



Client Story: Rite Track

In high tech industries, speed to market is essential. The lack of a process at Rite Track to turn their ideas into reality was “like watching money leave the company.” Now, four months after E!WW, Rite Track’s new process has already sent one new product into the market, and two more will follow in 2008, for projected sales as high as \$15 million.

Client Profile

Rite Track manufactures and remanufactures automated wafer processing equipment for the semi-conductor, thin film head, and MEMS industries. The \$30 million family-owned company has been in business since 1993 and has 150 employees.

Rite Track is an award-winning company and has an established history of growth. The company services customers in the U.S. as well as in Europe and Asia. The nature of their business dictates the need for ongoing innovation and fast implementation, yet the company lacked a process to assess the value of new ideas and move them quickly into production and out to the market.

The Eureka! Winning Ways program provided that process. All aspects of the company—accounting, production, engineering, sales & marketing, and other critical departments involved with the products—came together to provide important perspectives in the process. In the end, the company is now better equipped to generate its own ideas, assess them, and move the winners into production quickly before the idea dies or competitors deliver it.

New Ideas and Projected Results

Rite track pursued two ideas after its initial E!WW session:

The first is to retrofit and enhance one of its oldest legacy products to create a less expensive alternative with quicker delivery that would compete with a current leader in the market. The company had contemplated this idea prior to their E!WW engagement, but the E!WW process helped to move the idea along and encouraged staff engagement. As a result, just four months after their initial E!WW session, the first version of the new product is complete and headed into the market. The second adaptation, a more

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significant retrofit of the original, is nearly complete. The company expects to realize \$1 million or more from these products in 2008.

The second product, a device that would automatically realign and auto-calibrate the main robotic arm on a track machine, is in development. The company is working through software rights necessary for this device, and if those can be resolved the company projects \$10-14 million in sales from it.

Reaction to E!WW

Rite Track credits its growth coach, TechSolve's Bruce Vaillancourt with keeping their team on track and ensuring their ideas moved efficiently through the process. *"You can't do this yourself,"* said Debbie Zeisler, Rite Track's CFO. *"Involving all aspects of our company in the idea development process is part of what makes this program so effective. But it can also be challenging to move an idea through with different people working on it from different perspectives. Bruce's knowledge of many aspects of the business enabled him to quickly understand our team and help us progress together."*

In Rite Track's high tech industry, speed is critical in deploying new ideas. *"Before E!WW, we had plenty of ideas, but most of them didn't make it through to market, or took too long. It was like leaving money on the table to see so many ideas not come to fruition. But now, with the E!WW process, we can quickly develop more products and more opportunities to sell. Especially if your company is vulnerable to downturns in your industry, the ability to create and deploy new products efficiently will strengthen your position no matter what happens."*

For More Information

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