

Beganto offers component manufacturers success-based pricing plan for design win tracking system

Electronic component manufacturers send engineers thousands of free samples every day, but it's been hard to know which found their way into new product designs. Beganto now provides a pricing plan for its Design Winner application that allows manufacturers to experience the powerful functionality of Design Winner for sample management and tracking and pay only when they succeed in converting a sample into a design win. Manufacturers who try the Beganto program will quickly become loyal customers, Beganto believes, especially with the modest fee that is charged per design win.

Design Winner works in tandem with Beganto's BeON™ (Beganto Open Network) program, and its NeedaSample® application. The fully automated program starts when the BeON member engineer evaluating components clicks a NeedaSample button, on the web sites of Beganto (www.beganto.com) or NeedaSample (www.needasample.com), or on that of a participating rep, distributor, or component manufacturer.

The only cost for BeON membership to engineers, manufacturers' representatives, and authorized distributors is the agreement to report project progress. Beganto's business model is still based on manufacturer fees, which are payable each time that a sample is converted into a design win. With 20,000 users to date, the system is already credited with allowing participating manufacturers to track over 1,000 design wins, with a market value in excess of \$100,000,000! Manufacturers report that managing the sample process better gives them better control over opportunities, and thus leads to more design wins.

Web-based Design Winner captures opportunities at the point of sample request and/or initial order, automatically routes the lead to the area sales representative, and tracks the lead for rep and vendor as the opportunity changes over time. Basic features of Design Winner include the capability for all participants in the order process – customer, rep, distributor, vendor – to enter updated information, and for all concerned to receive automatic email reminder and progress alerts. Data collected includes project name and description, EAU,

prototype date, production date, and more. The system assures that all leads are tracked to their final disposition, and that all status information is available to authorized viewers on a secure web site. Manufacturers can also generate and organize reports directly from the collected data into Excel.

Engineers don't have to worry about sending the sample request to the right person, nor about following up – all

steps are handled automatically. Any sample an engineer requests can be processed through the system, as long as it is produced by a BeON member manufacturer, or stocked by a BeON member distributor. Design Winner, through its on-demand ASP solution, also allows participating component manufacturers to list their authorized distributors, products and available-to-sell inventory,

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