



**LOGIC**  
SUPPLY

## StreamOn Case Study

Customizing off-the-shelf products to create cost effective solutions

## COMPANY SUMMARY

**StreamOn** has been offering a streaming audio solution to the broadcasting industry since 2006. The appliance enables radio stations and broadcasters worldwide to stream content and reach audiences both locally and across the globe.

**Started** by the OK Radio Group, StreamOn understands the specific challenges that radio broadcasters face. Today, with a state-of-the-art network, customized software and a skilled in-house technical team, StreamOn offers a business-critical, end-to-end solution that's built "by broadcasters for broadcasters."

## THE CHALLENGE

**StreamOn** was using a commercial grade hardware product with custom software. Their challenge was twofold: The hardware they were using went EOL (End of Life) and, as their business grew, so did their need to upgrade to a more specialized embedded computer system. Moreover, since StreamOn had a fixed price for their customers, they had to keep costs -- at the very least -- in line.

**StreamOn**, then, needed to upgrade to new systems that met all their needs while keeping as close to the original cost as possible.



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# BUSINESS GOALS

**During** the needs assessment, Logic Supply's engineering team determined that StreamOn had five business goals:

- 1 A Cost Effective Solution**  
StreamOn needed to keep the cost of the new systems as close to the original cost as possible.
- 2 Reliability**  
StreamOn engineers wanted a high uptime and a low failure rate.
- 3 Ease of Use**  
StreamOn wanted a plug-and-play system which their customers could get working within seconds and troubleshoot if necessary.
- 4 Company Branding**  
StreamOn wanted to build their brand and marketplace recognition with on-system branding.
- 5 Outsourced Fulfillment**  
Because StreamOn is based in Canada, they needed their products to be blind drop shipped to their customers with a quick and seamless turnaround time.

## METHOD & RESULTS

**Logic Supply** was able to offer StreamOn a full solution that met their business and technical needs from start to finish.

### Customized Off-the-Shelf Product

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**StreamOn Goal:** *Customized and Cost Effective Solution*

**Logic Supply Solution:** *Customized Off-the-shelf Solution, Improved Inspection Process and Reduced Shipping Cost*

**StreamOn** was looking for a custom case that was cost-effective yet fit their specific needs. Logic Supply worked with StreamOn to help identify what their needs were and help them obtain their business goals by creating a list of parts, and pricing for an off-the-shelf product while exploring options for a custom case design.

**Logic Supply** used their in-house engineering expertise to create a customized solution to their application by starting with an existing system design and customizing it to fit their needs. The result was a customized computer chassis close to StreamOn's budget, a unit that was 30% smaller and more thermally efficient with a longer service life.



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## METHOD & RESULTS

### Reduced Material Cost by Removing Unnecessary Product

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**Logic Supply** was sensitive to StreamOn's budgetary needs and explored options that would reduce material cost without sacrificing quality. The goal was to reduce sheet metal cost by only including parts that StreamOn absolutely needed. For example, StreamOn didn't need a hard drive which eliminated the need for sheet metal HDD brackets. Logic Supply used their in-house engineering expertise to create a home inside the case for StreamOn's custom internal circuit board.

**Also**, StreamOn had a requirement for a watchdog timer to reset a unit should a software malfunction occur in the field. Logic Supply met the watchdog requirement by selecting a circuit board with an on-board timer. The result was the elimination of extra cables and the removal of a \$30 external watchdog timer.

**By** eliminating the elements that were deemed unnecessary, Logic Supply reduced StreamOn's cost of goods by 25%.

### Streamlined and Improved Inspection Process

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**StreamOn** had a complicated build and inspection process that was disjointed, costly and inefficient. Originally each system had to be configured differently for each customer.

**Logic Supply** took that process and figured out how to make it work with LEAN manufacturing practices and set it up as a continuous flow operation where a customer specific configuration can be done at the same time as a build. Previously the configuration was done separately.

**Logic Supply** optimized the whole process lowering cost and increasing efficiency. The process included revision control to improve quality inspection.



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# METHOD & RESULTS

## Reduced Shipping Costs:

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**StreamOn** originally had high shipping costs because they were shipping products by air. Because Logic Supply has high traffic volume of machine parts, sheet metal and products, that travel from its factories in Taiwan, they were able to intelligently group products on a smart schedule to maximize shipping efficiencies and effectively lower cost and shipping time.

## Reliable End Product

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**StreamOn Goal:** *Reliability*

**Logic Supply Solution:** *Engineered Quality Product*

The final product is a system with a solid state drive that is fanless, completely enclosed to protect from dust and grime, and without any moving parts to limit failure rate. The system is passively cooled with a custom heatpipe that is more effective than prior equipment and can handle a high CPU load. It can work around the clock and is immune to the ill effects of sudden power outages because of its integrated watchdog timer, auto re-start bios, and a read-only configured solid state hard drive that cannot be corrupted.



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# METHOD & RESULTS

Custom Labeling on I/O:

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**StreamOn Goal:** *Ease of Use*

**Logic Supply Solution:** *Clear and Custom I/O Labeling*

The final product included a clearly labeled I/O shield that labeled each connector to accommodate the company's need for ease of use.

"The final packaging and accessory kit was organized and thought out. The end product is a quality product that looks professional and works well," said Andrew Snook of StreamOn.



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## METHOD & RESULTS

Silkscreen Logo on Front Panel:

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**StreamOn Goal:** *Company Branding*

**Logic Supply Solution:** *Quality Branding at a Low Cost*

The final product included a quality branded product that can be highly identified as a StreamOn appliance with a silk screen logo on the front and side panels. Since Logic Supply used a low cost silk screening paint process, the result was a high quality look for a low budget price.



Blind Drop Shipping:

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**StreamOn Goal:** *Outsourced Fulfillment*

**Logic Supply Solution:** *Seamless Blind Drop Shipping*

**Logic Supply** was able to offer blind shipping options directly to StreamOn's customers in the US and Canada that made the shipping process seamless, timely and cost effective.



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## CONCLUSION

“We needed a full solution that came close to our original cost, with specific branding and product requirements, all with a quick turn-around time.” said Andrew Snook of StreamOn. “Logic Supply was able to leverage their worldwide supply chain to keep shipping costs down and give us a fully branded product that met all our needs.”

For information on our products and services call **802.861.2300**.



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