



CASE STUDY

Fremantle Marine Electronics' Partnership
with Embedded Technologies



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OVERVIEW

Fremantle Marine Electronics (FME) is a prominent Australian company specializing in the sales, service, installation, and commissioning of high-quality marine electronics.



BACKGROUND

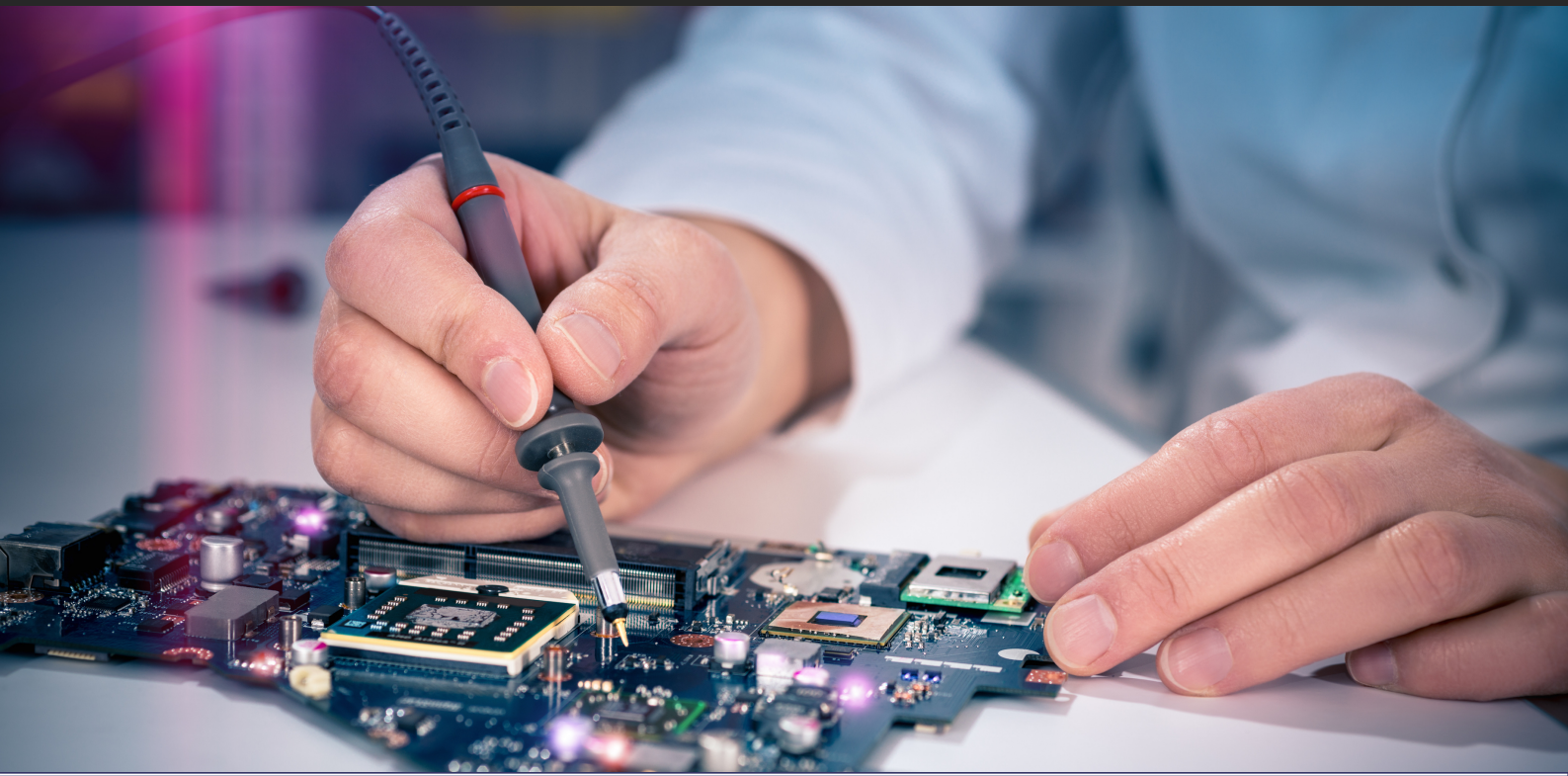
Established as an Australian-owned and operated enterprise, FME has solidified its reputation as a go-to provider for marine electronics. The company's journey began with a clear mission: to deliver cutting-edge solutions to enhance navigation, communication, and monitoring capabilities in both recreational and commercial vessels. Over the years, FME has forged strong partnerships with local and international hardware manufacturers, positioning itself as a reliable source for a broad spectrum of marine electronics.

