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## Case study: Japan Radio Company



### Global market access services



Japan Radio Company achieved multi-country certification for their mobile locator with TÜV SÜD's global market services

#### Business challenges

Japan Radio Company is an established radio equipment manufacturer founded in 1915. Its roots began during the Russo-Japanese War when it transmitted the famous "Watched the enemy fleet" message using a 1901 radio telegraph, which was then the world's best performing telegraph.

The company has a track record of selling its products globally and has plans to expand the global sales of its radio communication equipment products. Yoichi Hijikata, an Assistant General Manager in Japan Radio Company explains the relationship between the trends in the communications equipment industry and the need for global market access, "Global market access services are necessary as our customers are expanding their global operations. Construction machinery increasingly has communications equipment installed and are now being used even in places with no communications infrastructure. Consequently, as more communication modules with satellite communications are introduced to replace 3G technology, the need for global market access will also increase."

However, differences in wireless certification requirements and application processes across target countries have resulted in challenges for Japan Radio Company, including delayed market access and delivery.

OVERVIEW	
Client name	Japan Radio Company
Industry	Radio communication equipment
Profile	Established radio equipment manufacturer founded in 1915
Business challenge	Long time-to-market due to complicated regulatory requirements across target markets
Our solution	Global Market Access services
Business benefits	<ul style="list-style-type: none"> <li>Reduced time and costs with one-stop testing and market access solutions.</li> <li>Smooth market access for product in all target markets.</li> </ul>

“Our department manufactures the “mobile locator”, a communications product that manages and collects information of construction machineries and trucks, using communications networks such as GPS and 3G/LTE. In order to deliver this product to customers around the world, we have to meet the regulatory requirements of the respective countries. We started applying for overseas certification in our capacity as a developer of new equipment models. However, we encountered difficulties due to differences in certification processes, language barriers and time differences, making it necessary to collaborate with a specialist,” said Mr. Hijikata.

### **TÜV SÜD’s solutions**

Over the past 15 years, Japan Radio Company has been using TÜV SÜD for testing, evaluation and certification of their products, including Japan Radio Law Certification and EMC testing. This working relationship started between Japan Radio Company and Zacta Technology Corporation, which became part of TÜV SÜD in 2012. To help meet its global market access needs for its “mobile locator”, Japan Radio Company engaged TÜV SÜD for its Global Market Access services.

With the support of TÜV SÜD, Japan Radio Company obtained multi-country certification smoothly, albeit not always with ease. They worked closely with TÜV SÜD to create an efficient certification application system. Specifically, a management table was created by breaking down the tasks before application into phases such as preliminary preparations, start of project, tests, completion of reports, etc. “Together with TÜV SÜD, we consolidated the areas of improvements and created a better system. As a result, the time taken for certification in our target markets is greatly reduced and the uncertainties with applications are gradually eliminated. This has proven to be a strategic advantage for us. We have done away with assigning a separate agency and switched over to TÜV SÜD to act as our agent.” explained Mr. Hijikata.

The mobile locator is now certified in more than 50 countries. As a result, Japan Radio Company’s overseas product deliveries have become more accurate and speedier than before. Based on this positive experience, the company plans to further develop new products and further expand its reach in overseas markets.

### **Business benefits**

Japan Radio Company’s mobile locator complies with the requirements in their target markets such as CE marking in Europe, FCC in North America and A-tick in Australia, among others. For submission to the relevant authorities, the corresponding tests and documents has to be consolidated together with the application documents, an extremely time-consuming process.

“TÜV SÜD handled our application process efficiently by leveraging on their extensive network of overseas branches and test laboratories. They also utilised their market access knowledge and are entirely open about the application requirements and approval process for countries where it is difficult to gather prerequisites or requirements for. These include Uruguay and Bolivia in Latin America and Belarus and Azerbaijan in Eastern Europe. This knowledge sharing helped to support the smooth delivery of the mobile locator across global markets.

They are also flexible and versatile in handling our requirements, with a service oriented team. After we started to use their global market access services, certification is always on schedule and is generally faster to obtain than with previous experiences. Naturally, we have gained more trust from our customers. At the moment, they have met all our needs and we will continue to engage their services for other products going forward,” said Mr. Hijikata.

The globalisation of markets has resulted in an abundance of opportunities for business. However, businesses face challenges in the form of complex regulatory frameworks when trying to access new countries and markets. The involvement of an experienced compliance expert such as TÜV SÜD can help address these challenges through our Global Market Access solution.

### **Add value. Inspire trust.**

TÜV SÜD is a trusted partner of choice for safety, security and sustainability solutions. It specialises in testing, certification, auditing and advisory services. Through more than 24,000 employees across over 1,000 locations, the company adds value to customers and partners by enabling market access and managing risks. By anticipating technological developments and facilitating change, TÜV SÜD inspires trust in a physical and digital world to create a safer and more sustainable future.