

Listing Authorized Distributors and Manufacturer Representatives on Manufacturers' Websites

January 2021



Listing Authorized Partners and Simplifying the Customers Search

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Title: Listing Authorized Distributors and Manufacturer Representatives on Manufacturers' Websites

Introduction: The ECIA Board of Directors assigned the GIPC (Global Industry Practices Committee) to research electronic component manufacturer websites and identify best practice examples for locating and listing authorized distributors and manufacturer representatives.

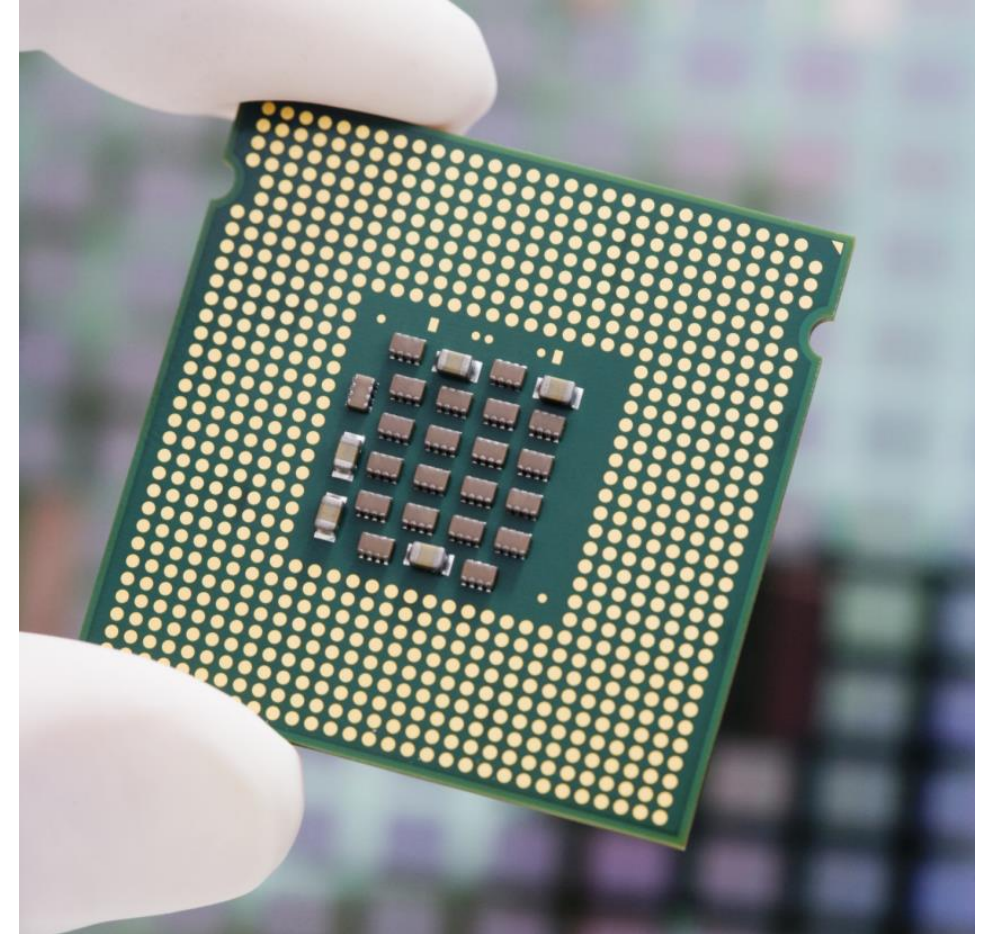
Design: By identifying best practice examples and publishing areas for consideration, it is the intent of this SMEG (Subject Matter Expert Group) to create awareness and guidance to improving this process. Doing so benefits all channel partners and enhances end customers' ability to locate product quickly and efficiently, thereby improving customer experience.

Terms of Use: This document represents what manufacturers, manufacturer representatives, and distributors identify as areas for consideration when locating and listing authorized channel partners on manufacturer websites. Each manufacturer, manufacturer representative and distributor may determine which areas for consideration best fit its own unique needs. This document does not represent a collective effort to require manufacturers, manufacturer representatives or distributors to take any action on any item within this document.

