

The 7 certainties ... of people who think it's NOT necessary

to use a *custom antenna*.

Flaminio Bollini
Sales Manager

More than a century ago, the famous poet Gabriele D'Annunzio described the Elettra, the yacht that Guglielmo Marconi used as a floating home and workshop, as

"... the candid yacht that sails in the miracle and animates the ethereal silences of the world".

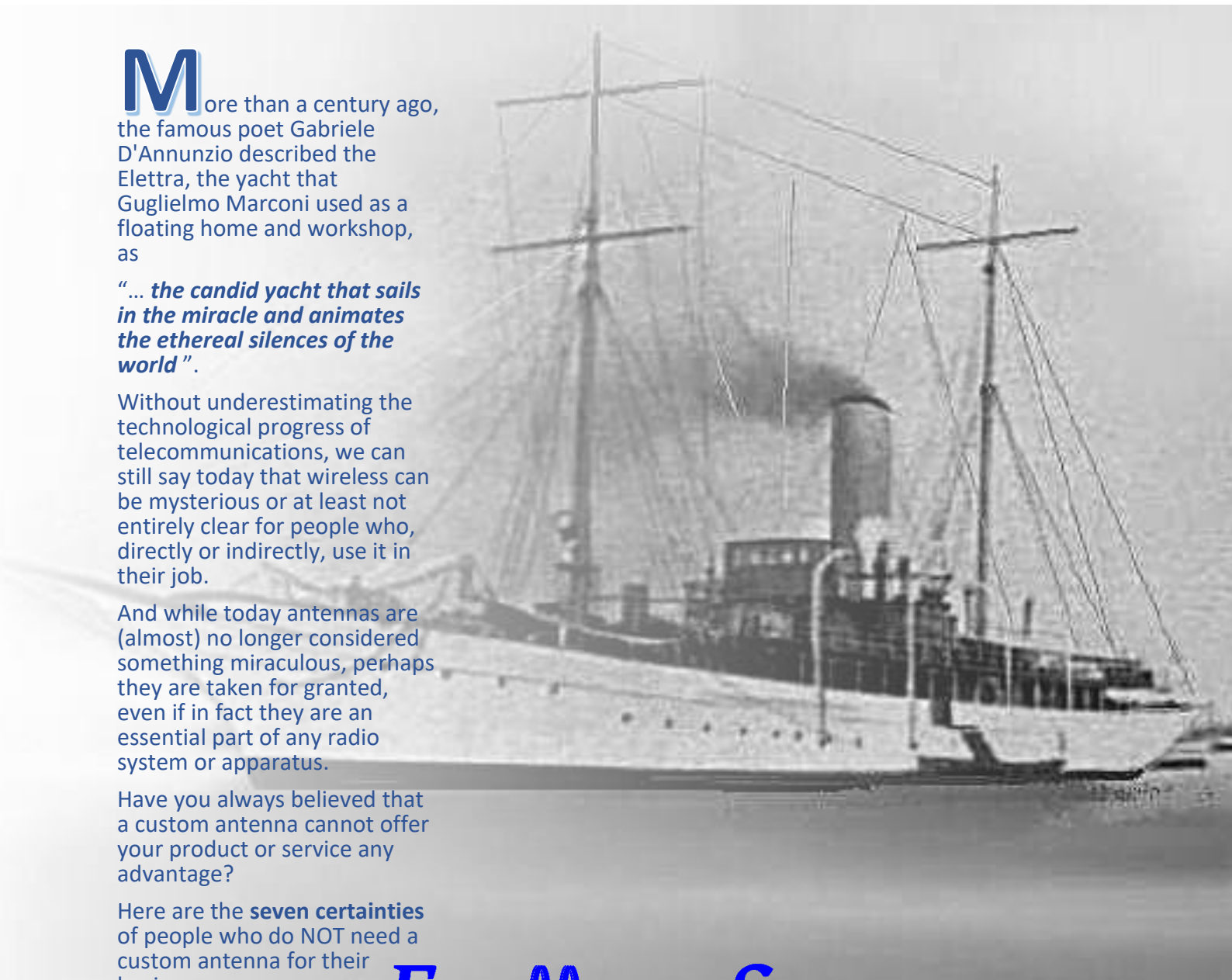
Without underestimating the technological progress of telecommunications, we can still say today that wireless can be mysterious or at least not entirely clear for people who, directly or indirectly, use it in their job.

And while today antennas are (almost) no longer considered something miraculous, perhaps they are taken for granted, even if in fact they are an essential part of any radio system or apparatus.

Have you always believed that a custom antenna cannot offer your product or service any advantage?

Here are the **seven certainties** of people who do NOT need a custom antenna for their business.

Elettro  ***Services***
SRL



1. I am satisfied with the performance of the standard antennas I can find on the market.

The need to design a custom antenna arises when you realize there is no suitable product for your application available on the market, or when you are forced to accept overly stringent technical compromises that negatively affect the product or service you are offering your customers.

If you work in a sector for which the antenna market already offers a complete range of solutions, in which you will always find the ideal solution for your needs, the creation of a custom product is not necessary.

