

# DISPLAYLINK: RAPID GROWTH DEMANDED A SCALABLE DMS FOR PRODUCT DEVELOPMENT



## THE CHALLENGE/SITUATION

DisplayLink are a high tech manufacturer that has grown from a small Cambridge, UK startup into a multinational company with 200 employees and 5 sites around the globe. Their universal USB docking technology is used by major PC and accessories companies, like HP, Dell, Lenovo and others. The company has grown significantly in recent years, scaling from 4-5 engineers in 2005 and over 140 in product development today.

Their products are primarily silicon chips and software, which enable wired and wireless virtual reality, monitors, docking stations and video adaptors. The complexity of the development process needed to create products that work in multiple OEM solutions requires rigour, governance and robustness. Early on, they knew they needed a powerful document management solution to help them manage their growing product design and development programmes.

## HOW DID COGNIDOX HELP?

Having Cognidox as a central repository for documents and files with collaboration and approval processes has helped instill programme governance across all departments and at each gate of the product development cycle. Cognidox "brought formal rigour into the development process," according to Jonathan Jeacocke, DisplayLink's Vice President Technology.



Cognidox was instrumental in helping DisplayLink scale from an early-stage company to the multi-product, multinational it is today. The scope of scalability can be demonstrated by the rate at which product offering has grown. From the early, small product set, DisplayLink's technology now resides in more than 100 solutions, including the world's first wireless VR headset.



## IMPLEMENTATION AND BENEFITS

Cognidox has scaled with the company with no complaints. As new products were developed, teams grew, and new company sites were brought onstream, Cognidox flexed with the expanding requirements.

In fact, as DisplayLink has grown, they have expanded the use of Cognidox beyond product development.

Cognidox has supported DisplayLink's efforts for leaner processes, program governance and quality management. Regarding the latter, Jeacocke reports that they "are consistently rated 'outstanding' by ISO inspectors, and I attribute 80% of that to the structure that Cognidox brings."

"Cognidox has allowed us to implement good practice within the entire company, from finance, sales, marketing and HR."

Jonathan Jeacocke

## COMPANY INFORMATION

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