

2016 / 2017

BUSINESS & INDUSTRIAL STRATEGY

The Parliamentary Review

A YEAR IN PERSPECTIVE

■ FOREWORDS

The Rt Hon Theresa May MP

The Rt Hon Philip Hammond MP

The Rt Hon Greg Clark MP

■ REPRESENTATIVES

BSI

Purple Parking

Cleantec Equipment

ICW Powermode

Cokebusters

Monitor Audio

Cordant Group

Cashmaster International

MKM Leisure Division

Cardwave Services

Strip Curtains Direct

Evergreen Christmas Trees

Merkur Engineering

Chequers Contract Services

Jim's Mowing

■ FEATURES

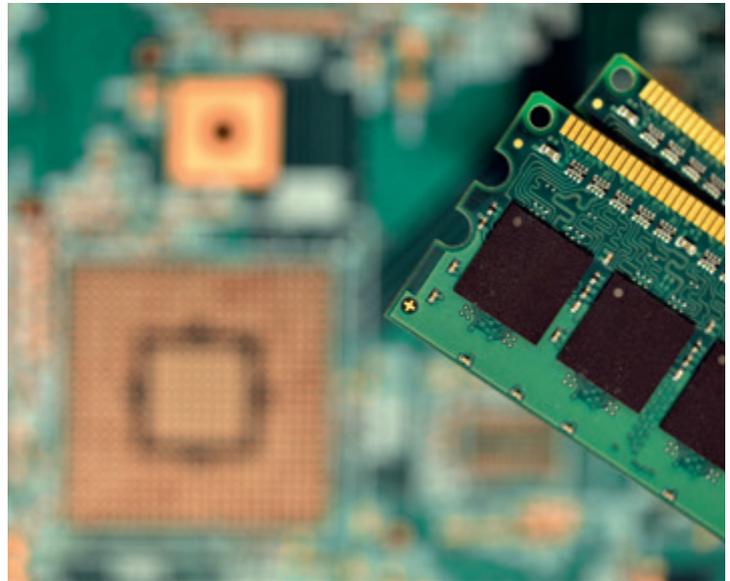
Review of the Year

Review of Parliament

Cardwave Services



Paul Norbury, founder and Chief Executive of Cardwave Services Ltd pictured at his facility in the UK



The flash memory market, estimated to be worth US\$29.3 billion in 2017, continues to evolve and grow as our dependence on, and desire for, technology booms. Mobile computing devices are part of everyday life and having access to our data, regardless of where we are in the world, is now a given.

FACTS ABOUT CARDWAVE SERVICES LTD

- » Cardwave Services Ltd is a multi-award winning, pioneering company, specialising in removable and embedded solid-state storage solutions
- » We currently employ 27 staff
- » We have two production facilities in the UK and USA
- » In the UK we operate one of the largest and most secure, data duplication facilities in Europe

Any device that runs an operating system or captures and stores data requires some form of memory to operate. Flash memory has no moving parts and is a non-volatile storage technology. This means it does not require power to retain any data; the applications are therefore endless. There is no 'one size fits all' when it comes to flash memory. Hence, in the advent of new gadgetry such as IoT, drones, action cameras, etc, demand for new innovative memory solutions remains high.

These are exciting times in the flash memory market and Cardwave Services Ltd is proud to be a market leader in this sector, a trusted advisor and the 'go-to' company for world-class manufacturers, distributors and resellers globally.

Cardwave's success and growth is attributed to our unrivalled expertise and reputation in the industry. We are a focused, customer-experience driven team whose collaborative approach with both customers and suppliers means we use our expertise, knowledge and capabilities to deliver solutions.

In the beginning

Cardwave was established some 13 years ago, at a time when flash memory was very new, in fact so new that SD cards and USB drives hadn't yet been invented, and smart phones and tablet computers didn't exist.

