BETLY

COMPANY PROFILE · 2026

# Engineering-driven PCBA Services for Industrial Electronics

DFM & BOM Review | Component Sourcing
PCBA manufacturing through our partner factory in Shenzhen

**DFM & BOM Review** | **Component sourcing** | **Manufacturing coordination** | Prototype & pilot support

Production floor at our partner factory in Shenzhen.

# One Contact. Engineering Attention.

Engineering-driven PCBA project support for industrial electronics OEMs.

## OUR ROLE

BETLY Technology (HK) Limited is an engineering-driven PCBA service partner supporting industrial electronics OEMs with DFM and BOM review, component sourcing, and manufacturing coordination through our partner factory in Shenzhen.

Engineering review is supported by a PCBA engineering team in Shenzhen.

## OUR APPROACH

We begin with clear project requirements, component availability, manufacturability and delivery risks. BETLY provides one contact for technical questions, sourcing options and production communication with our manufacturing partner.

## WORKING WITH BETLY

Clear quotation assumptions · Customer approval before substitutions · NDA available on request · Factory visits or video tours by arrangement



Through-hole and manual assembly at the partner factory.

FOUNDER

**Cindy He**

13+ years in manufacturing export, including PCBA.

linkedin.com/in/betlycindy-pcba

## Illustrative BOM Review Workflow

Generic review categories - no customer or project-specific data

| | |
|---|---|
| **Component availability** | Confirm current supplier information and sourcing options. |
| **Lifecycle and sourcing risk** | Review lifecycle status and potential supply risks. |
| **Electrical and mechanical compatibility** | Assess requirements against approved design documentation. |
| **PCB footprint and assembly impact** | Review package, footprint and assembly implications. |
| **Validation requirements** | Define the evaluation and testing needed before adoption. |
| **Customer approval status** | Record written approval before any substitution. |

Illustrative example only. No specific component equivalence or availability is implied.

**Approval Control: No substitution without completed technical evaluation and written customer approval.**

# From BOM review to first build

Clear assumptions, component-level lead-time visibility and approved alternatives.

**Project range**
Quantities from single prototypes to production runs are quoted per project.

**Approval control**
No component substitution is implemented without written customer approval.

01 **BOM & Gerber review**

We target an initial BOM and DFM screening response within 3–4 business days after receiving usable project files.
Screening covers obvious DFM concerns, long-lead parts and possible alternates.
This is a free initial screening, not a complete engineering report.

02 **Lead-time assessment**

Identify components driving the schedule and sourcing options for customer review.

03 **Quotation**

Target quote within 3 business days of a complete, usable project package.
Assumptions and lead-time risks are listed.

04 **Build & inspection**

Typical production takes 5–7 business days after materials arrive, subject to complexity and capacity. First-article inspection records are kept for every first build and shared on request.

### BOM Optimization & Approved Alternatives

When a part is hard to source, costly or approaching end of life, we compare alternatives on electrical fit, package and footprint, temperature rating, lifecycle and sourcing, and validation impact.

**A recommended alternative is not an approved substitute: nothing changes without written customer approval.**

**MATERIAL LEAD TIMES**

In-stock components typically take 2–3 business days to source; long-lead parts often take 4–6 weeks. The schedule is confirmed after BOM review, and special projects are confirmed per project. Substitutions require written customer approval.

# Manufacturing Through Our Shenzhen Partner

PCBA assembly and manufacturing processes supported by our partner factory in Shenzhen.




Production floor at our partner factory in Shenzhen.




Through-hole and manual assembly area.



Inspection and X-ray area at the partner factory.

| | | | |
|---|---|---|---|
| **Multiple SMT lines** | **Lead-free reflow** | **Wave soldering** | **Manual THT** |

Capabilities at our partner factory include SMT with lead-free reflow soldering, wave soldering, through-hole insertion and manual soldering.

# Quality Checks Defined by Your Project

Inspection coverage is defined per product in an agreed test plan.




Inspection and X-ray area at the partner factory.

### SPI

Solder paste inspection

### AOI

Automated optical inspection

### X-ray

Hidden solder-joint inspection

### First-Article Inspection

Initial build verification

### FCT

Functional testing when agreed

### Aging

Available where required and confirmed

Inspection methods, acceptance criteria and documentation requirements are agreed before production. Inspection records, and RoHS/REACH declarations where applicable, are available on request.

# Industrial Electronics Applications

We assess each project against its BOM, assembly, testing and quality requirements.