FME's comprehensive product offerings include seabed mapping/analysis software, plotting software, sonars, conventional & multibeam echo-sounders, satellite compass, DGPS, and net/catch monitoring equipment systems.

CHALLENGES

FME faced a unique pair of challenges within the commercial fishing sector:

- Their commercial customers required a high-specification, fan-less industrial computer with the ability for customization of CPU, RAM, and storage.
- Finding a solution that met these specific needs at a price point acceptable to their customers became a priority.



SOLUTIONS

FME turned to Embedded Technologies (ETE) to address their challenges. ETE provided FME with the 6640 and 6641 Boxer computers, equipped with either an i5 or i7 processor unit. These models, known for their durability, high-specifications, fan-less operation, DC power, and serial communication ports, aligned perfectly with FME's requirements.



BOXER-6640

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BOXER-6641

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RESULTS

Implementing ETE's solutions yielded significant positive outcomes for FME. The zero failure rate and longer lifespan of the computers contributed to increased customer satisfaction. Word-of-mouth recommendations within the fishing industry propelled ETE computer sales upward. The durable and well-suited nature of ETE's computers for marine environments, coupled with the fan-less operation reducing salt ingress, gave FME a competitive edge.



CLIENT FEEDBACK

FME expressed high satisfaction with their experience working with ETE. The Australian-owned company provided a local point of contact, customized computers to suit customer needs, and delivered hard-wearing, durable machines capable of withstanding marine environments. The serial communication ports and DC power were highlighted as key advantages.

TESTIMONIAL

"Robert and the team at ETE are an absolute pleasure to deal with. The products ETE supplies to our company are consistently of high quality and are shipped to us in a timely manner. Robert is happy to work with us to achieve the outcomes requested by our customers and is always keeping us up to date with new products and options that are available. Communication between FME and ETE is always fast, friendly, and clear.

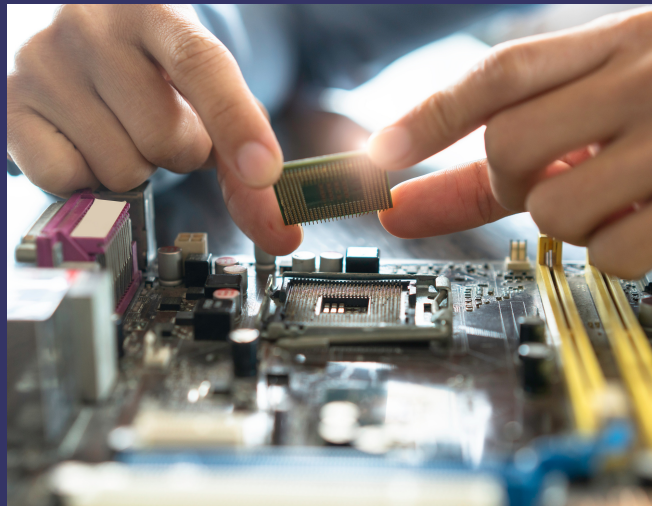
The durability, high-specification, and customizability of ETE's computers have significantly contributed to our customer satisfaction. The zero failure rate and longer lifespan of the computers we supply have increased our credibility within the fishing industry. We appreciate ETE's Australian ownership, providing a local point of contact and a strong after-sales support ethos. Overall, ETE has been instrumental in giving us a competitive edge in the industrial computing market. We highly recommend ETE's products and services to others in our industry."

AMY NEALE, FREMANTLE MARINE ELECTRONICS

THANK YOU!

Inspired by Fremantle Marine Electronics's success story?

Get in touch with us to start your journey toward outstanding results.



CONTACT US

EMAIL: INFO@ETE.COM.AU

PHONE: [1300 780 015](tel:1300780015)

