

CRITICAL LINK CUSTOMER STORY: TELETRONICS TECHNOLOGY CORPORATION

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--John Roach, Vice President of Network Services, Teletronics

Elastic Technical Resources with the Right Expertise

To be successful in increasingly competitive markets, companies must be ready and able to seize opportunities when they arise. That’s exactly what Teletronics Technology Corporation of Newton, Pennsylvania did – with the help of Critical Link’s engineering expertise.

“A customer offered us a great opportunity to deliver a product, but the development schedule was very aggressive,” recounts John Roach, Vice President of Network Services at Teletronics. “When we mapped out the work required, we realized just how difficult it would be for us to gather the resources and complete the work on time.”

Teletronics is the world’s leading total system solution provider for defense and commercial aerospace test applications. They develop instrumentation for a wide array of clients, ranging from Delta Airlines to NASA to the NAVY, rarely relying on help from outside parties. So what made them come to Critical Link for assistance in developing video firmware for their Advanced Data Server and Recorder?

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With the help of Critical Link, Teletronics was able to deliver an exceedingly high-quality multi-function instrumentation data recorder with file server capability for maps and missions. End users benefit from high-definition video with long recording times and high-speed video data acquisition in scenarios where space is limited.



Challenge: Tightly constrained schedule & technical resources

Solution: Critical Link Engineering Services

- H.264 encode & decode
- Video system development
- TI processor experience
- Hardware expertise
- Project Management

Impact: Teletronics was able to capitalize on a customer opportunity and deliver against an otherwise unachievable schedule.

The Critical Difference:

- Technical expertise
- Broad engineering resources to extend in-house design teams
- Customer-focused mindset
- Consistent communication
- Strong project management

“I would describe the technology Critical Link helped us develop as hot. Absolutely state-of-the-art,” said Russell Moore, Director of New Business Development at Teletronics. “Together we created a truly exceptional piece of equipment.”

Value Beyond Technology

Cutting-edge technology wasn't the only value Critical Link was able to provide. According to Roach and Moore, Critical Link's outside relationships and fine-tuned project management approach also helped speed up development.

“We were using a Texas Instruments (TI) processor we'd never used before and Critical Link had vast experience with TI,” said Roach. “That background and their connections at TI allowed us to solve problems and meet deadlines. It was a huge value that helped us get things done more quickly.”

Team Approach and Open Communication

Critical Link is enjoying rapid growth largely due to their customer-focused approach. While team members possess immense technical expertise, they also pride themselves on their ability to deliver outstanding attention, communication, and support to each of their clients. At Critical Link, the goal is to ensure each customer question is answered and every project issue is addressed quickly and effectively.

“When we began to consider working with outside engineering services, we were concerned that the teams might not work closely enough together and we wouldn't achieve a smooth integration of work during final product development and test phases,” said Moore. “But Critical Link had the tools and expertise to ensure all went well.”

Roach agreed. “I was very happy with the relationship,” he said. “The people we worked with were competent, knowledgeable, and responsive. Their project management was excellent from start to finish.”

The Critical Link team acknowledges, however, that they couldn't have achieved this level of success on their own. “Working with the Teletronics team was refreshing,” said Critical Link Vice President, Tom Catalino. “They were under a great amount of pressure and stress, but you'd never know it by their behavior. We were impressed at every stage by their skills and professionalism. It's a great thing when two stellar teams can come together so seamlessly to deliver a knock-out product.”

About Critical Link

Syracuse, NY-based Critical Link (www.criticallink.com) is an embedded systems engineering firm, offering a broad range of highly customizable, small-form factor SOMs and development kits for highly integrated, embedded systems for medical, scientific, and industrial applications. Critical Link's end-to-end product engineering offerings include design, development, and production services. Critical Link is a member of the Altera Design Services Network, a Platinum Partner of the TI Design Network, and a certified member of the Arrow Consulting Engineering Services (ACES) network.