Acknowledgements:

Subject Matter Expert Group member contributors and reviewers:

Digi-Key Electronics, Mouser Electronics, TTI, Inc., WPG Americas, ebm-papst Inc.
KEMET, Littelfuse, Inc., ROHM Semiconductor, Tech-Trek, AEM Group



Global Industry Practices Committee (GIPC)

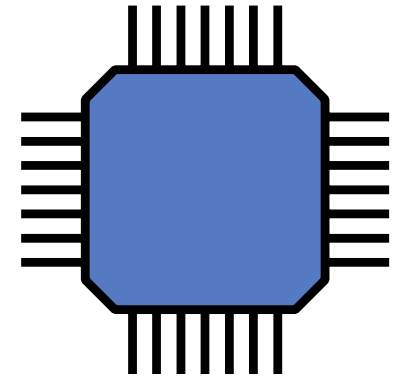
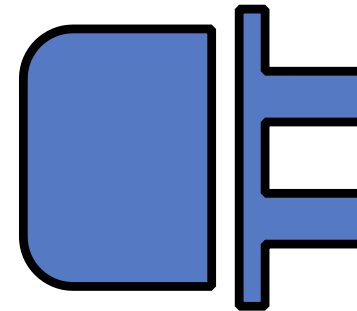
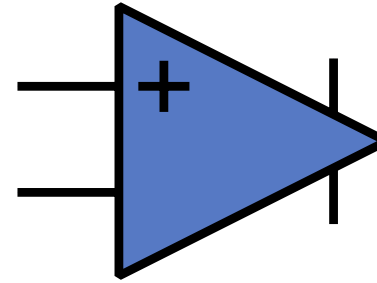
Listing Authorized Partners and Simplifying the Customers Search

Why should Manufacturers follow best practices for listing their Distributors and Manufacturer Representatives?

1. Provides quick and easy access for customers to locate authorized distributors and manufacturer representatives
2. Ease of use for the customer reflects well upon the manufacturer's brand and keeps customers engaged
3. Increases distributor and manufacturer representative opportunities for new customer orders
4. Improves market share and revenue growth for all manufacturers' business partners
5. Increases the manufacturer's opportunity for design wins and customer acquisition
6. Displays tools that support the customer experience and links quality partners in the channel with their brand

Where should Manufacturers list their Distributors and Manufacturer Representatives?

1. On the manufacturer's home page
2. Consistently in the header and/or footer of the manufacturers' web site
3. In the "Contact Us" section of the website
4. On all product detail pages



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Listing Authorized Partners and Simplifying the Customers Search

How should Manufacturers list their Distributors and Manufacturer Representatives?

1. One-click from the homepage, header or footer, and “Contact Us” to a Distributor/Manufacturer Rep landing page

a. Provide an immediately visible and clear button and/or tab:

- “Where to Buy” (*Distributor*)
- “Sales Support and/or Technical Support” (*Manufacturer Rep*)
- “Authorized Distributors and Manufacturer Representatives”

b. Logical order of information:

- Distributors
 - Geographically – global first, then regional; include country, region, state, city; then/or alphabetically listed
 - Filter with jump-to / drop down box for easy navigation
 - If region-specific, ability to view all regions at once or switch between regions with 3 or fewer clicks
- Manufacturer Reps
 - Geographically including country, state, city, zip code
- Make it easy to view all listings and regions with just 1 click
 - For example, by using expand and collapse buttons
 - Avoid maps that users must click into and out of to switch regions

c. Include Distributor and Manufacturer Rep logos for easy recognition:

- Hyperlink the logo to the manufacturer’s page on the Distributor or Manufacturer Rep’s website
- Include current and accurate contact information (*phone, e-mail, etc.*)

d. Ensure the listing works and looks professional on mobile devices

2. Provide the following on all product detail pages

a. List authorized distributors and stock levels for each part

b. Link to a distributor site and populate a cart with part

c. If stock cannot be shown on product detail pages, provide a clearly visible button or tab of “Where to buy”

3. Ensure all information is accurate and kept up to date!

Manufacturer website
examples on slides 5-11



ON Semiconductor®



Global Industry Practices Committee (GIPC)

