

### **EDS Matchmaker program now facilitates manufacturer-distributor show appointments on site**

Matchmaker, the popular on-line service to help distributors and manufacturers set up advance appointments at EDS, will operate during the 2005 Electronic Distribution Show and Conference. This is the first time since 1993 that EDS has been able to offer on-site appointment making help, according to Gerald M. Newman, the Show's executive vice-president. The capability to do so ensues from the recent Matchmaker upgrade from an analog manual system into an automated digital system.

The new system, powered by Beganto, enables distributors to stop at Matchmaker kiosks in the exhibit area foyer, and find out which manufacturers in specific component categories have announced an interest in expanding their distribution networks. Distributors may also register their specific product interests, along with contact information in Las Vegas (hotel or cell phone number) so exhibitors interested in talking to them can track them down.

The original EDS Matchmaker service, introduced at the 1993 show in Orlando, was totally manual, and totally

dependent on on-site requests. It was superseded by an on-line program that was essentially a message board, where exhibitors could advertise territories or regions in which they were seeking channel partners, and where registered distributors could announce the product types they wanted to add to their line cards. However, the system relied on frequent pro-active visits to [www.edconnect.com](http://www.edconnect.com) to look for reciprocal needs. Now, as powered by Beganto, Matchmaker can find the commonality of interest among manufacturers and distributors in real time, thus making it practical for use at EDS, rather than only in advance. [The program does not extend to connecting manufacturers and reps, which can be accomplished by visiting ERA in Tri-Association Central in the exhibit area, or after EDS at [www.era.org](http://www.era.org).]

Programming and administration for the new Matchmaker program are supplied to EDS through the courtesy of Beganto, Inc., [www.Beganto.com](http://www.Beganto.com), an exhibiting company which stepped forward to develop the software and

provide the service, in order to demonstrate its prowess at delivering product and channel information selectively, to those who have opted to receive data of a specific kind. Sunil Grover, CEO of Beganto, says that many of the same software concepts are basic to Beganto's online application for helping engineers access samples, and helping component manufacturers manage their sampling programs, in coordination with their distributors and reps. Exhibitors, distributors and reps are all invited to visit Beganto in Booths 4712/4714, to become members of the Beganto Open Network (BeON™), a service that is free to reps and distributors, funded by design win fees paid by participating manufacturers.