



opportunity awaits





RETHINK

ENGAGING A STRATEGIC PARTNER FOR BUYING AND SELLING IN THE OPEN MARKET ENABLES YOU TO **SMOOTH OUT WIDE SWINGS** IN PRICE AND AVAILABILITY OVER TIME.



An estimated **\$20 billion** of business is transacted annually in the open market for semiconductor components.

USING THE OPEN MARKET AS STANDARD PROCEDURE—NOT AS A LAST RESORT—LETS YOU **TAKE CONTROL** IN A VOLATILE MARKETPLACE.

Carpe diem. For those who choose to define and execute an effective strategy, trading on the open market brings unexpected advantages in the procurement process. Dramatic cost savings is one. A hedge against price volatility is another. Better returns on excess and increased product availability are yet another. When all around you the pressure is on to cut overhead, improve the bottom line, and drive down manufacturing costs, why not seize upon a strategy that delivers tangible results?

Underutilized and often misunderstood, the spot market represents an enormous opportunity to gain a competitive edge.

Question outdated assumptions. The open market is simply a natural response to normal business cycles in an industry based on the inexact science of forecasting. The laws of economics dictate that excess and shortage conditions will always exist in an industry like ours. Taking control of these natural cycles is actually quite easy. First, rethink the open market as an opportunity, an essential link in your supply chain. Second, engage a savvy partner, experienced and knowledgeable in the intricacies of the open market: e-source.

Working in partnership with e-source can save a minimum of **20%**
on at least **40%** of all readily available commercial ICs worth \$10 or more.

PRO REACTIVE

e-source is an independent stocking distributor trading brand-name semiconductor products, with a focus on the networking and communications markets. These are commodity products used by thousands of OEMs and CEMs around the world. The commonality among these parts creates cross-trading opportunities between buyers and sellers, outside franchise distribution channels, which result in substantial cost savings.

e-source facilitates these opportunities by establishing working relationships with companies like yours. When you engage e-source as your partner, we show you the nuts and bolts of how to leverage the open market to your advantage. Think about it this way: if your franchise supplier could offer you a way to save 20% or more on spot purchases, consistently over time, would you turn it down? We bring you only qualified opportunities that match your expressed criteria—information relevant to your needs, distilled for your consideration. *You* decide if the offer fits your MRP. When it does, e-source makes it happen, potentially saving you millions of dollars annually.

This purchasing strategy becomes even more effective when married to an inventory management program. Working proactively with e-source can be a powerful means of offsetting the unavoidable losses associated with excess inventory, and further, can soften the impact of cost overages when product is short or allocated. Rather than using the open market as a last line of defense, you can manage risk and maximize opportunity by employing a forward-looking strategy with e-source.



WHATEVER THE CONDITIONS, TRADE FROM A POSITION OF **STRENGTH.**
E-SOURCE DELIVERS OPEN MARKET SOLUTIONS THAT DIRECTLY IMPACT YOUR BOTTOM LINE.



WHEN YOU'RE HEADING INTO UNCHARTED WATERS, YOU NEED A SKILLED AND SAVVY CREW TO PROTECT YOUR ASSETS AND MINIMIZE RISK. E-SOURCE PROVIDES A STEADY HAND IN NAVIGATING THE EVER-SHIFTING CURRENTS OF THE OPEN MARKET.



e-source has implemented an open market solution for NEC-eLuminant, with **60%** rates of return on inventory.

ATTAINABILITY

e-source gives you power over the natural turbulence existing in the vast global distribution network for electronic components. Our mission is to help you hedge uncertainty, manage assets, and cut costs. Our proven methods represent an evolution in the way companies approach the open market. All companies face open market challenges; few know how to harness the benefits. Working with our team of professionals, you can rest assured that you have employed all the tools available to leverage an unpredictable marketplace.

Based in beautiful Providence, Rhode Island—a state founded by visionaries, still known for its independent spirit—e-source invites you to join us in a new way of thinking about the open market. Call us today to explore mutual opportunities.



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