Best Practice Examples from Manufacturer Websites

Clear, immediately visible “Where To Buy” button on home page



Products Applications Design Tools Resources Support About

Search content, part numbers, or competitive part numbers



Automotive Power Inductors

Solutions driving your tomorrow

LEARN MORE →

Featured Products



KC-LINK WITH KONNEKT
TECHNOLOGY



METCOM POWER
INDUCTORS AUTO



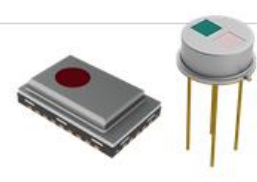
FILM SAFETY
CAPACITORS



POLYMER
HIGH RELIABILITY



ALUMINUM
SOLID POLYMER



ENVIRONMENTAL
SENSORS

Best Practice Examples from Manufacturer Websites

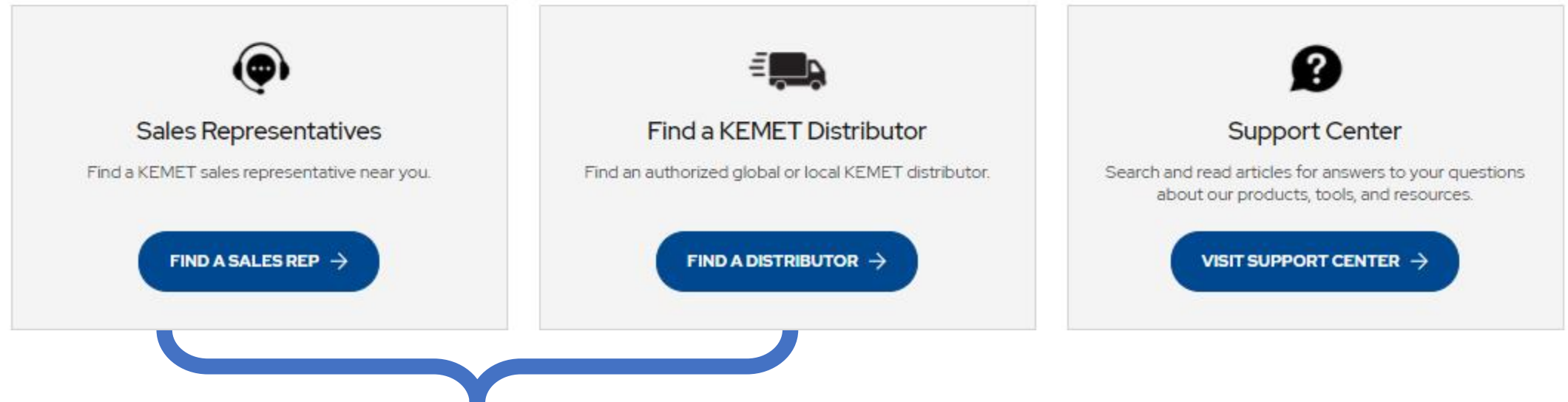



Where To Buy

KEMET products are available through sales offices and independent KEMET-authorized distributors all over the world.

KEMET HEADQUARTERS

KEMET Tower
One East Broward Blvd.
Fort Lauderdale, FL 33301
+1-954-766-2800






Sales Representatives

Find a KEMET sales representative near you.


FIND A SALES REP →



Find a KEMET Distributor

Find an authorized global or local KEMET distributor.

FIND A DISTRIBUTOR →



Support Center

Search and read articles for answers to your questions about our products, tools, and resources.

VISIT SUPPORT CENTER →

“Where to Buy” page has simple and clear Distributor and Sales Reps links

Best Practice Examples from Manufacturer Websites

Location filter

KEMET Authorized Distributors

Region


Americas


Country


United States


Includes logos and
hyperlink to
distributor website

Global Distributors


Arrow


Avnet



Digi-Key Corporation


Mouser


Differentiates
Global vs. Regional

Regional Distributors

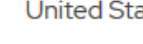
Allied Electronics Inc.
United States, Canada, Mexico



Arm Bar
United States



Atlantic C
United Sta



KEMET

a YAGEO company

Products

Applications

Design Tools

Resources

Support

About

Search content, part numbers, or competitive part numbers

Q

Partner Hub

Where To Buy

Find a KEMET Sales Office

Country

United States ▼

State/Province

Please Select ▼

Type of Sales Representative

☒ All ☐ KEMET Sales Office ☐ Manufacturer's Representative

Gives contact info for manufacturer's reps or direct office

CLEARCOMM

TECHNICAL SALES, INC.

ClearComm Technical Sales

Manufacturer's Rep for: GA, AL, MS, TN

470 Providence Main Street NW
Suite 303
Huntsville, AL., 35806
United States of America

Phone: +1-256-721-0500

Email: sales@ClearCommSales.com

Dallas Sales Office

2451 Stone Meyers Parkway
Suite 400
Grapevine, TX., 76051
United States of America

Phone: +1-972-915-6041

English Damco Sales

Manufacturer's Rep for: CO, WY, UT,
MT, ID ENGLISH DAMCO

3000 S. Jamaica Court, Suite 370
Aurora, CO., 80014
United States of America

Phone: +1-303-695-0706

Email: sales@englishdamco.com

KEMET

KEMET Headquarters

1 East Broward Boulevard
Fort Lauderdale, FL 33301

L-Mar Associates, Inc.

