



300 Monterey Dunes Way
Castoville, California 95012
831 633-1502
info@virtualsynergyinc.com

VSI OPERATIONAL & ENGINEERING SERVICES: “A Marketing & Executive Summary”

Virtual Synergy Incorporated (VSI) is an organization dedicated to their client’s product design and manufacturing. VSI brings the full gamut of seasoned, experienced operational capabilities and expertise to industrial market segment entrepreneurs. We will manage day-to-day operational details and we will provide you the competitive edge via expert executive management. We manage the operational burden enabling you to focus on market and market opportunity. Jointly we can execute operationally without lengthy start-up delay, fixed overhead burden, and associated costs. VSI will be your virtual operations management team. Before we show how we do this, a brief explanation of the operational difference between commercial and industrial accounts is in order:

Downsizing and outsourcing is an accepted and established practice these days. OEM’s from most market segments are now engaged with contract manufactures onshore and (more and more) off-shore. Contract Manufacturing (CM) has been a high growth business for over ten years. CM’s now provide expanded value added through internal contract engineering services. They seek new revenue opportunity and account control. The customers seek time to market, improved productivity, lower overhead, and access to scarce resources.

This symbiotic relationship serves well the large commercial accounts and CM’s. The mutual volume opportunity attracts. The large commercial accounts obtain design support and necessary manufacturing expertise. The large CM secures the multimillion-dollar account required for profitable growth.

Such mutually beneficial relationships for typical industrial accounts do not exist for a variety of reasons - relative low quantities of production being one, as industrial OEM’s do not replicate on the commercial scale. Amortization of overhead cost presents greater burden. In the industrial design and manufacturing scenario, keeping abreast of changing technology is a challenge. Technological expectations set in the commercial market pull the industrial sector, but they lack the capability to maintain the pace. They remain disappointed with cost to performance ratios. This manifests itself in the following ways. The mechanically oriented industrial OEM’s, including medium to large companies, ineffectually manage their electronic control requirements. Conversely, the electrically oriented industrial OEM’s have similar mechanical shortcomings. In both scenarios typical industrial market production volumes cannot adequately amortize operational overhead.

Now, here’s how we help industrial OEM’s and entrepreneurs:

VSI presents skills and talent uncommon from typical engineering firms. The VSI core team has

many successful years in design, engineering, and manufacturing. VSI's unique

strategy avails its clients the necessary diverse skills of multiple industrial design, engineering, and manufacturing service companies.

VSI bridges the gap for these industrial OEM's and for other medium to small companies lacking the capability and project management infrastructure to provide for a comprehensive, competitive product solution. VSI provides a program management process, which controls product introduction from the customer's concept, through the sales and market planning and into production and support. VSI will generate a complete business plan with all the financial justifications, develop the product and take it into full production. In conjunction, VSI facilitates bringing to bear the core competency of each contributor where it matters. This results in significant time to market and product performance advantages.

VSI's business support is built on cross-functional teams and a comprehensive program management process, each necessary to achieve timely product introduction, production launch, operations management, and manufacturing management. In addition to complete design and development VSI provides any and all the following management, operational, and manufacturing services.

1. Market planning & marketing services including collateral material development.
2. Secure financial management including accounts receivable and payable, tax preparation, P&L, financial tracking reporting, direction, and consultation.
3. Human resource management and staffing support.
4. Order entry, order processing and configuration management.
5. Document control and bill-of-materials revision management.
6. Supplier selection and supply chain management including contractual asset management.
7. Technical product verification and validation.
8. Compliance testing and production test plan management and execution.
10. Production process definition, implementation, tracking, and management.
11. Appropriate document generation and control.
12. Quality control system planning, definition, tracking, and control.
13. Corrective action process management.
14. Order fulfillment, production, final assembly, and system integration management.
15. Functional performance, reliability, production, and supply chain cost improvement processes.
16. Warranty and service support plus end of product life plan and management.
17. Periodic executive management reporting, consultation, and direction.

Refer to the [VSI Phased Developmental Process](#) for an in depth view of how we structure our services.

For more information email info@www.virtualsynergyinc.com or call 831-633-1502.