

## What is Clear River Tech's design philosophy?

To understand our design philosophy, one has to understand the “status quo” of design philosophies that are present in the field today. Although I speak here from the PC Board perspective, the same philosophy applies to all our services.

The present state of the industry is profit driven, as it should be, but, with the electronic product industry (as with any other), the problems lie with not the determination of profit, but the focus on the profit. What has taken place is that “normal” companies look at the bottom line first and make adjustments from there. This often reflects itself in the customer taking a “back seat” to the profit margin. The customer knows this, and accepts this today but somewhere in the back of his/her mind, they think “this is just part of doing business...a necessary evil”. We firmly believe that the opposite is true. When the customer is happy, the profit comes later. The customer ends up knowing that we are part of their team and we work towards them winning. A cruel example of this that happens often is if a normal company spots an obvious error in the schematic or mechanical drawing, they may look at it as “ah...I'll be seeing this board again” hence, concentrating on the profit. Our goal is to never see that board again if we can help it. If we see an obvious error, we will mention it and hopefully we can resolve it together. That is why on PC board design, we actually have three customers. The fab house is our customer, the assembly house is our customer, and the paying customer is our customer. When we can make all three happy, our goal has been accomplished.

That is simply the “attitude” we take. This is a service business and therefore service is what you will get as a Clear River Tech customer.

Clear River Tech is **NOT** a job-shop. If you are looking for that mentality, there are thousands of other service bureaus that can provide you with that. We pride ourselves on being part of the team, just as loyal to you and your bottom line as any other member hired by you. As a matter of fact, we pay attention more to your bottom line during a design phase than our own.

Does this mean that Clear River Tech is profitless? Of course not. We do very well. We are not the cheapest solution around. Again, if your looking for cheap, were probably not the service bureau you're interested in. But if you are looking for the best value for the dollar, then give us a try. How much does that extra revision cost you? How much does stopping production cost you? How much does that extra day or week cost you in time to market? Are these the type of questions that your present service bureau asks? How about:

- What is your fastest clock rate?
- What do the busses on your card consist of?
- Did you need a decoupling cap here?
- This clock line is really long, do you think a series resistor might be in order?
- You may have some trouble passing CE here, is there anything we can do?
- We've discovered a mechanical issue here, we've used another connector in the past that can cure this issue. Is this an option?
- If you bury this high Z line between planes, it will increase the trace capacitance, what is an acceptable capacitance limit.

These are the kinds of questions we ask on every project. Does your service bureau ask these questions? Have you ever debugged a decoupling problem? If you have, you know that it is very tricky and very time consuming. What does that lost time mean to your company? What does having confidence in the integrity of your PC Card mean to you?

If you can now envision what we bring to the table technically, then you can also imagine what other things we bring as well. We emphatically believe that every one of our representatives needs to embrace the following qualities:

- A Solution Oriented Attitude
- A Positive Working Relationship
- Integrity
- Confidentiality
- Professionalism
- Creativity
- Open Mindedness

Now you know what our philosophy is.....In a nutshell....it is nothing more than honest service to the customer.