

We focus on customer relations



The NCAB Group believes in a strong local presence. In Germany, the people behind this presence include Key Account Manager Benjamin Klingenberg and Florian Lauterbach, Managing Director.

Location, location, location.....being where the customer is – that perhaps is the most crucial component in the NCAB Group’s customer offering. With local companies assuming responsibility for customer relations and for monitoring orders and deliveries, NCAB is able to guarantee that the needs of each individual customer will be met.

This approach stems from the core NCAB strategy of combining local commitment towards customers with global strength at group level. That is why we have opted for a decentralized organization, with local companies actively and directly working with customers, backed up by centralized support functions.

“We want to offer our clients a high level of commitment. Since our local companies are able to rely on central functions, systems and processes, they can better focus on our customers’ operations and products. At the same time, the companies are responsible for their

own profit and loss, which is a strong incentive in respect of supporting our customers in all situations,” says Martin Magnusson, NCAB Group Vice President, in charge of global sales and marketing.

OUR KAM – YOUR LOCAL DEDICATED POINT OF CONTACT

As an NCAB customer, you have access to a local point of contact, a Key Account Manager, or KAM, who speaks the local language and is familiar with the local culture. He or she is your quick problem solver, on the spot to ensure delivery precision, quality and service.

Your KAM is the central player in a team of specialists, in-house sales people, technicians and logistics specialists amongst others and initiates interaction between NCAB's specialists and yours.

“Interacting in parallel at all decision-making levels creates a common understanding of our customers’ requirements, which, in turn enables us to achieve the quality and delivery precision they specify,” says Howard Goff Managing Director of the NCAB Group in the UK. “Nothing affects the cost and quality of a PCB as much as the initial design. That’s why all NCAB’s local customer teams include dedicated technical specialists who understand customers’ requirements and welcome the opportunity to provide product design support. Producing a design which from the start, you know will also work in volume production will help avoid unnecessarily expensive solutions further down the line.”

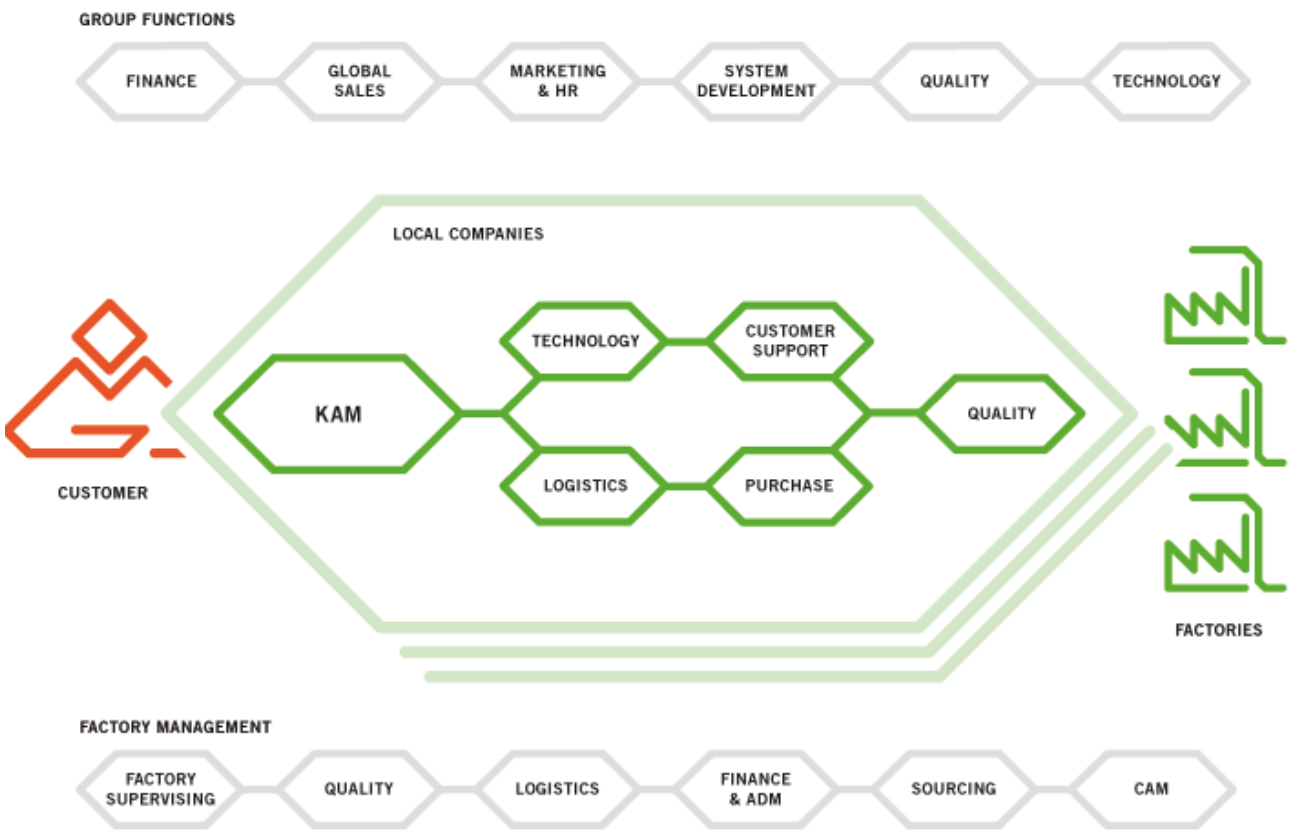
NCAB are, in the true sense of the word, experts in PCB production. We have to date produced over 40,000 unique part numbers for

customers worldwide. Our technicians have the skill and experience to detect cost driving factors and faults in design. And, since our experts work in common time zones and language, you can count on rapid real-time answers to enable you to make fast well-informed decisions.

