



Electronic Components Industry Association

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## **ECIA Releases Best Practices for Channel Partner Website Listings**

Atlanta – ECIA’s Global Industry Practices Committee (GIPC) was asked to research electronic component manufacturer websites and identify best practice examples for locating and listing authorized distributors and manufacturer representatives. By identifying best practice examples and publishing areas for consideration, the group wants to create awareness and guidance to improving this process.

“The customer experience is key when visiting a manufacturer’s website”, said Mike Morton of TTI, Inc. and ECIA’s Distribution Council Chair. “This project involved reviewing best-in-class industry examples to determine the recommendations provided. We think it provides sound guidance.”

The resulting best practices document represents what manufacturers, manufacturer representatives, and distributors identify as examples of best practices and areas for consideration when locating and listing authorized channel partners on manufacturer websites. The group of Subject Matter Experts included Digi-Key Electronics, Mouser Electronics, TTI, Inc., WPG Americas, ebm-papst Inc., KEMET, Littelfuse, Inc., ROHM Semiconductor, Tech-Trek, and the AEM Group.

“This document reflects work accomplished in Q4 of 2020 and I want to thank the team members who took the time to share their knowledge and expertise on this important topic,” explained Don Elario, Vice President of Industry Practices. “When customers are able to easily locate the authorized sources for their component needs, all channel partners benefit.”

The best practices document and accompanying infographic can be found on the [ECIA webpage](#).

### **About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.