

HELPING THE BEST OF THE BEST ENTER NEW MARKETS

A LACK OF CAPABILITY

ELMG Digital Power engaged with one of the world's biggest multinational power electronics companies last year. They had an existing product that they wanted to take into a new market space. Their existing product wasn't big enough, so they decided to use it as a modular entity (to form a bigger product). They didn't have a pre-existing control platform or an easy way of doing this. Staff were under-resourced to develop the technology.

Their parent company has been a customer of ELMG for a few years and made contact with us, asking us to take a serious look at what they were doing. They had concerns around the progress being made. They didn't have the building blocks required and the module sets were being put together at too fast a pace.

FIBRE OPTIC COMMUNICATION LINKS

Before beginning any work on the project, ELMG completed an extensive market survey project for them. This was around where their technology might fit and the competition of the market they were looking at entering. It turned into being a large project, but was essential before beginning the project.

Once we got into the project, we spent three days unloading what they thought it was they needed and then came back to them with our recommendations. This was that they needed a communication link between their modular product and they needed a certain standard of performance. They knew they had to do it but convincing themselves internally was the major challenge to the project.

We had previously completed some fibre optics work for the parent group, plastic fibre optic solutions, and so we were able to leverage that into using the same solution for this product, the communication link solution. This solution was available internally to them so we got them to buy the parts internally and ship them to us. From there we assembled it and shipped it back to them. That was the missing piece of the puzzle for the modular solution so once that was completed, they could go ahead and scale indefinitely. It allowed them to speak between the modules, and in multiple ways, something that would not have been possible before. All the module products have a fibre optic running between them and a central controller, giving them the ability to expand even more.

We developed and built it for them in three months. A normal time frame for this kind of development would be anywhere from a year to a year and a half.

FINDING REVENUE INCREASES

They went from not being able to sell the product, to launching it in the market. Subsequently they asked us to make their production units as well, delivering parts into their stock. For this we organised the manufacturing, completed the testing and then shipped them back to them where they put them into the products. They have sold 12 megawatts of the product over the last year, equating to around \$12 million revenue that they would not have been able to generate before.

We delivered what they needed, even when they were unsure what it was they needed. They were able to accept our recommendations and propel the project to a quick and painless conclusion.

ABOUT ELMG DIGITAL POWER

For the past twenty five years we have been working on digitally controlled power converters in motor drives, industrial switch mode power supplies, reactive power compensation, medium voltage system, power quality systems, motor starters, appliances and telecom switch-mode power supplies. To find out more about how we can help you with your power electronics project, visit our website www.elmgdigitalpower.com or contact us at enquiries@elmgdigitalpower.com.