SEVERAL FUNCTIONS

Apart from the KAMs who have the overall responsibility for you as our customer, NCAB Group companies incorporate a series of other functions at a local level. The logistics function is responsible for the delivery process, from production to dispatch. The purchasing function places orders at the factories and negotiates prices and lead times, whilst the customer support team manages communications with customers and factories during the entire production process. Our technical and quality department handles, amongst other things, CAM engineering, technical consultations, design support and complaints.

LOCAL ORGANISATION



NCAB's centralized support functions enable the local companies to operate in a highly cost-efficient and entirely customer-focused manner.

Martin Magnusson underlines the role of the central organization: "The work they do, looking after common systems and processes, developing the factories, general logistics, quality systems, marketing and financial management, is a pre-requisite to enable the local companies to maintain a high level of cost-efficiency and customer focus."

SPECIALISATION PROVIDES A HEAD START

The NCAB Group puts a unique product and service offering at the customer's disposal. Thanks to the company working exclusively with PCBs, we are able to keep one step ahead and can continuously develop better and more cost effective designs and production solutions.

Moreover, NCAB tailors the best technical and commercial solutions on the basis of each individual product specification. Only the right type of collaboration and production, in the right factory, under the right conditions, can give you PCBs at the lowest cost.

"We add to your options on the production side by providing competitive terms, quality and delivery precision through our local companies," says Martin Magnusson and continues, "You get access to the broadest spectrum of PCB types & technologies through your single point of contact, for all of your PCB demands, regardless of whether you're at the prototype or volume stage. If required, we can also switch production from one local factory to another, according to where your production is located."

START UP AND FOLLOW UP

NCAB's work approach also includes building a clear picture of and defining customers' expectations and establishing how to best fulfill these expectations right from the start. The first stage of your collaboration with NCAB normally comprises a common needs analysis aimed at setting up a production and delivery plan customised to fulfill all of your requirements.

"This analysis initiates a start-up process where the goal is to establish an optimal supply scenario, built on our customers' production priorities. The objective is to achieve a common understanding that quickly gives customers the security and control of the PCBs being delivered into their production facilities," explains Martin. Once the process has been implemented, NCAB follows it up with regular customer reports that provide customers with facts such as relevant supply performance metrics, also identifying any possible problems that may have arisen and how they may be remedied.

"That defines NCAB's approach," says Howard Goff. "Basically, we assume responsibility for the entire PCB supply chain. Since we are aware that we can never be better than our latest delivery, we always make sure that customers are well informed regarding deliveries and other customer-related issues," Howard concludes.

That, together with our strong quality-focused local and factory presence, combined with the strong purchasing power that €53 million of PCB deliveries (2010) brings to the NCAB Group, all spells a unique PCB production partner.

CUSTOMER REPORT

We adapt our reports to your needs, according to how often required and the degree of detail you desire.

AGENDA

1. **Delivery performance – we measure delivery accuracy and quality.**
2. **Service level - we measure parameters which include, order confirmation accuracy, speed of response to quotations etc.**
3. **Sharing news, new products, customers, organization, etc.**
4. **News from the NCAB Group, personnel, and technology, factories, etc.**
5. **Following up large project bids.**
6. **Summarising and analyzing activities agreed from the previous meeting.**
7. **Claims, causes, corrective actions and remedies implemented.**
8. **Business intelligence, e.g. leadtime information, raw materials prices, availability of components.**
9. **Invoicing/sales during the past quarter as well as the last 12 months.**
10. **Summary.**
11. **The next step.**
12. **The next meeting.**

The new NCAB Group on the web

At NCAB Group, our efforts are focused on becoming Europe's leading PCB producer, with the launch of our new NCAB Group website being an important step in this direction. The new site describes the advantages you would gain by choosing NCAB, the value we can add to your PCB supply chain and the theory and practice behind our successful approach.

As explained in this newsletter, one of the cornerstones of our success is the combination of global strength with a strong local presence. This is reflected in the fact that our website "speaks" in nine different languages. It also spells out the advantages that customers

can gain from our emphasis on customer relations and competence – near you – as well as in the factory producing your PCBs.

We have also significantly added to the technical contents of the site. It now contains information about such areas as design input, choice of material and surface finishes – useful information on an everyday basis. Do pay us a visit at www.ncabgroup.com and find out more.

Sanna Rundqvist NCAB Group Marketing Manager



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SANNA RUNDQVIST, NCAB GROUP MARKETING MANAGER