If, on the other hand, you find yourself having to meet specific needs that cannot be solved with the standard products you find on the market, then designing a custom-made antenna is an option that I recommend you take into consideration.



2. In the sector I work in, I don't need to offer better products or services than the competition.

Nowadays, the world of work is increasingly characterized by fierce competition and a continuous "struggle" to carve out one's own slice of the market. Some companies therefore choose to set themselves apart from their competitors, proposing unique and exclusive solutions that can offer their customers greater benefits.

If your sector is not like this and allows you to offer the same products/services as your competitors and still have the market share that satisfies you, then you do not need a custom antenna.

If, on the other hand, you feel the need to stand out by offering unique and original products to have the space you deserve and work more serenely, then designing a custom antenna is an option that I recommend you take into consideration.



3. The only reason my customers choose my product or service is the price.

If we take a quick look at the adverts on TV, it is clear that the price has become the main weapon to use to sell one's products. Arguments related to product quality and benefits are becoming less and less used.

It seems clear that the market is primarily responsible for this situation, forcing companies to offer products and services in line with the requests of most customers.

If the market sector you operate in forces you to act in this way and you deal daily with customers who only want the lowest price and not quality products, then you do not need a custom antenna.

If, on the other hand, you believe that you can also offer quality solutions that are better than your competitors' ones, while still finding a quality/price ratio that will certainly benefit your customer, then designing a custom antenna is an option that I recommend you take into consideration.



4. Saving money, perhaps in the short term, is the main requirement of my business.

Many companies have long since adopted a policy whose sole purpose is to save as much as possible, even to the detriment of the quality of the products or services they offer to their customers.

For example, in the case of private citizen, if an electrician or a plumber is called in to replace a faulty device or appliance, very often the installer's choice is not the best product but the one that allows him to immediately obtain a greater margin, without worrying about the future consequences of installing a poor quality product or one that is simply not suitable for that specific application.

Indeed, this choice can lead to dissatisfied customers, who return the products because they are considered "non-compliant" and block payments. This means that the company that decided to forgo quality to save money, finds itself with higher costs and dissatisfied customers.

If, in your company, you can afford not to make quality products without risking any consequences, then you do not need a custom antenna.



If, instead, your customers expect well-made products or services from you and you necessarily need to find suitable solutions, spending the right amount of money, then designing a custom antenna is an option that I recommend you take into consideration.

5. I am fully familiar with the electrical characteristics and performance of the antenna I am using and I am sure that it is perfectly suited to my application.

Much more often than you might think, you may come across situations of this type: you don't know what the actual performance of the antenna you are using is and you have no idea what the ideal antenna for your needs could be.

A situation of this type can be very dangerous, especially when the antenna has to be replaced due to a failure or due to a change in the operating conditions.

At that moment, knowing the technical characteristics that the optimal product for your application should have allows you to carry out a correct analysis of the alternatives available, correctly evaluating the price of the antenna in relation to the performance it can offer you. In fact, it is not unusual to realize that you have paid too much for an antenna with absolutely inadequate performance, ignoring the advantages of creating an ad hoc one.

If you know the exact performance of your antenna and you are sure that it fits your needs perfectly, then you do not need a custom antenna.



If, on the other hand, you think it might be useful to know the performance that your ideal antenna could have, comparing it with the standard solutions available on the market, then designing a custom antenna is an option that I recommend you take into consideration.

6. I'm confident that the antenna I am currently using will always be available for purchase and never go out of production.

Sometimes, finding the right antenna from those available in standard product catalogues is not easy. There are cases where the search for the best solution entails long evaluation, analysis and selection times.

At that point it becomes necessary to ensure that that antenna remains easily available for any future purchases so that the time and money spent on the search are not wasted. If we then consider the risk of not finding another solution capable of adapting to your needs, the damage can be even more significant.

If you already have all these reassurances about the standard antennas you currently use, then you do not need a custom antenna.

If, on the other hand, you are not so sure that the standard antenna you use will continue to be available in the future, then designing a custom antenna is an option that I recommend you take into consideration.



7. Confidentiality and exclusivity are not necessary in my business.

Some applications are of such importance for the Company that they require a high level of confidentiality and exclusivity, to guarantee total protection of all information concerning them.

In these cases, it is necessary to ensure full confidentiality also as regards the technical characteristics of the antenna used for that specific requirement, avoiding its use by competitors.

If you think it is not useful to have a single, exclusive and optimized antenna that only your company can use, then you do not need a custom antenna.

If, on the other hand, you think that having a unique and exclusive product, which will never be offered and marketed to your competitors because it was developed exclusively for your company, can offer you advantages and benefits, then designing a custom antenna is an option that I recommend you take into consideration.



Do you have a clearer idea now?

Do you still believe that a customized antenna does not offer your company any advantages?

If you think a chat with us could help you, contact us by writing to:

bollini@elettromagneticservices.com

Thank you for taking the time to read this article.

If you want to read more, find the complete list here:

<https://www.electromagneticservices.com/news>

ElettroMagnetic Services
SRL
We broadcast your excellence!