

SIPLACE & Flextronics Brazil

Outstanding grades for SIPLACE

Flextronics Brazil has been using SIPLACE placement machines since 1998. This year, the company once again decided to purchase the latest generation of the SIPLACE platform. In this interview, Brett Bissell, president of Flextronics Brazil, lists the reasons for the company's long-term partnership with the SIPLACE team and for its decision in favor of SIPLACE's newest machine generation.

What are the greatest challenges facing Flextronics in Brazil today?

Brett Bissell: Our greatest challenge at this time is to make our organization fit for comprehensive, high-quality and cost-effective production solutions for our customers – even if the lead times are extremely short. We want to generate added value for our customers with our services and give them a sustained competitive advantage, for example by helping him to respond to unforeseen market and demand fluctuations. To achieve this, we must empower our employees to find solutions to problems that go far beyond everyday manufacturing activities. That's why we need particularly motivated and highly qualified people.

What role do your machine suppliers play in this endeavor?

Brett Bissell: As far as selecting our suppliers is concerned, we focus most of all on the following criteria: cost, performance, reliability, accuracy and concurrence with our own corporate objectives. We look for suppliers who can manage not only the current challenges, but who are also able to function as competent technology partners who will help to master the challenges of tomorrow. We

select partners who help us to generate true added value for our customers and to differentiate ourselves from other EMS providers. And last, but certainly not least, we look for companies that can respond flexibly to our needs as we respond to the needs of our own customers.

Since when have you been using SIPLACE placement machines, and why?

Brett Bissell: Flextronics has used SIPLACE machines at several of its worldwide locations since 1992. In Brazil we invested in the first SIPLACE equipment in 1998 because of the highly developed technical expertise of the local SIPLACE team and the company's strong local presence in Brazil. Today we have 55 SIPLACE machines in our plant. We were the first EMS provider using SIPLACE machines in South America.

How do SIPLACE machines compare against other machines?

Brett Bissell: As far as performance is concerned, the machines are relatively similar. What makes the difference for us is the quality of the SIPLACE team's service and its flexibility.

What were your reasons for selecting the latest SIPLACE platform despite comparable performance data?

Brett Bissell: What made the difference for our investment in new SIPLACE machines were our good experience with Siemens, the high real-life placement performance, the easier setup process with the new feeders, the high accuracy, and the high flexibility with regards to the placement head configuration. Particularly as far as 01005 placement is concerned, the SIPLACE machines are clearly ahead of the competition. We are still in the introductory phase, but we already benefit from the higher speed and the precision with which the machines

handle 0201 components. As far as 01005 components are concerned, we can already see that the SIPLACE machines – unlike those of the competition – feature maximum accuracy with no sacrifice in speed. Other machines achieve speed at the cost of accuracy.

What makes the difference when you work with the SIPLACE team?

Brett Bissell: SIPLACE and Flextronics work together continuously to improve our respective processes, and the SIPLACE team provides us with excellent support in this regard. At the moment we are working to optimize the availability of spare parts and to improve the qualifications of our employees. What benefits us the most is the high degree of commitment of the SIPLACE people, who are simply willing to do more than others. We benefit from their quick understanding of our needs and from their ability to give us positive answers to our requests for more capacity and flexibility. I have no reservations whatsoever to give Siemens top grades and recommend them to others.

Flextronics Brazil

With plants in more than 30 countries all over the world, Flextronics is one of the world's leading providers of electronics manufacturing services (EMS). The company supports customers from many different industries with the design, production and service of electronic products. The secret to its success: Flextronics helps its customers achieve sustained cost and competitive advantages, for example by vertically integrating its services and maintaining top quality standards.

SIPLACE in Brazil

With Siemens Electronica S.A. Brazil, SIPLACE has its own company in this very attractive South American manufacturing location. The main office is located in Sao Paulo in the southeastern part of the country. The SIPLACE team is headed by country manager Cesar Almeida. The sales managers are Marcelo Abdala and Fernando Ventura Rodrigues. User training is conducted at the customers' site or at the SIPLACE Training Center in Manaus, which is located on the Amazon on the northwestern part of the country.