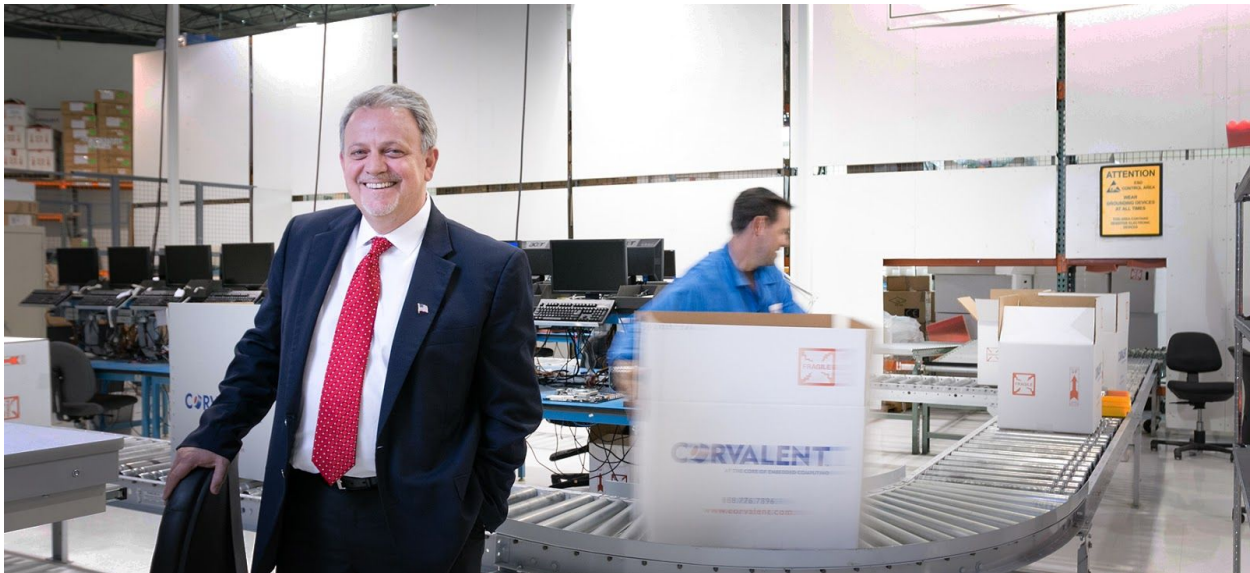




Being a Patriot Takes More than Just Being American

Has the value of "American Made" manufacturing really left America?



Introduction

Made in America means something to Corvalent, manufacturing customized embedded systems designed for longevity. These systems are specifically built to perform for the long haul, much like the company itself. Corvalent has embraced American-made ideals since its inception more than two decades ago, recognizing that manufacturing here in the U.S.A. enables unique value in staying hands-on at every step of the development and manufacturing process. In addition to supporting OEMs and technology innovators with uninterrupted product design and availability, the company can say with pride that it has made a steadfast contribution to the American dream. By building competitive technology systems, Corvalent is building jobs, products, and profits – including supporting employee training and growth, driving technology advances across the spectrum of embedded markets, and reinvesting profits in local, state, and national economies.

Building Corvalent

In 1993, no one was offering rugged, standards-based industrial computing products and entrepreneur Ed Trevis saw an opening to make a difference. Corvalent was born, uniquely providing rugged, custom-made computer assemblies for original equipment manufacturers (OEMs) designing for all types of industrial computing environments. Trevis' new venture formally introduced motherboards, PCs, and other commercial-off-the-shelf (COTS) products specifically designed for long-life performance, ultimately pioneering the design and use of ruggedized components in the industrial channel.

"We designed and manufactured our systems from the vantage point of longevity," Trevis said. "And we were the first company that actually did this, making it a pillar of our business strategy. It made a great deal of difference to the OEMs we served, who were constantly battling to keep costs down and customers happy with proven industrial products that could be fielded for long lifecycles. One of the key reasons we could do this where others could not, was our made-in-America mandate. We empowered ourselves with a unique ability to fully control the design, manufacturing, and material process – always able to assure our OEM customers that their product was validated for end-to-end, long-life performance." Corvalent also owns the technology that goes into its products, eliminating compatibility issues that can arise when disparate components are used to create a system.

Trevis and his leadership team seized the opportunity to effectively brand the company in the same spirit of longevity and strength. "Corvalent embodies the 'core,' referring to the principles of American manufacturing at the center of everything we do. And 'valent' in the Latin language means tough. So the Corvalent name symbolizes a tough core, and really aspires to represent my fundamental beliefs and vision for this company," added Trevis.

Realizing a Dream

So how did Trevis shape his vision for Corvalent? Arriving from Brazil as a determined 20-year old adventurer, Trevis had just \$100 in his pocket and a belief that America was a country of endless opportunity where he could pursue his dreams of being a successful entrepreneur and business owner. "In South America, I started working when I was 13 years old and had my first business at age 17," he said. "I always wanted to create a successful company. More than that really, building a life in America was a dream from an early age. I felt it was the place to put it all together, and build my life by building a successful company."

