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SUGA International Holdings Limited

Driving Efficiency in IoT Manufacturing

“The IoT landscape is constantly evolving. If you are not quick to market, your technology may become obsolete before it even gets a chance.” - Larry Page, co-founder of Google.

These words encapsulate SUGA International Holdings Limited’s journey as a leading electronics manufacturer and solutions provider that recognizes time to market is essential for the success of any IoT venture. The firm supports customers with custom solutions that span the manufacturing ecosystem.

“From new product design, product launch, to world-class manufacturing, we stand by our customers every step of the way,” says Lyndell Sippel, vice president of IoT Solutions at SUGA.

The leading electronics solutions provider has established a dedicated IoT business unit focused exclusively on the design, development, and manufacturing of IoT devices in Vietnam. SUGA offers its customers a comprehensive suite of manufacturing capabilities, including injection molding, printed circuit board assembly (PCBA), final assembly, and direct order fulfillment, ensuring seamless delivery of products to its customers’ end-user. Solutions are tailored to the specific requirements of IoT device original equipment manufacturers (OEMs).

By choosing SUGA Vietnam, customers unlock numerous opportunities for a streamlined, cost-effective supply chain. Its strategic geographical location offers competitive labor costs, a highly skilled workforce and efficient transportation of goods.

SUGA’s agile supply chain and production processes, stringent quality control and the substantial investments it has made in advanced IoT test equipment ensure the highest product quality standards. By actively collaborating with its customers the firm has been able to reduce manufacturing costs, optimize supply chain processes and improve overall quality, resulting in faster delivery times and improved product reliability.



Lyndell Sippel,
Vice President, IoT Solutions

SUGA’s engineering capabilities include industrial, mechanical, and electronic product design, enabling it to handle every aspect of IoT device development. The firm’s team of 30 dedicated engineers work round the clock, collaborating with clients on product design and redesign initiatives at any stage of the design cycle. Utilizing disciplined project management methodologies encompassing formalized processes with phased gate checkpoints, SUGA ensures a smooth transition through the product design process.

This strategic approach alleviates the client’s resource constraints, ensuring efficient product development progress. By leveraging SUGA as a trusted partner,

one customer was able to hand over full product design to the firm and focus their resources on core software design requirements. This collaborative approach resulted in the successful launch of an IoT device in less than six months.

From new product design, product launch, to world-class manufacturing, we stand by our customers every step of the way

A comprehensive set of services and a resolute commitment to clients enable SUGA to play a vital role in accelerating the development and manufacturing of IoT devices. Despite the continuous evolution of the IoT landscape, SUGA remains a steadfast partner, ensuring that its clients’ products meet the highest standards of quality and performance. **CA**