Listing Authorized Distributors and Manufacturer Representatives on Manufacturers’ Websites

January 2021
January 2021

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)
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
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!
Best Practice Examples from Manufacturer Websites

Clear, immediately visible “Where To Buy” button on home page
“Where to Buy” page has simple and clear Distributor and Sales Reps links
Best Practice Examples from Manufacturer Websites

KEMET Authorized Distributors

Location filter

- 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: United States
Find a KEMET Sales Office

Search options for sales reps

Gives contact info for manufacturer’s reps or direct office
Best Practice Examples from Manufacturer Websites

Technical Resources

ADAS
Factory Automation Systems
Wearable Health and Fitness
Essential Analog

APP NOTES
REFERENCE DESIGNS
TUTORIALS
DESIGN SOLUTIONS
WHITE PAPERS
VID

FOLLOW US
Newsroom
Events

About Us
Contact Us
Customer Testimonials
Customer Support
Careers
Technical Support

Ordering FAQ
Worldwide Franchised Distributors
Investor Relations
Corporate Responsibility

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

Worldwide Franchised Distributors
Go To: AMERICAS | CHINA | JAPAN | KOREA | TAIWAN | REST OF ASIA | EMEA | AUSTRALIA

AMERICAS

AVNET

Mouser Electronics

FUTURE ELECTRONICS

MACNICA

 element14

Rochechter Electronics

RS

CHINA

AVNET

CECport

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Stock</th>
<th>Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester Electronics</td>
<td>942400</td>
<td>Buy</td>
</tr>
<tr>
<td>Avnet (Packaging Option 1)</td>
<td>942400</td>
<td>Buy</td>
</tr>
<tr>
<td>Avnet (Packaging Option 2)</td>
<td>182500</td>
<td>Buy</td>
</tr>
<tr>
<td>Mouser Electronics</td>
<td>7539</td>
<td>Buy</td>
</tr>
<tr>
<td>Digi-Key Electronics (Packaging Option 1)</td>
<td>5605</td>
<td>Buy</td>
</tr>
<tr>
<td>Digi-Key Electronics (Packaging Option 2)</td>
<td>5605</td>
<td>Buy</td>
</tr>
<tr>
<td>Digi-Key Electronics (Packaging Option 3)</td>
<td>5000</td>
<td>Buy</td>
</tr>
<tr>
<td>Newark (Packaging Option 1)</td>
<td>3505</td>
<td>Buy</td>
</tr>
<tr>
<td>Avnet (Packaging Option 3)</td>
<td>3505</td>
<td>Buy</td>
</tr>
<tr>
<td>Future Electronics</td>
<td>1041</td>
<td>Buy</td>
</tr>
<tr>
<td>Newark (Packaging Option 2)</td>
<td>217500</td>
<td>Buy</td>
</tr>
</tbody>
</table>

Powered by TrustedParts.com.