Trevis' work ethic, boundless enthusiasm, and unflagging energy were shaped by the guiding hand of a devoted family member, who helped pave the way for Trevis' journey. "I had a great mentor in my uncle, who helped and encouraged me to get into my first business," Trevis said.

Starting out in California and speaking only passable English, Trevis put himself through school, earning an undergraduate degree in Business Administration while learning the ropes of the food service sector. "I was in the food franchise industry and running overall operations," he said. "I used to work 7 days a week, 15 hours a day – it made me grateful for achieving professional milestones but I could see the need to change businesses completely. I wanted it all – a business, a family, and a life," he said. Living near Silicon Valley, Trevis saw the enormous potential of technology innovation in the late 1980s and early 1990s. "From that point forward, I was determined to move into the technology industry and see what I could make happen."

Working his way up through the ranks, Trevis rose from an entry level customer service associate to director of sales for a technology organization. But the passion for entrepreneurship never left him, and when the business closed its doors, Trevis knew the time was right for him to launch his own company in the industrial computing space. Jumping in with both feet, Trevis was determined to make an immediate impact – rooted in his love of the U.S. and a commitment to American jobs and manufacturing. "The ideal of 'made in America' resonates with me. I have long believed that manufacturing is the backbone of this country and built Corvalent on that premise."

Responding to American Markets

Corvalent's earliest successes were driven by the medical industry, as medical equipment designers and developers were among the first that hungered for the long-term value proposition of an industrial PC-based product. Moving to an x86 PC-based platform provided organizations with longevity and consistency that increased their competitive edge and cost savings. "We were able to demonstrate the true value of reliable and durable COTS technology, showcased in products designed for longevity and availability." Assuring that systems are produced and available for more than five years is integral to Corvalent's overall business model, and a key differentiator in application-ready, customizable systems for industrial deployment.

While the medical industry continues to be a major position in the Corvalent portfolio, other industries gravitated towards the company's innovative systems and products, including energy, defense, semiconductor production equipment, and industrial automation. As world events unfolded, Corvalent also answered increasing demand from the cybersecurity and physical security space, which was transforming rapidly and working to solve vulnerabilities in critical infrastructure settings. "We were

able to quickly provide clients with sophisticated customized solutions for new kinds of deployments such as airports and stadiums. We scaled up fast with onsite engineering talent and manufacturing staff. It was another turning point in Corvalent's growth – our U.S.-based operations ensured we were well-positioned to help OEMs tailor a new breed of advanced security and surveillance products, including safe protection of customers' IP," said Trevis.

Deciding on Texas

California had been Corvalent's home since day one; however Trevis began to consider other possibilities for the organization. Business growth, operating expenses and regulatory burdens, cost of living, and quality of life were key factors to evaluate – not only from a financial perspective, but also for customer relationships and employees who had made Corvalent their professional home.

In 2008, Trevis launched a bold relocation effort to move the corporate footprint to Austin, Texas. "We were having a difficult time hiring new people in order to grow, and Austin offered a talented labor pool, especially broad in professional engineering, technical skills, and manufacturing capabilities," he said. "There were other tremendous benefits with impact on so much of our business. Our employees would have access to an exceptional quality of life, while the company could reduce the cost of doing business. Our location in the middle of the country was a smart move, putting us closer to our customer base, talent base, and technology resources – it was ideal on every level.

For Corvalent personnel, Trevis' determination and enthusiasm for the new opportunity in Austin was infectious. Weekend after weekend for nine months, the CEO walked his employees and their families through the benefits of the move – this included everyone from top executives to sales to line machinists. "I brought all of our people to see Austin, so they could experience the environment firsthand. It was essential for them to be able to understand the possibilities and the attractiveness of the area, so they could make the most informed decisions about what would be best for their own families and futures."

The company's initial survey indicated only about five percent of employees would be open to relocation, yet after Trevis' roadshow a fascinating turnaround occurred. Nearly 75 percent of the company made was willing and excited to make the move from California to Austin. "Corvalent has been a big part of my life, we've been on kind of a journey together for many years," said Martin Rudloff, Corvalent's chief technology officer. "Making the move was big choice for my family, but it became clear as we learned more about Austin and how it would positively impact growth and every member of the Corvalent family. I wanted to be part of that success, and got very excited about both

the personal and professional potential in front of us.” More than eight years later, this major decision continues to drive rewards.

U.S. Manufacturing in the Heart of Texas

Corvalent’s Texas advantage is in providing clients with a uniquely 100 percent American stamp of authenticity. That promise begins with Corvalent’s strict adherence to a one-stop shop approach to design, sourcing, manufacturing, and logistics. “We have every capacity within the organization to assure quality, consistency, and longevity, along with white glove support to our customers,” said Trevis.

