

BUSINESS PROFILE



Jenlogix: Solutions for industry

Auckland-based company Jenlogix has supplied technology solutions to a wide range of industrial customers and systems integrators since 1984, with a particular focus on the capture, transfer, processing and display of mission-critical data.

Founded in 1984, the company was dedicated to the development and manufacture of electronic circuit boards and computers for specialised industrial requirements. Why? Simply because they weren't available anywhere else in New Zealand at the time.

"They were all unique and all had to be separately crafted," says Tony Bradley, new managing director of Jenlogix.

Tony acquired the company nine months ago and has spent the time since getting to know his customers and planning for the 27 year old company's future.

"I have spent more than 30 years working with various types of Information Technology, including transaction processing, business systems, software development and hardware manufacture for the petroleum industry."

"I spent more than 20 years with NCR Corporation, which manufactured similar technologies; self-service, recognition technology, scanning, point-of-service and general purpose computers."

A spell in IT Consulting for Deloitte was followed by a number of years as managing director of Advantage/Provenco Group and then as a director of business advisory services for Ernst & Young. This in turn led to a spell as a broker for Link, where he acquired Jenlogix from the previous owner:

"So I now lead Jenlogix and work full-time in the business. I also stay connected with the wider IT community in my role as adviser to two other IT companies - Open Systems Specialists, who are infrastructure virtualisation experts and Foster Moore, who are leading developers of business registry software."

In 1984 Jenlogix's strategy was based on customised development, underpinned by innovative design, robust construction, durable performance and excellent technical support. While that hasn't changed, the company's approach to the way it builds its products certainly has.

The 1990's ushered in an era of standardisation and mass-production, leading

to a far lower cost for imported computer components and circuit boards.

"So the business morphed into building computer systems and sub-assemblies from imported components rather than manufacturing from scratch," says Tony.

"Same solution, just a different way of getting there. More cost-effective and more reliable and, in fact, more flexibility for the customer because when they upgraded the supplier was able to supply a more modern solution and a warranty."

"So, what does our equipment do? In a nutshell, it supports the technology requirements of an industrial automation facility, capturing data from all the various sensors and machines in the factory, production line, farm, grading system, seabed, mine, vehicle etc. then transferring, processing and displaying it as meaningful, actionable information," says Tony.

"We have long-term relationships with a number of excellent suppliers who provide us with the technologies to which we value-add to build our systems that support this capture-transfer-process-display cycle. Our key suppliers include ICOP, ICP DAS, IEI, Axiontek and others."

"The key technologies that we supply are industrial computers, embedded boards, panel PCs, ruggedised displays, touch screens, industrial keyboards, scanners memory, disk drives, etc. Jenlogix also build customised computers and sub-assemblies. We certainly don't re-invent the wheel," says Tony.

"But for certain specialised applications, for example in the agricultural and marine industries, unique functionality or sealing are often required. And that's where we have the edge because we have expertise to enhance and value-add the solution."

So what trends does Tony see in the future for Jenlogix?

"One trend amongst our customers is that large-scale volume manufacturers are now outsourcing sub-assembly work to companies like Jenlogix so they can focus on their core business," he says.

"This is our sweet-spot and we do it well. We can configure, build to order and supply sub-assemblies very efficiently."

Another accelerating trend that Tony is seeing is in mobility, with many devices being deployed, fueling the ever increasing requirement to control



Jenlogix managing director, Tony Bradley has spent more than 30 years working with various types of Information Technology

what's going on remotely. In a rather timely example, considering the recent tragic events in Christchurch, Tony says Jenlogix has a number of its embedded systems installed in remote locations to register earthquakes.

"We are going to see many more remote locations being measured and monitored, whether it's for factories, farming, marine, geological, utilities or a multitude of new applications and the Internet will be the main carrier for the communications. The anomaly is that most industrial systems, for example in factories, use serial-based devices. However, Jenlogix is able to connect all those devices to the Internet so it can be monitored with web-enabled remote control systems."

With a lot of "very smart devices" in development, Tony expects to see more activity in communication and monitoring products in the future.

"Another implication of Mobility is that core systems have to be always available," says Tony.

"So the level of reliability, redundancy and recovery are essential in the future."

So what is Jenlogix's future strategy?

