



PRESS RELEASE

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Keystone Shows Significant Growth Despite Tough Economic Conditions

Keystone Electronic Solutions, a Waterkloof-based R&D company offering an outsourced R&D and product development service, has showed 33% growth in turnover for the past year of operations, despite the tough economic conditions.

Ivan Popov, co-founder and director, comments: "The company has a strong focus on delivering in time and on budget, and to date we have a 100% success rate."

"We design with a practical outcome in mind, especially seeing as we are often responsible for the manufacture of the product after the design phase. We currently provide low volume production services for niche market products for several clients. Our reputation is based on delivering real-world solutions, within the given time frame, and according to a high quality specification."

According to Popov, the team has the capacity to embrace a customer idea and take full responsibility for the R&D of the product, from inception to the first successful production run. The company is also capable of providing the necessary technical staff to provide post production QA testing and product personalization. Keystone also assists in field trials and preparation for taking the product to market. Thereafter, they provide significant customer support for products, and will work on product enhancements when the customer has the requirement.

"I can attribute our growth to a strong investment in our clients' success. An example of this is an electronic locking system that we developed for a large client in the telecoms industry. We produced 4500 locking systems in 2008, and the customer projection for 2010 is now up to 25,500. We work with the customer to ensure the best possible solution, and then we support their product into the market to ensure its success, and to respond to market feedback when it comes to developing enhancements," says Popov.

Other projects completed by Keystone in 2009 included payphones over radio links, radiation access monitors for mines, legacy support and enhancements for telecoms equipment, and protocol conversion for petrol pump multiplexing.

"As a company we have decided to retain the profits and invest in the business through the recruitment of additional engineers, in order to increase our capacity for larger projects."

An additional 4 engineers have been recruited, and additional floor space has been taken on in order to accommodate the expanded staff complement. Six percent of turnover has been reinvested in the IT infrastructure and reference equipment, in order to increase capacity.

Keystone Electronic Solutions has a fully equipped electronics laboratory at its Waterkloof premises. Equipped with a range of test benches and instruments, the company is able to thoroughly test all interfaces of a product before it leaves the premises. The laboratory also plays host to reference installations of all the products the company has been involved with. This assists in providing quick and meaningful support for customers in case of queries.

“We managed to expand our customer base through 2009 as well. Although primarily offering R&D services for clients in the telecoms industry, we have taken on clients in the Mining and Petrochemical industries as well. We now support companies throughout Southern Africa, including Namibia and Angola,” says Popov.

The growth of KSES has also seen the expansion of the supplier base, due to the broadened purchasing strategy to ensure quality and availability of stock.

“Our staff have also benefited from the expansion and exposure to new industries. New challenges bring new knowledge and experience, and the staff are able grow in their own right as the company takes on projects in new areas of expertise,” explains Popov.

“We have a young and energetic staff of qualified engineers. They are motivated and take pride in delivery. We believe in investing in the business and in our staff. This has been the key to growing a successful business.”

Ends.



Some of the Keystone staff at one of the test benches



A Think Tank session for a new design



Investment in staff and technology is key



A young and motivated team of engineers



Significant investment in technical infrastructure

About Keystone Electronic Solutions

Established in 2007, Keystone Electronic Solutions provides a range of Electronic Engineering Research and Development (R&D) solutions in order to assist customers with R&D, product developed and preparing the product for the market. Based in Waterkloof, Pretoria, the company services the national market, primarily in telecommunications, but increasingly in mining, security and retail. www.kses.net

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