

## Beganto's Grover applauds NEDA white paper on demand creation

Timely, comprehensive, and well balanced are the adjectives used by Sunil Grover, CEO of Beganto, Inc., in responding to NEDA's distribution of its draft position paper on demand creation payments. "The NEDA Task Force, encompassing knowledgeable manufacturers, distributors, and manufacturers' representatives, brought together the right kind of group to tackle the conundrum of paying the people at Point A, for their efforts at demand creation, when product is possibly purchased at Point B and shipped to Point C. Under the circumstances, it's not surprising that their analysis was 'right on' and that the diagnosis of next steps was equally correct."

Grover speaks to the subject as CEO of a company that provides productivity enhancing software solutions, aimed at helping component manufacturers and their distributors and reps track and

manage new business opportunities from the initial OEM sample request to the point of design win. Beganto does this through its BeON system — the Beganto Open Network — establishing on-line communication among the three, sometimes four parties to a new design — the engineer who needs a sample, the rep who serves that engineer, the factory which manufactures the desired component, and, when invited, the distributor who may provide fulfillment at the prototype and possibly the production level.

Grover identifies two challenges in the follow-through on the NEDA Task Force's recommendations:

1. An industry wide effort to achieve compliance with the recommended practices

2. An easy-to-use online solution that facilitates the necessary reporting.

Although the effort at compliance is beyond Beganto's scope, Grover identifies the elements needed to support the necessary reporting — a solution that interconnects all those involved, wherever in the world they may be, so that design-ins that lead to production may

be tracked globally. "Not every sample request leads to a design-in," Grover remarks; "and not every design-in leads to production. But when it does, there needs to be a platform that connects all concerned, and that properly compensates those who shepherded the opportunity to fruition."

With the vast amount of production taking place in China central to the problem the NEDA Task Force addressed, it's appropriate to remember the Chinese proverb that a journey of a thousand miles begins with a single step, Grover comments. "NEDA has taken the lead in mapping the journey and taking the first steps, challenging the industry to take its recommendations the rest of the way. Beganto looks forward not only to observing the process but to helping where it can."

Further information about Beganto is available at [www.beganto.com](http://www.beganto.com), and about its sampling solution at [www.needasample.com](http://www.needasample.com), or by contacting the company at 48521 Warm Springs Blvd. #306, Fremont, CA 94539, by phone at 877 770 4307, or by email at [info@beganto.com](mailto:info@beganto.com).

## ERNI continues to expand SMC family

Erni, a pioneer and innovative leader in the area of SMT assembly - is continuing to design and improve its popular 1.27 mm pitch Surface Mount Connector (SMC) family. This complete redesign is also backwards compatible. With a corresponding design layout, the high-density SMC connectors can reliably transmit differential signals at data rates of up to 2.5 Gbit/s. The SMC model range is ideally suited for diverse mezzanine, board-to-board, and board-to-cable applications in industrial automation, telecom, and datacom applications. For example, these SMC connectors have been certified for the new Airbus 380.

Over the next few months, ERNI will redesign the complete SMC family with different termination techniques. The purpose of these measures is to achieve further production improvements, generate new variants that require a smaller footprint on the board, and develop high-density or high-current variations. Increased mechanical stability and quality in accordance with ERNI's new philosophy with regard to mounting and stamping technology is an additional criterion. For future developments for customers, the new design makes it possible to double the number of pins without increasing size requirements. Visit [www.erni.com](http://www.erni.com) for details.

## Sullins Electronics names Cambridge to distribute full connector lines in the UK

Sullins Electronics, a world leader in the design and manufacture of connectors and interconnect systems, has appointed Cambridge Electronic Industries Ltd. to distribute both the Sullins and Micro Plastics lines of connectors throughout the United Kingdom. Prod-

ucts featured under the agreement include conventional, lead-free and RoHS-compliant edge cards, headers, bi level, and CompactPCI™ connectors, including parts engineered for high-temperature applications. Visit [www.sullinselectronics.com](http://www.sullinselectronics.com).

### Editor's note:

On page 9 of the March/April 2005 issue of Electronic Distribution Today, we included an article entitled "Newark InOne's custom cut re-reeling service a first." Newark InOne is not actually the first distributor to offer re-reeled cut tape with same day shipping. Garrett Electronics Corporation, an authorized stocking distributor, has been offering re-reeling services for any quantity of components with same day shipping for over twenty years. Additionally, Garrett offers the unique valued added service of splicing an 18" perforated leader to the carrier tape, which allows the customer to utilize all components on the pick-and-place ready reel.

Garrett Electronics Corporation, a nationally authorized stocking distributor of passive components, offers same-day shipping on partial reels and continuous tape. Components can be supplied on pick-and-place ready reels with 18" leads, or as continuous tape with leads, in the exact quantity required. Garrett's extensive inventory includes AVX, KOA Speer, and Vishay's BCC, Dale, Siliconix and Sprague products. In addition to the unique re-reeling services, Garrett also offers engineering kits in a variety of packaging styles for design and development. Call Garrett's customer service department at 1-800-767-0081 or visit [www.garrettelec.com](http://www.garrettelec.com) to place your order.