

SILENT SENTINEL



BALANCING CUSTOMER
EXPECTATIONS AND SUPPLY
CHAIN MANAGEMENT

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Sales Director

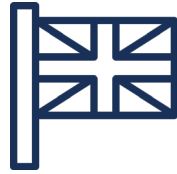


AT A GLANCE



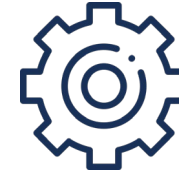
WHAT WE DO

We design, manufacture, and supply advanced market-leading surveillance and security systems - we have built over 40,000 camera systems to date.



WHERE WE DO IT

We were established in 2002 and our camera systems are built onsite in our 18,000 sq./ft manufacturing plant in Hertfordshire, England.



HOW WE DO IT

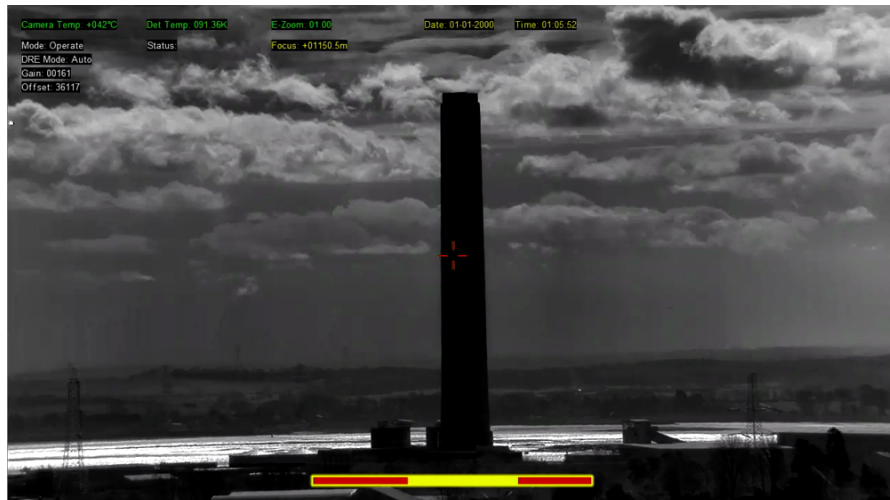
Our in-house engineering team build all of our cameras, and are constantly researching the latest technologies to incorporate into our solutions.

OUR PRODUCTS



Silent Sentinel provides advance and advanced surveillance camera platforms for land and maritime surveillance applications.

By combining industry leading video and thermal technology, we are able to deliver precise recognisance of small targets, at long range and in challenging environments.



KEY MARKETS

Sectors that we specialise in:

- Homeland security
- Defence and military
- Aviation
- Maritime and coastal surveillance
- Border security
- CNI (Critical Infrastructure)
- Perimeter security
- Vehicle and portable surveillance



Countries Silent Sentinel has exported to since 2006*

*Silent Sentinel was dormant for first few years of trading



DEFENCE

Challenges:

- Long procurement cycle
- Cashflow issues
- Can't hold stock very long
- Export restrictions

Benefits:

- Time to prepare supply chain
- More tolerant to delays
- Order deadlines are consistent and reliable
- Understand export control restrictions



SECURITY

Challenges:

- Difficult to manage and forecast in some regions
- Less understanding of export control
- Delays are common (negative effect with suppliers)

Benefits:

- Shorter procurement cycle
- Less pressure on cashflow
- Quicker turnaround



CHALLENGES

Being an SME brings an array of obstacles, including:

- Cannot hold stock like global companies can
- No global distribution network available
- Larger brands can impact customer expectations
- Strain on cashflow
- Often have to accept business even if it will be tough
- Have to accept tight delivery schedule

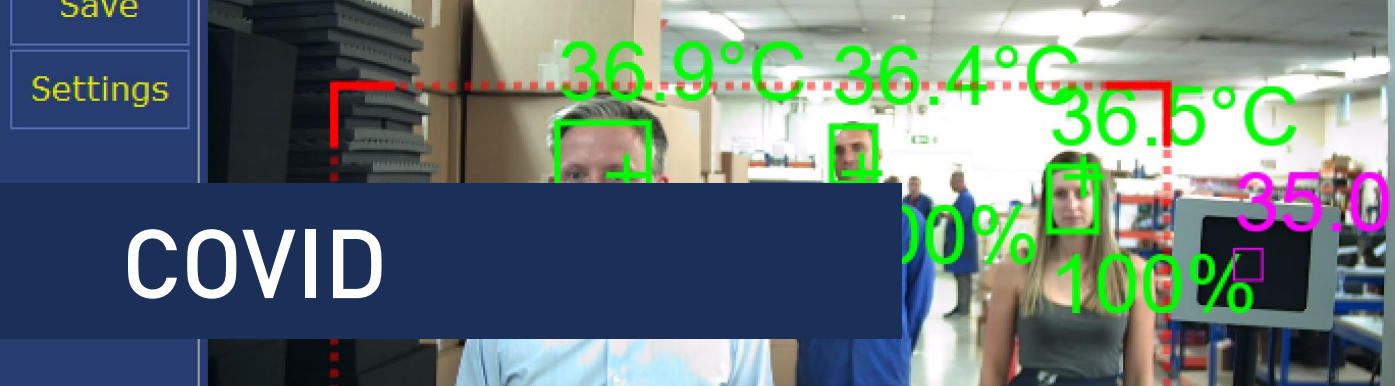


SOLUTIONS



How can you meet these challenges?

- Understand supplier's delivery limitations – build this into standard lead times.
- Explain to customers about the lead times – honesty and working together is key.
- Categorize customers – explain potential delays to commercial customers before PO is placed.
- Work with suppliers to hold stock or part-built components to speed up delivery.
- Categories popular products, such as creating preconfigured solutions, to help with stock and long lead times of components.
- Benefit from scale with growth



Challenges:

- A lot of suppliers were shut
- Staff working remotely
- Unexpected issues
- Exporting/logistics

How they were overcome:

- Being an SME allowed for adaptation
- Small team allowed for quick idea generation



THANK YOU

Do you have any questions?

