



MC Assembly: Recipient of the
2008 North American EMS Customer Value Enhancement Award



Pictured from left to right: Jake Kulp, Vice President of Sales & Marketing, MC Assembly; Tim Jameson, Vice President of Program Management, MC Assembly; and Art Robbins, President, North America, Frost & Sullivan

“We accelerate growth.”

2008 North American EMS Customer Value Enhancement Awards Award Recipient: MC Assembly

Award Description

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand its customer base, while maintaining its existing customer base, with more innovative value creation and enhancement strategies than competing vendors. This Award recognizes the company's successful sales entry, customer acquisition and service strategies, and the degree to which those strategies have met customers' stated needs and requirements. Such strategies are expected to significantly improve customer interaction and contribute to customer satisfaction.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked, and those exhibiting significant growth are noted. Company's customer base and revenues are compared year on year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and customer retention, it is a candidate for the Customer Value Enhancement Award.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final Award rankings in this category. The recipient of this Award has excelled based on one or more of the following criteria:

- Expansion of customer base
- Ability to grow in a saturated or maturing market
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique product bundling strategy
- Launch of a new product(s) to offer a "one-stop shop" in response to customer demands
- Launch of a new service protocol to improve overall customer ownership experience
- Launch of a new program to help improve the utilization rates for products or services procured by clients
- Creating new sales avenues, such as online services, for an established product
- Strategic mergers, acquisitions or joint ventures to provide additional benefits to the customer.
- Product features/benefits versus product price.



The recipient of the 2008 Customer Value Enhancement Award in the Global EMS market is MC Assembly. The company has been recognized for its outstanding customer service approach and incessant efforts to enhance value creation and improve overall customer satisfaction. The company has also been recognized for its impressive efforts to maintain customer loyalty through a distinctive capability of providing innovative and value-added products.

Founded in 1984, MC Assembly is a leading mid-tier EMS provider servicing the medical, aerospace, defense, industrial, networking, and telecommunications markets. Its service portfolio includes design for manufacturing and testing, new product introductions (NPI), lean PCBA and box build manufacturing and testing, materials management, direct fulfillment and warranty/repair services.

The company believes in balancing quality, innovation and the ability to provide low cost solutions through superior lean manufacturing capabilities, DFM/DFT, testing, NPI, and global supply chain management. This has been further strengthened by its Americas regional focus with manufacturing facilities only in the U.S and Mexico.

Differentiating Through Strategic Fit

For MC Assembly, success means partnerships with the right customers. The company places a very high emphasis on ensuring strategic fit with all perspective and current customers. MC Assembly follows a stringent and diligent "fit" assessment process that helps match its business model with that of prospective customers. The company prides itself for its determined focus on accepting new customers that can benefit from its total commitment to customer satisfaction, thereby increasing the overall value proposition for their customer base.

Partnering with strategically fit customers has helped create perfect synergy between MC Assembly and its customers, allowing the company to act as an extension of their customers manufacturing floor, as opposed to a mere outsourcing vendor. This has helped the company translate services and products to cater to a winning business relationship with its customers. It has also helped MC Assembly increase overall performance and sustain "controlled long-term growth and maintain profitability".

MC Assembly's focus on strategically building and enhancing its existing capabilities and service offerings based on customer demands has firmly established its position within this increasingly competitive landscape.

Customer Focused Culture

The company's philosophy is to maintain strong customer relations with legacy customers with an aggressive, yet strategic, process to gain new customers. This has been the key to customer satisfaction and more importantly in the EMS market, customer retention. In order to ensure complete customer satisfaction, MC Assembly has created customer focused cell teams. Lead by a senior program manager and equipped with resourceful and talented cross-functional staff, each cell team ensures total customer satisfaction and creates avenues for increased value addition.

The cell teams promote multiple touch points with each customer; consequently establishing a stronger bond with their customers. This ensures quicker response time, enabling a faster time-to-market advantage. The company's ability to understand customer requirements, develop solutions accordingly, and consistently deliver the same, sets it apart from their competition.

MC Assembly also conducts quarterly business reviews with customers to ensure conformance to quality, delivery, and service metrics. While catering to stringent customer demands, MC Assembly ensures the same level of quality and performance from its supplier network. By leveraging a strong supplier base, MC Assembly is able to ensure a continuous supply of essential materials that adhere to strict quality and customer specifications. This has provided the company an imperative competitive advantage, especially when operating in extremely high reliability markets such as aerospace, defense and medical.

In the current EMS environment, where the choice of an EMS partner depends on seasoned leadership and manufacturing scalability, MC Assembly has proven itself with its aggressive, as well as proactive, customer service strategies. The company's successful client value enhancement strategies are validated by the fact that the company's new business revenues accounted for approximately 30 percent of total revenues. Where tier 1 EMS providers are struggling to maintain healthy profit margins, MC Assembly has set itself apart by recording increasing profit margins.

Close alliances with its customers and suppliers over the years are the strong underpinning factors for MC Assembly's success. This, in combination with company's belief in continuous improvement, has made the company achieve an enviable market position. The company believes that that there is no

challenge greater than maintaining consistent delivery, while keeping a strong emphasis on quality and customer satisfaction. The company's unwavering focus on customer satisfaction and value addition has earned it the 2008 Frost & Sullivan Customer Value Enhancement Award in the Global EMS market.

About Frost & Sullivan

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