

# OPS 21

TOMORROW'S OPERATIONS —  
FOR TODAY'S MANUFACTURERS



**rosco**  
VISION

## CASE STUDY - ROSCO INC.

### About:

Rosco manufactures and sells mirror systems for the school bus, military, and specialty truck markets, and in addition, Rosco engineers and manufactures Dual-Vision® camera recording systems, 360 aerial surround view systems, and pedestrian detection systems.

### Employees:

265

### Website:

[www.roscovision.com](http://www.roscovision.com)  
[www.roscomirrors.com](http://www.roscomirrors.com)

### Location:

Jamaica, Queens, NY

### KEY IMPACTS

# 5

NEW JOBS CREATED

# \$145K<sup>+</sup>

SAVED BY PERFORMING  
TESTS IN-HOUSE

# \$1.4M

IN NEW SALES

**ROSCO'S OPS21 GRANT WAS UTILIZED TO PURCHASE NEW EQUIPMENT THAT ENABLES ROSCO TO PERFORM SPECIFIC, TIME-CONSUMING, AND EXPENSIVE TESTING OPERATIONS IN-HOUSE RATHER THAN SUB-CONTRACTING THAT WORK OUT. ROSCO'S NEW TESTING CAPABILITIES HAVE CREATED NEW JOBS, REDUCED PRODUCT DEVELOPMENT COSTS, SHORTENED DEVELOPMENT TIMELINES, AND AS A RESULT, EXPANDED SALES OPPORTUNITIES.**

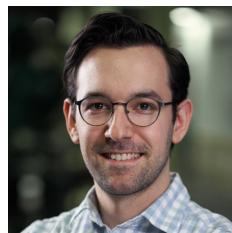
**GRANT TECHNOLOGY AREA:** Digital Manufacturing / Testing

### CHALLENGE / OPPORTUNITY

Prior to this project, Rosco needed to outsource the rigorous testing required for their products to a third-party, sometimes overseas. This was expensive and did not allow time for re-testing, if necessary. In addition, when subcontracting, Rosco had to schedule the testing based on the availability of the third-party, which would sometimes significantly delay new product launches. The company would also have to freeze engineering designs until third-party testing was completed, which resulted in long periods of downtime for engineering.

### SOLUTION

Rosco purchased the needed test equipment so that they could perform the testing in-house, in order to drastically reduce their time-to-market for new products. Testing in-house enabled them to provide design feedback to their engineering team in a more timely fashion; this feedback is needed to adjust design inputs. Rosco focused on building their capabilities related to tests that are required in order to demonstrate their products' compliance with electrical and mechanical standards for automotive markets (OEM and Aftermarket).



*As a grateful recipient of the Ops21 Grant, Rosco has been able to remain competitive in the aggressively cost-conscious automotive industry by investing in equipment that enables Rosco to validate the designs of our products while finding opportunities to further reduce the costs of our products.*

**Nadav Weizman**, Senior Manager –  
Quality & Continuous Improvement, Rosco

# RESULTS & INSIGHTS



## JOB CREATION

- 5 full-time equivalent (FTE) jobs created.



## INCREASED SALES

- Captured over \$1.4M in new sales as a result of fast-tracking new products, which was made possible thanks to Rosco's new in-house testing capabilities.



## COST SAVINGS

- Saved \$145K+ by performing previously outsourced tests in-house.
- Improved agility in design and associated testing enabled Rosco to identify product designs with excess components, which resulted in an estimated savings of \$139K due to the elimination of unnecessary components - reducing COGS.



## IMPROVED COMPETITIVENESS

- Reduced time to market increased competitiveness.
- Expanded services will further increase competitiveness: once certified from an accredited testing organization for its testing capabilities, Rosco can then offer external services to other companies.



ESD Simulation Gun up to 30kV



Automotive Electrical Transient Pulse Generator



Temperature / Humidity Chamber

# OPS21 PROGRAM OVERVIEW

Ops21 is a multi-faceted program designed to help NYC manufacturers learn about and adopt advanced technologies, specifically advanced materials, robotics, and digital manufacturing. It is part of the greater Futureworks NYC initiative, which aims to help manufacturers embrace advanced technologies and increase local production.

Ops21 Grant funds are generously provided via the Futureworks NYC Ops21 program, which is funded by the New York City Economic Development Corporation (NYCEDC) and led by the New York City Industrial and Technology Assistance Corporation (ITAC).