

Soberlink Expedites the Design and Production Process with SiliconExpert by finding Crosses and Alternatives



A use case on how SiliconExpert's P⁵ Platform transformed Soberlink's design process

Working with Soberlink

Soberlink is an American medical devices manufacturer of a sobriety monitoring tool. They've recently teamed up with the National Council of Juvenile and Family Court Judges to create an Alcohol Use Disorder (AUD) Bench Card and has helped over 200,000 individuals on the path to alcohol recovery.



Meet Dan Rhodes

Dan Rhodes is the VP of Engineering for Soberlink Healthcare, leading the R&D and sustaining activities for their mobile alcohol monitoring products. He has over 25 years of executive-level management and engineering experience, especially within the enterprise and consumer electronics market space.

The Challenge

Soberlink was experiencing the frustrations of a long and tedious process to find crosses and alternative parts for both the design and production phases of their business.

- Frustrating and tedious process to find crosses and alternatives
- Design tool: side-by-side with schematic capture BOM Management Software (Arena)
- Lead time being pushed out during production and scrambling to find parts
- Unreliable notifications on EOL (End-of-Life) and obsolescence notices

A Common Issue



This supplier has pushed out the delivery date on this part by 12 weeks. We've got to do a build in two weeks. They're going to miss their delivery date. How do we have to scramble to get an alternate part onto the BOM that we can use? For that, [SiliconExpert] is absolutely invaluable. It's well worth every penny."

Dan Rhodes, VP of Engineering, Soberlink

The Solution

Designing products strategically to minimize obsolescence and disruption risk.

Dan Rhodes, the VP of Engineering for Soberlink, knew he had to cut down on tedious part research time by automating his BOM management and process of finding crosses or alternatives. He found that he could save an entire day's work by plugging his BOM into SiliconExpert's P⁵ Part Search and BOM Manager software and getting an instantaneous health report. By wasting no time and focusing on the parts that were marked high-risk or obsolete, Dan was able to streamline his design process by finding the right parts immediately.



Traditionally, if three or four components are affected by a long lead time or low inventory issue, it takes a full day to find replacements for those parts. Automating the process with SiliconExpert shortens this process to under an hour."

Dan Rhodes, VP of Engineering, Soberlink

Previously, Soberlink relied on their contract manufacturers or distribution representatives to provide part obsolescence or EOL notices. However, those notifications came late in the design or production phase and would force the design team to make reactionary choices to redesign or scramble to find suitable parts. Now, by having full visibility of part risk data, Soberlink can choose parts with many crosses and alternatives and a healthy projection on EOL.

Moving forward, Soberlink's product design strategy will be to err on the side of flexibility, rather than pinching pennies to source the cheapest parts and making smaller designs. This means choosing parts that may be larger as long as the part has more supplier options and alternatives. This method of component research will minimize the risk of supply chain disruptions.

The Impact

Now, Dan Rhodes has two product BOMs imported into SiliconExpert, each with about 140 parts, and those product lines will be growing.

Using SiliconExpert's BOM Manager, Soberlink's component data is automatically synced to provide a full BOM health and risk report, illuminate the parts that are at risk of obsolescence or stock-outs, and give Dan's team an easy way to save on costs and release their product as quickly as possible.

SiliconExpert P⁵ Platform

SiliconExpert's parts database and associated tools keep your team up to date on billions of electronic parts ranging from semiconductors and passives to electromechanicals. We provide global manufacturers, EMS, and suppliers with the most accurate data and sophisticated tools for component management.

Instantly find the part information you need including datasheets, parametric data, and cross references. Stay on top of your inventory with automated obsolescence and PCN notices in addition to inventory and lead time availability from distributors.

Can't find your part or the data you need? SiliconExpert's dedicated team of engineers are here to address your specific customer issues through our customer ticket support system.

Beyond the in-tool enhancements, SiliconExpert P⁵ Platform also delivers direct integrations with PLM and EDA companies such as Mentor, OrCAD, PTC Windchill, Zuken, Arena, and Omnify. Whether direct in our platform or embedded in the central tools that engineers, procurement, or supply chain managers work on a daily basis, SiliconExpert P⁵ delivers unique and valuable workflows.

With a deep focus on security and data integrity, our SaaS software has helped many of today's top global technology companies manage their product lifecycles, from design to sustainment.

Universal Part Search™

Search millions of semiconductors, passives & electromechanical parts through an easy-to-use interface. Gain access to datasheets, allowing you to cross reference data and daily inventory feeds from dozens of authorized distributors. ** Find out current lifecycle status, PCN/PDNs connected at the part number level and run risk analysis on individual parts. ** Part Search™ also allows you to compare parametrically within individual product lines.

BOM Manager™

SiliconExpert's BOM Manager tool allows users to scrub groups of bills of materials and organize components based on product categories and suppliers. Empowered by SiliconExpert's Parts Database, the BOM Manager allows you to scrub, edit, and fix your part list automatically. In addition to performing maintenance functions, the tool also provides Lifecycle, Datasheet, RoHS, PCN, and Cross Reference data. Combined with the Part Search tool by default, the BOM Manager truly becomes a complete component management tool.

How Can SiliconExpert Help You?

Get a free 7-day trial of Part Search and BOM Manager today!
Contact us at sales@siliconexpert.com to discuss your specific challenges and get a custom solution.