

Expertise is key to success

"As a New Product Introduction buyer (NPI), my first position at Neways, I was in touch with customers and suppliers on an almost daily basis to jointly develop new products. At that time, my work involved liaising between Neways Technologies and Neways Advanced Applications and I also initiated 'earlier supplier involvement' in that role. We involved suppliers at the beginning of the design phase to make sure that the design we had on the drawing board was also feasible in practice. This approach puts us in control of the production and supply chain and keeps costs low. In 2016, I moved to a new position and now represent the Healthcare segment in the management team at Neways Advanced Applications.

In my role as Healthcare business manager, I see that we clearly differentiate ourselves from competitors because of our experience in the field of flex-rigid. Few EMS companies can rival our expertise in this area, and it takes years to build up this level of experience. That expertise is the result of long and intensive relationships with our customers, and is also a good example of our System Innovator philosophy: We know what is going on in the sector and what impact that has on our customers. Armed with that knowledge, we know which activities are worth developing and which are not: the result is a continuous feedback loop, which drives steady product improvement.

Because we know our customers' products so well, we are capable of providing service back-up for the entire system life cycle. Life cycle management means that we contribute our expertise to help customers keep their products, such as an MRI system, operational for as long as possible. If a component threatens to become obsolete, we form an end-of-life inventory and work with the customer to look for solutions that assure continued production and repair capabilities.

Before joining Neways in 2013, I worked for a major American company. Based on that experience, I know what the differences are and what makes Neways so special. Neways Advanced Applications is large and professional enough to operate as a serious player in the market, but has all the advantages and charm of a smaller company. There is room for personal initiative, and everybody willingly contributes knowledge and expertise when you need their input."

BUILDING SMARTER SYSTEMS FOR A CHANGING WORLD

SMARTER
SOLUTIONS

CONTRIBUTING
IDEAS

EXPERTISE

COLLABORATION

NANDA VONK-SEELE
HEALTHCARE BUSINESS
MANAGER

NEWAYS ADVANCED APPLICATIONS