### 01 Robotics & Industrial Automation

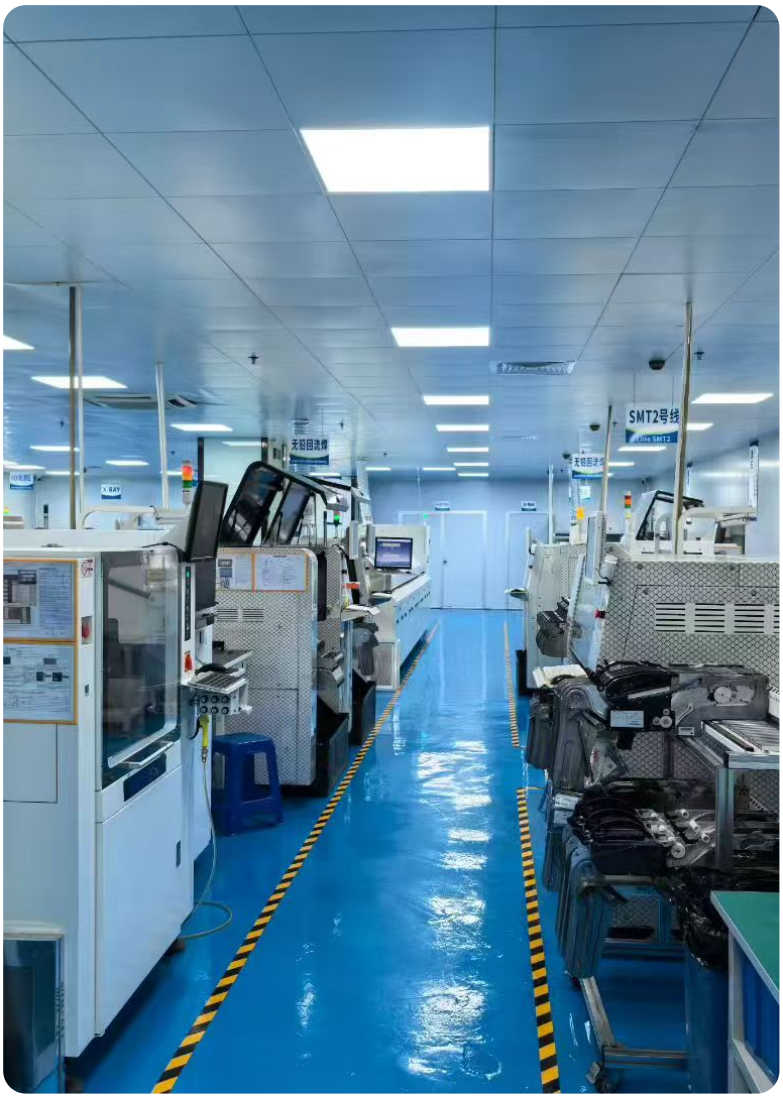
Motion-control boards, actuator interfaces and industrial control electronics.

### 02 Sensors & Industrial IoT

Monitoring, sensing, data acquisition and connected industrial devices.

### 03 Embedded Vision & Edge Electronics

Boards supporting camera interfaces and edge-processing hardware.




SMT line at the partner factory.

**Other industrial electronics projects, including engineering samples and evaluation boards, are evaluated individually based on technical and manufacturing requirements. Projects requiring ISO 13485, IATF 16949 or AS9100-certified manufacturing are not currently supported.**

# Send Us Your BOM and Gerber Files

Share your project files for an initial review of manufacturability, component availability and quotation requirements.

### WHAT TO SEND

- BOM
- Gerber files
- Assembly drawings
- Estimated quantity
- Pick-and-place files, if available
- Test requirements
- Approved vendor list or component restrictions
- Desired delivery window

### INITIAL REVIEW SCOPE

We target an initial BOM and DFM screening response within 3–4 business days after receiving usable project files.

Initial screening covers obvious DFM concerns, component availability and potential sourcing risks. This is not a comprehensive engineering assessment.

**Request a Free Initial BOM & DFM Review**

NDA available on request before you share files.
Screening scope is confirmed from the submitted project package.

Start a project

### REVIEW PRINCIPLES

Manufacturability, component availability and quotation requirements are reviewed against the submitted project package. Detailed scope is confirmed before engineering analysis or production validation.


## Cindy He · Founder

Email: info@betlytek.com | Website: www.betlytek.com

LinkedIn: linkedin.com/in/betlycindy-pcba | WhatsApp: +86 189 9890 3166

BETLY Technology (HK) Limited · Hong Kong
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**Connect on WhatsApp**

Scan the QR code to start a direct conversation about your PCBA project.