

WHITE PAPER

Struggling with your product development?

Expert insights into overcoming audio industry barriers



Objectives

Developed in collaboration with Dr Trevor Wilson, an experienced audio industry consultant from Wilson Business Partnership limited, this white paper offers a comprehensive overview for professionals in the industry's product development sector.

It addresses the various challenges faced by audio companies and illustrates how StreamUnlimited can provide effective solutions.

The further aim is to improve transparency in selecting system integrators, clearing up common misconceptions in this decision-making process.

Learnings

1. **Strategic Insight:** Learn how to tackle unique challenges in the audio industry with effective strategies.
2. **Expert Guidance:** Benefit from Dr. Trevor Wilson's insights on avoiding common pitfalls in audio product development.
3. **Innovation Strategies:** Explore how customization and flexibility can differentiate your products in a competitive market.
4. **Cost Management:** Understand how to optimize costs for long-term value with the right system integrators.
5. **Partnership Benefits:** Discover the advantages of long-term partnerships that focus on technological success and client satisfaction.

DR.TREVOR WILSON

Audio Product Strategist and Consultant



Trevor@wilsonbusinesspartnership.com



wilsonbusinesspartnership.com

1. Introduction

In today's rapidly evolving tech landscape, audio technology is advancing at an unprecedented pace. Driven by economic shifts, intensive R&D efforts, and global consumer demand for superior entertainment solutions, staying ahead is imperative for brands in this sector. The audio industry faces unique challenges today, from transforming innovative concepts into market-ready products to navigating rapidly shifting market dynamics. To stay competitive, it's crucial for audio companies to collaborate with reliable partners who provide the flexibility to tailor products precisely to their vision, without limitations.

Understanding the nuances of product development in this environment requires deep industry insights. To explore this, we consulted Dr Trevor Wilson, a consultant known for his brand-leading roles and expertise within the audio sector. Through our in-depth interview with Trevor, we identified the main challenges facing audio technology companies today, and how StreamUnlimited can address these pain points to help these brands remain competitive and continue to realize their innovative potential.

2. Audio industry challenges and how to overcome them

Budget Management and Planning

Budget is a key consideration for audio brands when choosing a system integrator. Initially, low-cost options might seem attractive, especially if no further product family development or maintenance is anticipated. However, these options lack customization, ongoing support, and often fail to meet long-term project goals, which can become costly in terms of time and effort when upgrades or adjustments are needed. Some of them even bypass official certification programs from feature providers, which may reduce short-term costs but risk the integrity of the brand and end-user access to such services.

These limitations frequently lead to switching to a new integrator, a complex and time-consuming process. Recognizing these challenges, we have introduced our Stream2Go program, which blends the lowest possible cost with an in-demand feature set and well-maintained software stack.

Trevor advised that considering the full range of services that a system integrator offers, rather than focusing solely on price is vital since choosing between short-term benefits and long-term strategic advantage is a key decision. While companies like StreamUnlimited may seem expensive at first, this is offset by the greater long-term value through flexibility and reliability. This results in a cost effectiveness over time as the product family needs to develop and partnerships grow.

Customization Flexibility

To remain competitive, companies must identify emerging opportunities and swiftly adapt their products to meet customer demands, while keeping pace with technological advancements. This necessitates a partnership with flexible system integrators that are not only ahead of market trends, but that also enable unique market differentiation.

Trevor cleverly adapts a well-known Henry Ford quote to illustrate our approach:



While the industry standard may limit choices to 'any color as long as it's black,' StreamUnlimited embraces the full spectrum—'any color the customer wants'.



This commitment to flexibility is showcased in our core product, StreamSDK. This versatile software solution enables clients to infuse their own unique touch by integrating any desired features into their products.

Long-term Product Support and Maintenance

Navigating the dynamic market environment—defined by new services, technologies, changing requirements, and mandatory updates— can be both challenging and costly. StreamUnlimited excels at centrally managing these updates and developments, allowing us to streamline the process across all our clients. This approach effectively spreads the costs and ensures everyone gains from the latest enhancements.