Corvalent’s commitment as a U.S.-based sole source provider is one of the company’s primary selling points, and a fundamental reason why the organization continues to prosper even in markets that tend to equate price with value. When an OEM instead relies on a technology provider that is a sole source from outside the U.S., they are exposed to jeopardy if their supply is interrupted due to a quality failure or poor end-of-life planning and materials management. “Our components are crucial to a client’s application and equipment, and so by extension, protecting their revenue is our job. We recognize that our customers rely deeply on our skills and abilities to assure long-term production of their system, and our American experience adds tangible value to the process,” Trevis said. “As an American manufacturer, we have a strong advantage in assuring customers never experience interruptions or delays in product development or supply.”

Corvalent’s internal operations are centered on the seamless integration and synergy of multiple departments, fine-tuned for a complete start-to-finish process of product development, production, and customer engagement. From procurement to inventory to shipping and receiving, Corvalent’s blueprint for success is in its ‘under one roof’ methodology. It is a business model that delivers longevity, consistency, and quality – the primary ingredients that drive customers’ success.

Corvalent also plays a role in bringing American quality to the world. While the company’s customer base is comprised of American companies, many of these in turn develop products that are shipped globally. “Embedded technology is driving some of the most sophisticated technological advancements we’ve ever seen, from improvements in medical care to energy production to defense. It’s an exciting industry led by a vast field of creative thinkers. For us, that means that in addition to fueling profits, innovation, and growth locally, we are proud to see our customers’ work add value to the global economy.”

Corvalent's Worldview

Trevis sees manufacturing in America as an essential factor in building trade markets here and worldwide. "America has experienced devastating loss of manufacturing jobs since the late 90s and has seen very little steady recovery since. Many of the jobs that have returned to the economic landscape are low-paying, fast food service jobs rather than higher-paying employment in manufacturing. Too many manufacturing roles are unnecessarily outsourced to other countries, when we have the talent and resources right here in the U.S.," said Trevis. "As a business owner I have the opportunity to improve that imbalance. America has a lot to offer as a manufacturing powerhouse, and growing jobs, profits, and innovation here creates a strong, virtuous cycle of growth that adds value to the global economy as well."

"I believe there is a fundamental difference between globalism and globalization. Globalism can strip away sovereign identity, and that is what many citizens here and abroad are concerned is occurring. It's clear that building a sustainable global economy is not necessarily compatible with creating one global personality, nor do we need to abandon our own countries to think, act, and succeed like a global business. Our international economy with interdependent nations in reality must be balanced within the context of individual nations pursuing self-interests – it's critical that we maximize our inherent resources and talent to in turn strengthen the prosperity of our people now and in the future."

To that end, Corvalent is structured to keep profits in America - reinvesting in operational growth, employee training, and expanding its customer base. "Building the world economy really does start here, with empowered Americans building their own wealth, buying products, safeguarding their own futures, and ultimately contributing to our country's well-being and world stature as a manufacturing innovator."

Made in America Defines Us

"Made in the U.S.A." has more meaning than ever before, as globalization – despite its many positives – has also driven erosion of manufacturing jobs in the United States. "There is a sense of responsibility, pride, and satisfaction to be completely focused on true American manufacturing," said Trevis.

"Corvalent employees embrace these concepts across the organization. They understand that we have many choices to make as a company, and that building our products in America and continually reinvesting our profits and resources domestically, has directly impacted their families, other businesses, our neighbors and communities and the country as a whole."

The Corvalent way has provided a highly valued offering for technology OEMs, ensuring uninterrupted design and development of products and solutions. In the future, Trevis will continue to drive an American manufacturing agenda to serve a growing clientele, competing more effectively by accessing American-made embedded solutions with the highest integrity, dependability, reliability, and longevity. “We service customers by providing them with peace of mind and low cost of ownership. Continuous supply and IP protection saves them millions of dollars over a product’s lifetime, tapping into proven processes that ensure their own long term business strategies”, he said.

Trevis’ commitment to an American-centric approach for Corvalent reflects his deep love for the nation that welcomed him and encouraged him to prosper. “I have lived the American dream from beginning to end. I’m passionate about what this country has to offer and intend to instill this commitment in my children and grandchildren,” he said. “As an immigrant, being part of the American manufacturing community touches my heart in an emotional way. There is enormous opportunity here – proven first hand by my own experiences starting as a young entrepreneur and now guiding a multimillion dollar enterprise. If I can do it, anyone can.”

About Corvalent

Corvalent manufactures long-life, rugged computing systems at the heart of OEM systems and devices, including revision and document-controlled industrial motherboards, single board computers and embedded controllers. Serving industrial customers since 1993, Corvalent offers custom materials planning and advisory services; real-time engineering to address any technology or platform; modification of COTS or standards-based solutions for unique, mission critical applications; and elite, white glove technical support.

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