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Anna Hung | CEO

Going beyond expectations: CCIntegration is delivering the right consultative services and products to help you scale your business

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Cover Story



Anna Hung, CEO

Going beyond expectations: **CCI** is delivering the right consultative services and products to help you scale your business

“CCI has invested more than any of our competitors to support our growth today and into the future. These investments include facilities, people, and IT infrastructure.”

Original Equipment Manufacturers (OEM) are companies that design products for specific market segments. These products could take the form of hardware (eg. smartphones) or software (eg. CRM). The OEM integrator market is focused around OEM’s who combine SW and HW to deliver their solution. OEM integrators are typically the vendors who provide the design, manufacturing and

logistics to help these clients design a turn key product around their SW.

CCIIntegration (CCI) is one such fastest-growing OEM integration companies in the USA. The organization has earned a sterling reputation in providing advanced, integrated, turnkey system appliances and rack infrastructure. Today, CCIIntegration serves a wide range of vertical markets, and its expert technical staff delivers perfectly tailored, ultra-

reliable products that support every customer’s unique solution deployment objectives.

CCI was established in 1985 and is headquartered in Plano, Texas.

Anna Hung, Chief Executive Officer of CCIIntegration, spoke exclusively to The Silicon Review on how her company is delivering solutions that meet their customer’s needs—quickly, easily, and transparently—every time, everywhere.

“The majority of our products ships from our factories **READY TO DEPLOY, meaning no additional services are required for the product to perform its function.”**

Interview Highlights

Briefly describe us about CCIIntegration and the services it offers.

CCIIntegration is an OEM integration services company. Our clients are software companies that need physical systems to deploy their IP on a global basis. CCI is an outsourced supplier to these companies, and we handle all the services necessary to support a completed product (HW +SW) for their market requirements. Our services include:



DESIGN, ENGINEERING

- Platform Selection
- Platform Branding
- Platform Validation
- System Test and Validation
- Performance Testing
- Build and Deployment Automation



PLATFORM MANAGEMENT

- Lifecycle Management
- Initial and Ongoing Regulatory Compliance
- Quarterly Roadmap Updates
- Platform EOL Notification and Transition Planning
- Engineering Change Control



INTEGRATION (APPLIANCE, SYSTEM-LEVEL, RACK)

- Build, Image and Quality Control Documentation
- Automated Production Processes
- Appliance and Rack-Level Production
- 95% of Factory Shipments Ready to Deploy



INVENTORY MANAGEMENT

- Delivery On Demand
- Finished Goods Inventory
- Evaluation Unit Tracking and Refurbishment



ONSITE SUPPORT

- Parts and Labor Support
- System Installation
- Advanced System Replacement
- Custom Service Options
- 3-5-Year Support Packages



GLOBAL LOGISTICS

- Global Logistics Management
- Regulatory Certifications and Filings
- Import/Export and Customs Management
- Turn-Key Shipping and Deployment
- Optimized Tracking

CCIIntegration is one of the longest-standing OEM integration companies in the U.S. today. Founded over three decades ago, the company is the fastest-growing company in the OEM integration space.

What are the key factors driving your growth?

CCI began its journey in Silicon Valley, where we operate one of our integration centers. Our clients were initially privately held start-ups that required our expertise and knowledge to get to market. Today, our growth is fueled by larger technology firms that embrace the knowledge and flexibility of our organization.

But the key fuel for our explosive growth is our relationships with our technology partners. These partners value the services provided by CCI for their products. Our most strategic partner is Dell Technologies. And that partnership has been key to gaining access to new client engagements.



DELL Technologies
TITANIUM PARTNER

What are the products you sell?

The products we sell are the ones our customers ask us to design for them. Typically, the product is a server-based architecture, branded for our client, and validated with their software IP. The fastest-growing segment for CCI over the past two years, however, has been purpose-built rack integration. CCI designs the full rack of equipment with our clients and performs final validation with the client's software IP. A majority of our products ship from our factories ready to deploy, meaning no additional services are required for the product to perform its function.



Who are your key technology partners?

CCI has a few key technology partners we focus on. These partners have been selected based on their core technology offerings, life cycle management services, ability to rebrand products, and global regulatory and support. These are the key elements of an OEM product that our customers are looking for.



“Our most strategic partner is Dell Technologies. And that partnership has been key to gaining access to new client engagements.”

How has the company changed over the last several years to support growth?

Investment! CCI has invested more than any of our competitors to support our growth today and into the future. These investments include facilities, people, and IT infrastructure.

Facilities: CCI has three manufacturing facilities: Plano, TX (new headquarters opening in 2023); San Jose, CA; and Nijmegen, The Netherlands.

People: CCI has expanded its management team over the past two years. CCI has four former Dell Technologies executives who have joined the company. This includes our President, VP of Solutions Engineering, VP of Operations, and Director of Sales Operations.

IT Infrastructure: The most exciting investments made by CCI over the past year have been our IT investments.

Factory Automation
Factory automation tools that provide our customers with BOM

control, software load automation, and production scale in building their product. Client product launches are COPY EXACT between all our facilities, so there is no deviation from the process between different facilities. COPY EXACT provides a built-in continuity plan, which most of our larger clients demand for outsourced partnerships. It also assures quality and visibility into the production process. Automated BOM control and life cycle management are the final pieces of this automation tool, which is critical to our OEM clients.

Anna Hung | CEO

Anna started her CCI career in 1992, working in the finance department. Within two years it was apparent that her talents far exceeded finance and that moving to sales would fuel future growth for both herself and CCI. By 1998 she had not only climbed the ranks landing the role of COO but was also granted a minority stake in the company. Over the next eleven years Anna became intimately knowledgeable with the engineering, operations, sales and finance details of the company. She eventually emerged as CCI's CEO when the company's founder, Hank Ta stepped down, giving Anna majority ownership of CCI. In later 2019 she worked to certify CCI as a Woman Owned Business, Women's Business Enterprise National Council (WBENC) including an additional designation of Woman Owned Small Business (WOSB). These designations assist CCI in obtaining new clients who have a Supplier Diversity initiative.

Web Portal

A new customer-facing web portal will launch in Q4-2023. This tool will provide customers with real-time views into orders, RMA's Inventory, inventory, quality, A/R, and engineering ECOs. This tool allows our clients operations people to get visibility into everything needed to assure CCI operations are executing according to their forecasts and supply chain.

There has never been a better time to be a client of CCIIntegration. Our company has been rebuilt and is ready for customers who need an integrator who can design, build, and support the deployment of our clients' product.

What is one service that your customers embrace?

Competency and flexibility is what our customers consistently comment on with CCI. Our design to production cycle is the fastest in the industry coupled with a back-end logistics services that allows us to handle the delivery of our clients products on a global basis.

What does the future hold for your company and its customers? Are exciting things on the way?

The future a few years ago was concerning with the explosion of the public cloud offerings. But we have experienced that the public cloud is fed largely from Edge devices. The Edge is driving tremendous opportunities for our company. This includes compute (CPU and GPU) and storage.



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