

Member Service Spotlight

Beganto introduces Global Tracker™

Beganto, with its online global network for component searching, sampling, sourcing and tracking, has expanded its product suite and fine-tuned its marketing program. With the launch at EDS 2006 of Global Tracker™, Beganto has now closed the loop, offering the only start-to-finish demand creation and tracking system for the electronics industry. Beganto's BeON program (Beganto Open Network) is funded by supplier fees and based primarily on top-down rather than bottom-up market penetration. Membership is FREE to distributors and reps, as well as to OEM design engineers.

Major applications offered by the Silicon Valley software company include:

OpenSearch™ – which 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.

PowerSearch™ – which 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™ – which 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.

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; the Premier version provides the NeedInfo and NeedaQuote features.

NeedaQuote™ – which lets buyers submit on-line requests for quote from the component manufacturer'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.

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.

According to CEO Sunil Grover, the Beganto program now thoroughly supports both the buy side and the sell side. Sponsoring suppliers underwrite the system. Reps and distributors have free access to the basic system and also to all the premium services and refinements that their manufacturers contract for, and they may also upgrade their own packages with purchased services.

It is the Open Network that truly differentiates the Beganto solution from other available Internet search and stock-checking services and CRM systems. All qualified and registered users can update information, supplementing the public data that has been aggregated from supplier and distributor Web sites.

In fact, a willingness to report on project progress is the *quid pro quo* expected from engineers, buyers, reps and distributors in exchange for their free use of the system. Reps and distributors are also asked to place NeedaSample buttons on their Web sites, giving their site visitors quick access to the data the system provides. These collaborative aspects are what differentiate the Beganto system both from manually aggregated or algorithmic crawler databases and from typical single-enterprise CRM systems.

More than 30,000 engineers and buyers are enrolled in BeON™ from the buy side, along with over 5,000 sell side users at component suppliers and their reps and distributors. Moreover, the supplier database goes well beyond the detailed information provided by sponsoring suppliers, since it also encompasses data published on the Internet by other component manufacturers in whom OEM engineers may have an interest.

During its relatively short lifetime, Beganto has processed over 50,000 sample requests, which are estimated to have resulted in 5,000 design wins and 500 volume production orders. Not every sample request turns into a design win, Grover says, and not every design win moves on to volume production; but every volume production order started with a design win, and every design win involved a sample request somewhere along the line.

Details about Beganto and its global on-line network are available at <http://www.beganto.com>. Beganto also welcomes visits to its service sites, especially <http://ose.beganto.com/search.jsp> for OpenSearch™ and <http://www.needasample.com> to expedite and manage sample requests.

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