Build™ decision-making software that determines the optimal test and inspection strategy for each new product.

Douglas Koo, Test Manager with Speedy-Tech in Singapore, described the

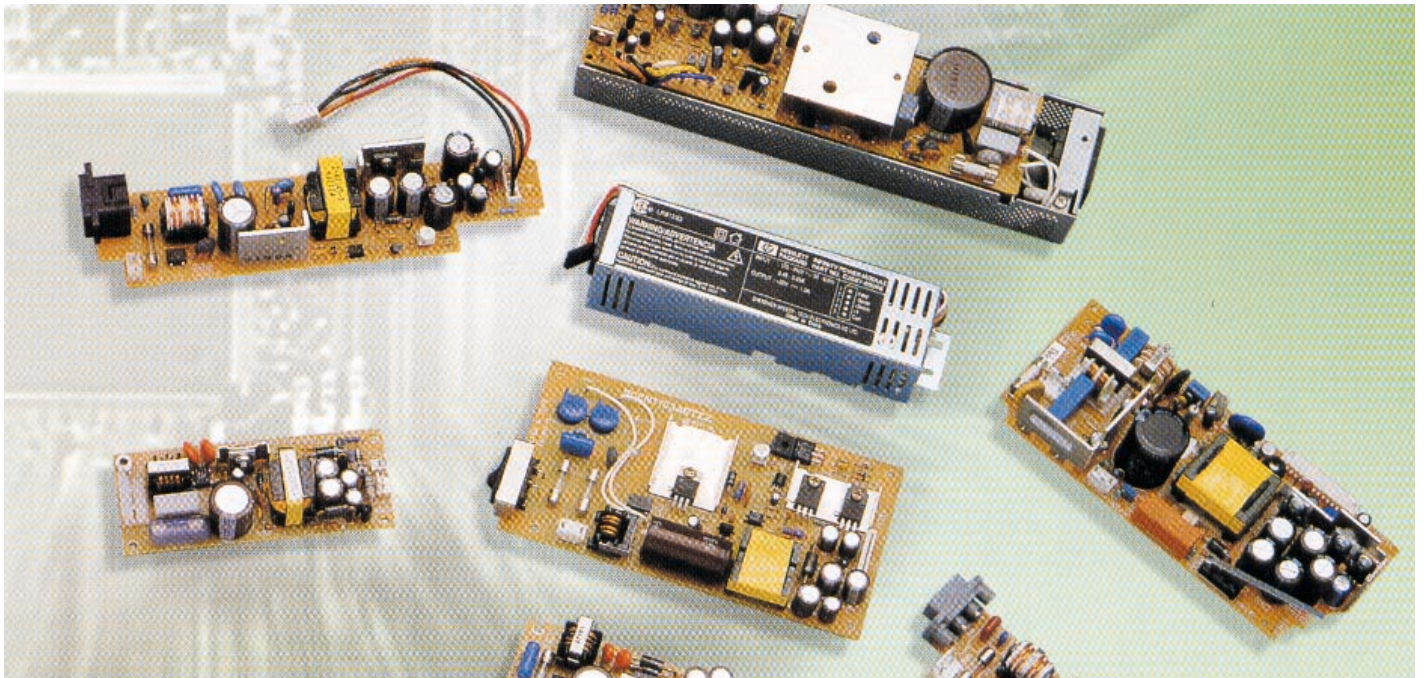
reasoning behind the decision to commit to the platform, "our line of business speed is crucial. Teradyne's test coverage is much higher and faster than alternative test offerings. For example, the TS128 took 26 seconds to test one board as compared to our previous tester which took five to ten minutes. But what really clinched the deal with Teradyne was its ability to provide support."

Koo added that Speedy-Tech has a close



working relationship with Teradyne. "They provide us with a lot of software support and help our engineers develop software programs in-house," he said. He also has a word of praise for Teradyne's training programs, which he said allowed his engineers hands-on experience. "A good factor was that the number of students in each training class was small," he noted.

The company's relentless efforts for



improvement have enabled the Speedy-Tech Group to excel in the technologies of design and manufacturing. The results are well-designed and cost-effective products which enable customers to compete advantageously in the markets world-wide.

The Speedy-Tech Group's strong belief in upholding quality and professionalism has taken it through significant growth

and success over the last 18 years. Indeed, the company's ranking in South East Asia's *Enterprise 50 Award* has moved from 15th in 1997 to 3rd place in 2000; definite evidence that Speedy-Tech is now among the leaders in the region.

In the current regional economic downturn, the Speedy-Tech Group works even harder with its design, logistic and manufacturing systems to

help its customers to reduce cost while maintaining quality. It is becoming a global force with 34% of sales coming from the USA and 19% from Europe.

By assisting customers in meeting challenges internationally they are indeed achieving their mission. ■



Because Technology Never Stops

Teradyne, Inc.
Assembly Test Division
500-600 Riverpark Drive
North Reading, MA 01864
+1.978.370.2700

www.teradyne.com/cbti

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