"There are so many technology options today that and some will work better than others. It is our job to work with our clients (who are often



Jenlogix specializes in supplying technology solutions to a wide range of industrial customers and systems integrators

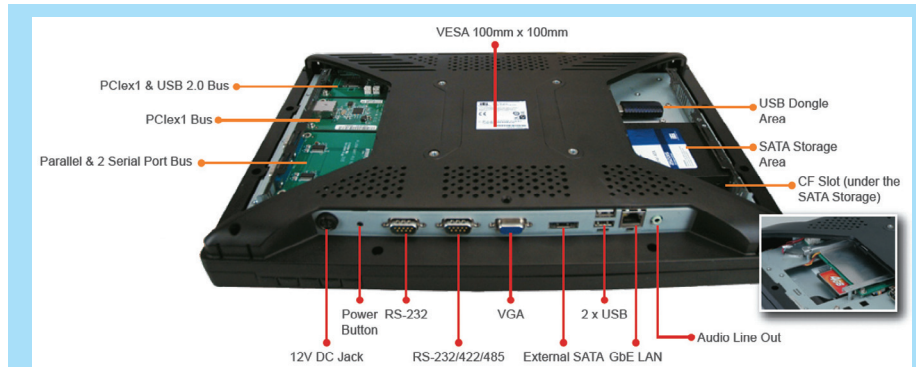
integrators themselves) to provide our technical input at the project design stage in order to craft the best-fit solution for the requirement. Our clients' success is our success."

"We are not in the box-shifting commodity market. That is a zero-sum game and we don't want to play that game. We are positioned as hardware solution builders and value-added suppliers. We differentiate ourselves from the simple importer/distributors by leveraging our technical experience and skills to provide hardware solutions to our customers.

"Our markets are Corporates, SMEs and Systems Integrators, so we have a broad base of customers. We can also scale to both small and large projects.

"At the end of the day, all this hardware technology is just "stuff" unless it performs a meaningful function. I think that this is why I like the design, configuration and build work that we do - we're creating something practical and sometimes special for our customer, which might give him a competitive edge.

"I'm excited about this. I see Jenlogix continuing to be part of the technology engine room that fuels economic growth and exports for New Zealand. I get a kick out of making technology work for industry, providing innovative solutions and most of all, seeing our customers' success". ● Go to www.electricaltechnology.co.nz/enquiry quote: **E110315**



Jenlogix recently introduced the new AFOLUX GEN II family of Panel PCs from IEI.

The AFOLUX GEN II family of Panel PCs has been designed with maximum functional versatility and serviceability through its unique modular architecture. A wide range of expansion module boards connect through a common interface to allow easy plug and play installation and swap-out.

This range has a diverse range of applications and is especially suited to light industrial, interactive and self service environments.

- Technical Features include:
- 15.6" wide 1366 x 768 modular Panel PC

- Flat-bezel front panel - IP64 compliant
- Resistive touchscreen for single touch or projective capacitive touchscreen for multi-touch
- Intel Atom processor N270 1.6 GHz
- System memory supports DDR2 SDRAM up to 2GB
- Integrated EM or Mifare RFID reader (Optional)
- WiFi 802.11 b/g/n and Bluetooth connection
- Gigabit Ethernet
- Built-in 1.3M pixels webcam and digital microphone

JENLOGIX INTRODUCES INTERNET-BASED CONTROL SYSTEM FOR REMOTE INDUSTRIAL DEVICES

JENLOGIX has introduced as new family of intelligent controllers which facilitate remote logic control and monitoring.



The WISE (Web Inside, Smart Engine) family of controllers from ICPDAS provide a web interface and intuitive Rules Engine to allow rapid deployment of functionality. Scheduled tasks, messaging (email and SMS alerts) and CGI commands can all be established without programming.

The WISE Controllers' features include:-

- Versatile modes, Modbus TCP, SCADA integration
- Advanced P2P function, status sharing of AIO/ DIO, counter values, internal register
- Wide range of I/O modules (Simon max?)
- POE (Power over Ethernet)
- Extra Timer and Schedule function
- IF-THEN-ELSE Rules logic
- No programming, no additional software requirements

Applications include real-time Machine Monitoring, Factory Automation, Building Automation, Remote Monitoring and Diagnosis.

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