

Buyers
Engineers
Distributors
Representatives
Component Suppliers

You're invited to join

BeON Program
The Beganto Open Network



The industry's first online Search-Sample-Source-Track System

Speeds OEM component search and sampling * Helps create demand * Documents design wins
Tracks production orders * Assures accurate channel compensation

Sponsoring Suppliers

- Increase the number of leads you generate
- Enhance your effectiveness in managing New Business Opportunities (NBOs)
- Get more design wins and turn more of them into volume production orders
- Track purchases globally to compensate reps and distributors properly
- Build better relationships with your customers and channel partners
- **FREE needs and current situation assessment**
- **FREE 90-day trial for qualifying suppliers**

Distributors

- **Your BeON membership is FREE**
- You get free access to premium services chosen by your Sponsoring Suppliers
- You can be a BeON member even if your vendors aren't
- You can be invited into an opportunity by the customer or the supplier
- You are automatically kept informed of project progress
- Your quotes to customers are confidential between you and them
- Your project involvement is documented so you and your sales force can be compensated properly, even when production moves offshore
- Your only obligations are to enter sample orders accurately, share project progress information online with suppliers and reps involved, and put a NeedaSample button on your web site to serve your customers better

Representatives

- **Your BeON membership is FREE**
- You're automatically informed of all sample requests for your lines in your territory
- You get free access to premium services purchased by your principals
- You can be a BeON member even if your vendors aren't
- You are automatically kept informed of project progress
- Your project involvement is documented so you and your sales force can be compensated properly, even when production moves off shore
- Your only obligations are to share project progress information online with suppliers and distributors involved, and put a NeedaSample button on your web site

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Five major NeedaSample® modules for the buy side, complemented by Design Winner and Global Tracker for the sell side

OpenSearch™

Allows engineers to search a current and comprehensive vertical database of components, and connect seamlessly to other parts of the product suite to request product information, availability and pricing, and samples
<http://ose.beganto.com>.

PowerSearch™

Permits search by part number, or by a keyword that drills down to a part number, and/or specifications, as well as by cross-reference from a competitive product; connects seamlessly to sample request or shopping cart.

NeedInfo™

Supplements the search by expediting the process of accessing data sheets and other pertinent information.

NeedaSample®

The heart of the system, facilitating sample requests as well as helping Sponsoring Suppliers and their reps and distributors manage the new business opportunity to the point of product selection/design win
www.needasample.com.

NeedaQuote™

Lets buyers submit on-line Requests for Quote from the supplier's web site, with either the customer or the supplier inviting a distributor into the RFQ, keeping manufacturers' representatives informed about RFQs in their territories, and giving buyers individual accounts for access and retrieval of their pending requests. Can back-track the design wins that led to the Requests for Quote.

DesignWinner™

The sell-side management tool that complements the buy side's NeedaSample, and helps Sponsoring Suppliers manage NBOs and properly compensate reps and distributors for demand creation; Premier version provides the NeedInfo and NeedaQuote features.

Global Tracker™

The newest module, and a solution to a problem which has been prominent on the industry's agenda, picking up the opportunity as it evolves into a volume production order, and tracking it through the channel to the point of manufacture anywhere in the world.

It's easy to join BeON, The Beganto Open Network

BeON, the Beganto Open Network, makes the difference! The Beganto solution *outperforms* other available Internet search and stock-checking services and CRM systems because it is *collaborative*, and thus more comprehensive and current than manually aggregated or algorithmic crawler databases and typical single-enterprise CRM systems.

OEM engineers and buyers join free, as do distributors and representatives. Sponsoring Suppliers fund the program, to enjoy the benefits of managing new business opportunities and sample requests better, leading to more design wins and more accurate tracking and thus better ability to split commissions according to contribution.

No wonder more than 30,000 engineers and buyers are already members of BeON™, along with over 5000 sell side users (component suppliers, reps and distributors), and the system has already processed over 50,000 sample requests! Today it's a management option tomorrow it will be the global industry standard. Take the step, BeON, and bring new productivity and profit to your component, distribution or rep business.

JOINING BeON IS WIN-WIN-WIN

Customer wins: Easier, better searches, faster samples, more information
Supplier wins: Effective lead generation, better control over NBOs, better tracking
Channel wins: Prompt information, better communication, fairer compensation

For a free assessment on how BeON can benefit you, call Sunil Grover at 650-814-8324 today!