Partner Trust and Confidentiality

As global markets become increasingly saturated and complex, companies need to adapt and choose partners that don't compete with them. Unlike others in the industry, we stand out by not producing our own branded products or mandating specific manufacturing facilities and have no plans to start doing so. We are fully dedicated to prioritizing our clients' needs and avoiding any conflict of interest, thereby ensuring trust and confidentiality in our partnerships.

Comprehensive Development

When selecting a system integrator, the choice can significantly impact a company's growth trajectory. Trevor recommends that companies thoroughly evaluate the full spectrum of solutions offered by different integrators before making a final decision, and consider their long-term product roadmap carefully in order to maximize investment return whilst preserving their brand values/offering.

Trevor highlights several advantages of partnering with StreamUnlimited. We empower our clients to build a comprehensive product ecosystem and ensure the highest data quality through our commitment to lossless processing. Distinctively, we allow companies the flexibility to make post-project adjustments independently or with our support. Our multi-platform support helps overcome industry-standard limitations, providing our clients with early access to the latest updates and features in the audio and IoT sectors.

3. Learnings

This white paper highlights significant advantages for audio companies in partnering with StreamUnlimited. Through in-depth analysis and practical examples, we illustrate how the right system integrator can overcome current challenges and drive future innovation.

Key Insights:

1. Value Beyond Cost: Choosing a system integrator should be guided by the range of services, long-term reliability, and customization capabilities, not just upfront costs.

2. **Customization as a Competitive Edge:** Our commitment to customization allows clients to meet specific market demands, providing a significant market differentiator.
3. **Benefits of Long-Term Partnerships:** Our enduring partnerships, exemplified by our collaboration with Trevor Wilson, ensure continuous support and have led to multiple successful product launches.
4. **Holistic Support:** Our extensive post-sale support and ecosystem development allow our clients to adapt to new market challenges effectively.
5. **Technological Excellence:** Our technological capabilities, including lossless processing and multi-platform support, ensure superior product quality and flexibility.

4. About Trevor Wilson

With more than 20 years of direct experience in the consumer electronics field and as an experienced consultant in the audio sector, Trevor specializes in helping companies in the industry navigate the "information overload" from the conception phase to successful product launches. He has mastered the art of speaking multiple industry languages—whether it's manufacturing, engineering, sales, marketing, or product management. His expertise and strategic insights are invaluable for brands looking to effectively overcome the challenges of the audio industry.

With years of experience in the audio industry and numerous successful product launches, Trevor assists companies in making informed decisions from the outset. His expertise extends from helping to identify key features tailored to a specific customer base, to selecting the right development partners, system integrators, and manufacturers.

5. About StreamUnlimited

StreamUnlimited is a versatile system integrator with a presence across various industries, offering a broad array of products. Our diverse portfolio positions us as the ideal partner for companies in sectors such as audio and IoT, regardless of their budget size or the scale of their ambitions—from startups wanting to create a complete product ecosystem to established enterprises looking to expand their range.

With over two decades of experience, our skilled team delivers everything from audio solutions and voice assistant technology to streaming capabilities and connectivity, from initial concept to final product. Our long-lasting partnerships are built on trust, performance, and accountability, enabling us to provide not just products, but complete ecosystems that enhance user experiences and extend market reach.

6. Trevor's Perspective on StreamUnlimited

Trevor views StreamUnlimited not just as a service provider, but as a vital extension of his consulting practice. Through years of partnership, he has deeply familiarized himself with our business practices and operational strategies, consistently presenting us as a trusted partner to his wide network of clients.



Our longstanding partnership is built on an impeccable track record, with around 40 successful product launches over the last 15 years.



8. Conclusion

This white paper developed with Trevor Wilson, highlights the significant benefits for audio companies to partner with StreamUnlimited. Our focus on customization, technological expertise, and enduring partnerships ensures that our clients are well-prepared to handle today's challenges and capitalize on future opportunities.

Committed to delivering ongoing value, we will continue to publish new white papers covering a range of technical and non-technical topics, designed to share knowledge and support industry advancements. We encourage industry professionals to explore how a partnership with StreamUnlimited can elevate their strategies and products.

