

2003 Frost & Sullivan Award for Market Leadership Heller Industries



Award Description

The Frost & Sullivan Market Leadership Award is given to the company that has exhibited market share leadership through the implementation of market strategy. The recipient has displayed excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics. Furthermore, the award recipient has continually demonstrated solutions for monitoring market changes and for implementing superior market engineering strategies.

Heller Industries is the recipient of the 2003 Frost & Sullivan Award for Market Leadership in the world SMT soldering equipment & materials market. In 2002, Heller Industries' market share was seventeen percent of the world SMT soldering equipment market. The closest competitor had fourteen percent market share of the market. Heller's market share has increased by ten percent over the past five years. The SMT soldering equipment market in which Heller participates is projected to grow at a compound annual growth rate (CAGR) of eleven percent from 2002 through 2009. Heller is projected to maintain its position as market leader through the forecast period.

One factor that has helped Heller Industries gain a sizeable amount of market share is their strategy to provide the best value for dollar to their customers in terms of cost of ownership of their machines. Heller focuses on a combination of what the customer pays initially for the machines, pays in long turn in terms of cost of ownership, and the service a customer expects in terms of support, spares, and other items. With the comprehensive infrastructure Heller has at its different manufacturing sites, the company has been able to provide best support to their customers - a strategy that is allowing the company to be the dominant player in the market.

Considering the 2001 economic slowdown, the company has been able to compensate for pricing pressures and manage the

By utilizing these strategies for success, the company has established itself as the market share leader in its respective industry.

Research Methodology

To choose the recipient of this award, the analysts track competitor revenue and market share within the industry. This is achieved through interviews with all market participants and extensive secondary research of proprietary data sources. Finally, the competitors are compared and ranked for relative position. Frost & Sullivan then presents the award to the company that received the number one industry rank.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to ascertain final competitor ranking in this industry. The recipient has excelled by substantially increasing one or more of the following criteria:

- Market share
- Revenue growth rates
- Profitability
- Market and technology innovation

flow of materials and the vendors to arrive at a price attractive to the end-user. To offer a reduced price to the customer, Heller manufactures in the areas where the customer is located and also where it is most economical.

Some soldering equipment manufacturers focus heavily on all market segments, such as the reflow and the wave soldering equipment market, but Heller Industries focuses heavily on the reflow markets, thus keeping track of the latest advancements in this segment of the industry.

On the technological front, the company is concentrating on the implementation of lead free, and that of the 0201 components. The company focuses on providing machine-integrated software in local languages across different regions of the world.

Heller is among the pioneers to ensure environment-friendly operation by removing flux from oven emissions during operations without affecting the production downtime. The company is concentrating on tighter temperature control for both heating and maintaining tighter cooling profiles with low delta T to meet the reduced process windows for lead free. The company has made a breakthrough in achieving tighter gas flow circulation, for providing a filter-less flux removal system with a self-cleaning mode during operations, high-temperature blower motor assembly, and to achieve smaller overall machine length. The new filter-less flux removal system designed by Heller uses a condensation/precipitation methodology to remove flux from the oven tunnel before it reaches the cooling area, where it tends to accumulate in conventional ovens. The flux is then trapped in trays and concentrated through self-cleaning cycles during operations to be disposed ultimately.

An aggressive research and development activity coupled with innovative methods to provide the machines to customers at lowest possible prices along with meticulous customer support has contributed to the success of Heller industries in the world SMT soldering equipment & materials market. Thus Heller Industries is a deserving recipient of this coveted Frost & Sullivan Award for Market Leadership.