Manufacturer's Rep for: NY

L-MAR
Associates

Novi Sales Office

39555 Orchard Hill Place
Suite 600

KEMET

Gives contact info
for manufacturer's
reps or direct office

Country

State/Province

United States

Please Select

Type of Sales Representative

☒ All

☐ KEMET Sales Office

☐ Manufacturer's Representative

CLEARCOMM
TECHNICAL SALES, INC.

470 Providence Main Street NW
Suite 303
Huntsville, AL., 35806
United States of America

Phone: +1-256-721-0500

Email: sales@ClearCommSales.com

KEMET

2451 Stone Meyers Parkway
Suite 400
Grapevine, TX., 76051
United States of America

Phone: +1-972-915-6041

Manufacturer's Rep for: CO, WY, UT,
MT, ID

ENGLISH DAMCO

3000 S. Jamaica Court, Suite 370
Aurora, CO., 80014
United States of America

Phone: +1-303-695-0706

Email: sales@englishdamco.com

KEMET

1 East Broward Boulevard
Fort Lauderdale, FL 33301



Manufacturer's Rep for: NY

KEMET39555 Orchard Hill Place
Suite 600

Best Practice Examples from Manufacturer Websites

ADAS

[LEARN MORE](#)

Factory Automation Systems

[LEARN MORE](#)

Wearable Health and Fitness

[LEARN MORE](#)

Essential Analog

[LEARN MORE](#)

Technical Resources



APP NOTES



REFERENCE DESIGNS



TUTORIALS



DESIGN SOLUTIONS



WHITE PAPERS




VIDEO

FOLLOW US



 Newsroom

 Events

About Us

Contact Us

Ordering FAQ

Investor Relations

Customer Testimonials

Customer Support

Worldwide Franchised Distributors

Corporate Responsibility

Careers

Technical Support


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Maxim Integrated link to list of distributors in footer

Best Practice Examples from Manufacturer Websites

Jump-to links provide a quick way to view distributors by region



 Parametric Search ▾

PRODUCTS


APPLICATIONS

DESIGN

SUPPORT

ORDER





ABOUT US

[Maxim](#) » [About Us](#) » [Contact Us](#) » [Worldwide Franchised Distributors](#) 





Worldwide Franchised Distributors

Go To : [AMERICAS](#) | [CHINA](#) | [JAPAN](#) | [KOREA](#) | [TAIWAN](#) | [REST OF ASIA](#) | [EMEA](#) | [AUSTRALIA](#)

AMERICAS







* South America only



| [Back to Top](#) |

CHINA



Best Practice Examples from Manufacturer Websites

ON Semiconductor part detail page includes a link to view distributors with stock (using TrustedParts.com!)

Technical Documentation & Design Resources

Software (1)

Simulation Models (2)

Data Sheets (1)

Package Drawings (3)

Evaluation/Development Tool Information

Product	Status	Compliance
SECO-RANGEFINDER-GEVK	Active	Pb-free

Availability & Samples

Specifications

Case Outlines

Product	Status	Compliance	Description
LM2903DG	Last Shipments	Pb-free Halide free	LM2903
LM2903DMR2G	Active	Pb-free Halide free	LM2903
LM2903DR2G	Active	Pb-free Halide free	LM2903
LM2903EDR2G	Active	Pb-free Halide free	LM2903
LM2903NG	Last Shipments	Pb-free Halide free	LM2903

Inventory

Product Number : LM2903DR2G

Distributor	Stock	Buy
Rochester Electronics	942400	Buy
Avnet (Packaging Option 1)	942400	Buy
Avnet (Packaging Option 2)	182500	Buy
Mouser Electronics	7539	Buy
Digi-Key Electronics (Packaging Option 1)	5605	Buy
Digi-Key Electronics (Packaging Option 2)	5605	Buy
Digi-Key Electronics (Packaging Option 3)	5000	Buy
Newark (Packaging Option 1)	3505	Buy
Avnet (Packaging Option 3)	3505	Buy
Future Electronics	1041	Buy
Newark (Packaging Option 2)	217500	Buy

Powered by TrustedParts.com

ON

Action

Buy

Budgetary Price/Unit

>> Rochester

>> Contact Sales Office

\$0.0993

Sample

Inventory

\$0.078

Sample

Inventory

\$0.078

Inventory

>> Rochester

>> Contact Sales Office