cognidox

ULTRASOC: SEAMLESS INTEGRATION AND ORGANIC GROWTH OF DMS FOR SYSTEMS-ON-CHIP ANALYTICS COMPANY

ultraSoc

THE CHALLENGE/SITUATION

UltraSoc is a pioneering technology start-up in Cambridge, UK.

They are the creators of an embedded systems-on-chip analytics technology, which helps solve some of the most pressing problems faced by the high-tech industry today, including cybersecurity, functional safety and cost reduction in electronics.

Their flagship product line is a suite of semiconductor IP, putting self-analytic capabilities in systems-on-chips. They identify issues and bugs before they can cause costly problems later in the product life cycle.

When Rupert Baines joined as CEO in 2015, Ultrasoc was still at a pre-commercial stage. The internal mechanisms for product development programme governance were a combination of non-existent, primitive, or homegrown legacy systems.

HOW DID COGNIDOX HELP?

Baines recognised the need for better controls across the company. Having previously worked with Cognidox during his time as Vice President of Marketing at PicoChip, he knew it could help him establish the systems and processes that UltraSoC needed to be successful.

So Baines introduced Cognidox soon after joining UltraSoC, initially to support their development process, document control, specifications and engineering documentation.

At PicoChip, Cognidox started out supporting the Engineering function for product development but it then spread to other parts of the business. For example, Marketing used it to push approved versions of collateral to partners and customers as well as to publish on their website.

A similar thing happened at UltraSoC. Baines soon noticed the opportunity for Cognidox to strengthen the internal operations of the business and implement rigour and professionalism throughout the company.

Universal monitoring and analytics platform

IMPLEMENTATION AND BENEFITS

The engineers were quick to adopt it. Baines reports that within a week, any resistance to change had vanished, and users appreciated how intuitive and easy to use Cognidox is. The team realised that the solution could be used to iron out many other issues within the company. It instilled "professionalism and completeness" into the business.

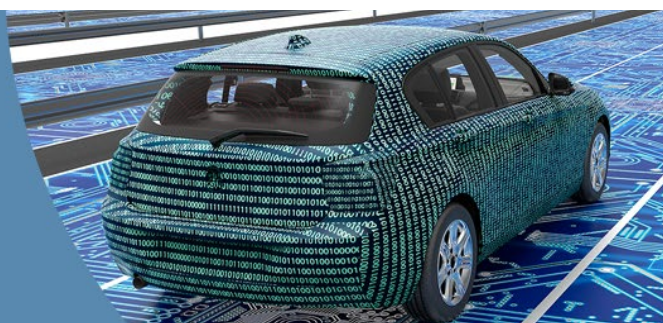In the years following, UltraSoc has grown significantly and Cognidox scaled with it without issue.

What stood out for Baines was the rate at which the system was adopted company-wide, "it was introduced as a mandate, but it grew organically throughout the company, as users began to realise it could solve more problems."

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Rupert Baines

Monitoring and analytics for automotive systems

COMPANY INFORMATION

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