



## Success stories

# Riding the Inflection Point

Re-positioning for tomorrow's technology



## Backyard to Beyond!

From a backyard operation founded in 1992, Connect Source has become a modern manufacturing and technology services business continually progressing to keep up with leading edge resource industry clients.

## The Need

Winning a significant technology distributorship and with natural growth in their core electrical harnessing business, the owners of Connect Source realised that their business was transforming from a small to a medium enterprise. In addition, as complex technological solutions were taken up by mining, construction, agriculture and logistics firms, customer needs were moving up the value chain. This meant higher levels of systems and processes, were required, especially in quality assurance, testing and design.

## Changing Expectations

Supporting multiple clients using proprietary technology and autonomous platforms meant customers' concerns moved from that of connectivity hardware to IIOT issues including data transmission rates, electromagnetic frequency and other IIOT specific data communications. Connect Source, as both a manufacturer of control systems and a distributor of technology, began supporting clients with a SaaS platform. This led to all the challenges a pivot into digital commerce offering cyber-platforms can bring.

## The Initiative

Support from the Australian Government's Entrepreneurs' Programme helped Connect Source to understand that the gap between current and future states of client service provision was the key to success. Here their program Growth Facilitator, Kerry Bell, came to the fore. Working together

they undertook a discovery journey leading to an operational plan for profitable future business delivery.

**"Benchmarking us against industry success factors the Entrepreneurs' Programme provided a project plan for a pivot to a future state of business," Mike Wishart, – Chief Executive Officer, Connect Source.**

## The Outcome

Connect Source is now ready for the future becoming ISO accredited to 9001, 45001 and 27001, providing SaaS as a value proposition to clients while enjoying a stronger digital marketing presence. Improved management systems and testing services are in place and we have recently implemented advanced manufacturing processes. Industry 4.0 here they come!