Paul Norbury, founder and Chief Executive and founder of Cardwave, had been involved in the flash memory market for years and, whilst many organisations didn't understand the full potential of the technology, Paul's experience and foresight said otherwise. In 2004 his pioneering enterprise was born and this continues to evolve with its customers at the heart of the business.

Cardwave has grown to be so much more than a specialist in flash memory products. Our unique understanding of our customers' content and their business, together with the options we give them to ensure their digital assets are managed correctly and protected, is what defines the company.

Cardwave in 2017

Today Cardwave supports large-scale organisations who use flash memory in their business, including in-car navigation, embedded computing, transport, medical, in fact just about any modern device that runs an operating system or stores data.

We aren't a sub-contractor or just another vendor, we are an integrated part of our customer's business and work in partnership with them to understand their needs, solve their problems and ultimately deliver an outstanding service.

Not all flash memory is the same and choosing the right solution for each application can be extremely daunting, and time consuming if you don't have the right knowledge or expertise.

Over the years we have established unprecedented relationships with all the major manufacturers and we have a leadership role in our sector. Cardwave is on the Board of the SD Association which sets the global standards for SD cards – we're most definitely in-the-know when it comes to flash.

Our production facility in the UK is one of the largest and most secure data

duplication facilities in Europe and we have recently opened a facility in Texas, USA. We support customers all over the world and have plans to continue this expansion into new territories, notably South America and Asia.

Our passion for data and keeping it secure, extends to our SafeToGo® brand of security products. SafeToGo® is a hardware encrypted USB3.0 flash drive and offers a simple, cost-effective solution to keeping sensitive data safe on the move, a must-have for organisations working towards EU General Data Protection Regulation (GDPR) compliance ahead of May 2018.

To complete our range of services, Cardwave operates a data recovery service called Data Resus. This online service can be used to recover corrupted or accidentally deleted data from any storage device, including smart phones, laptops and memory cards.

“Rapid advancements in technology means that this is a very exciting time for the flash memory market”

Staff packing in-car navigation flash products





SafeToGo® is a hardware encrypted USB which is GDPR compliant for data on the move

“The business will continue to mature as we grow into new markets, new territories and work with new products and technologies”

Quality is fundamental in everything we do and through our robust quality management system we ensure our services always meet the customer's specifications in terms of cost, quality and delivery. Furthermore, it is through this system and collaboration with all personnel that we seek continual improvement by identifying errors, investigating processes and implementing preventative or corrective actions to eliminate these issues.

Cardwave is accredited to ISO9001, ISO14001 and has adopted many of the principles of VDA 6.1 and TS16949 that satisfy strict requirements in the automotive sector.

Up for the challenge

Whilst rapid advancements in technology means that this is a very exciting time for the flash memory market, it is also a somewhat challenging one. The speed at which new devices are being developed has resulted in extraordinary demand for flash media, and has come at a time when manufacturing output is limited.

It's not uncommon for the flash market to be volatile, however the current supply shortages are deemed to be the worst in 20 years. The growth of the smart phone market in China, the continued adoption of SSDs

» WHAT IS FLASH MEMORY?

- » SD cards, SSDs, USBs and much more
- » Flash memory is a type of non-volatile memory which can retain data for an extended period of time whether a flash-equipped device is powered on or off
- » There are different types of memory products which can be removable or embedded

in enterprise and the challenges of migrating to 3D NAND technology are all contributing factors.

Despite extremely tough market conditions, Cardwave has been able to continue supporting all its customers with minimal disruption, thanks to exemplary relationships with manufacturing partners, which have afforded us access to sought-after stock that others have been denied.

We continue to work closely with our customers to understand their future requirements, calculate accurate forecasts and secure buffer stock. It is anticipated that supply shortages will continue throughout 2017 and well into 2018 but Cardwave is optimistic about the future.

Looking forward, the business will continue to mature as we grow into new markets, new territories and work with new products and technologies. We intend to introduce new products and services and continue to support our customers, whatever their demands.

Our team of passionate and talented staff are committed to ethical business and actively demonstrate their dedication to local charities, our community, environment and social responsibility.