

## Creating Systems to Drive High-Velocity Decision Making

By Michael Schumacher, Linkage CEO

In 2015, Mehul Dave and I started Linkage Technologies based on a shared vision and business philosophy developed through 30 years working together in the global printed circuit manufacturing industry. In addition to our passion for “business integrity” and “treating others like you want to be treated”, we practice “high-velocity decision-making”. We aim to create a company that acts fast through **SUPERIOR SYSTEMS**.

## Quote of the week

“Speed matters in business – plus a high-velocity decision-making environment is more fun too.”

Jeff Bezos, Founder and Chief Executive Officer, Amazon.com, Inc.

Amazon CEO Jeff Bezos has written about high-velocity decision making. The basic idea is that you quickly gather as much information as you can about a given decision and then you decisively take the leap forward as a business. This is how we operate. It drives our family, friends and staff crazy sometimes. But it is how we like to live. We make decisions quickly and recognize that we can later course-correct, if needed. We just don't want to miss a business opportunity that presents itself. We are not afraid of failure. So far, that philosophy has served us well.

We believe our Linkage customers in this 2020 “digital age” feel the same way.

- You send us your RFQs and demand a fast quote response.
- You send us your orders and you want immediate 24/7 engagement with our engineers to review the details and get the order into production as fast as possible.
- You want to know the current projected ship date without having to send an email to us
- You want an automatic notification when the order ships
- You want a fast and empathetic response when problems develop

## Photo of the week

The below photo was from our Linkage Shenzhen Office Grand Opening Party in May 2019.

Attended by a large collection of team members, PCB partners and other friends, this event speaks to the vast “Human Network” that has been equally critical to our Linkage success.



All of this is driven by your own desire to make **HIGH-VELOCITY** decisions in your own business.

We hear you!

About six months ago, we decided to create a comprehensive Linkage information system that answered these **HIGH-VELOCITY** demands from our customers. We recruited a very strong team of web developers to our

Mysore India office and started down the courageous path of creating our own custom system. We are extremely pleased with the initial results of these efforts. It's been a fun ride so far!

Below is a diagram of the **HIGH-VELOCITY SYSTEM** we are creating.

- Our new RFQ system is already LIVE, with the customer interface rolling out this month
  - We now have 24/7 online coverage and improved quoting responses
- The Engineering Qualification (EQ) and Customer Profile (CP) modules are in final testing
  - Customers will be able to converse with us in a “texting” format that efficiently manages the back-and-forth conversations about technical production details before an order hits the shop floor
- A new comprehensive Order Management module will be next
  - We aim to give customers an “open look” at the progress of their orders
- A new Quality/Customer Care module is being developed in conjunction with our plans for 2021 ISO 9001 certification

Stay tuned as we roll out these systems to your company! These are certainly exciting times for us all at Linkage.

