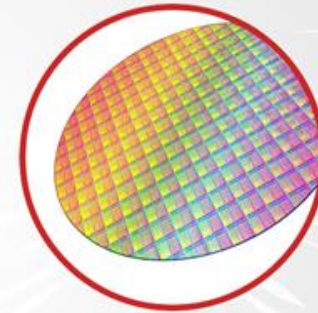




MAKING SMART MACHINES **SMARTER**

Commercial Issues

Tal Amit



A New Age of Distribution

- No more shifting boxes
- Want it here & now
- Basic understanding
- Lack of technical support
- Just a middleman – where's the added value?



HERE
AND
NOW



AVD – Added Value Distributor

“Price is what you pay.
Value is what you get.”

-Warren Buffett

What is your Added Value?

- Technical knowledge
- Bringing value to the customer
- Integration
- Self sufficient
- OEM oriented

What do we mean OEM?

- **A solid order to be delivered within 12 months.**
 - Solid? We prefer orders with “No Cancellation, No delays”, but very few can accept it. We rely on reliable customers that honor their orders
- **Minimum per item in the OEM order $\geq 25K\$$**
 - In an OEM order with few items, this is the minimum per item (PN)
- **Minimum delivery per order line (Part Number) $\geq 8K\$$**
 - The minimum delivery of an item/ PN to avoid situations that an OEM order is split into ridiculously small deliveries

What do we expect from Added Value Distributor?

- OEM quantity
- Elmo's sales skills
- Technical understanding
- Main focus
- No price manipulation

ISL – In Stock List

Product availability easily accessible on Elmo's site



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[Industries](#)

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Select Product

Express shipment within 7days

See available part numbers and contact us for ordering information



Bassoon

AC compact servo drive
1-9A/230VAC



DC Whistle

Miniature Servo Drive
1-20A/100VDC
3-10A/200VDC



Gold Cello

Compact servo drive
20-50A/100VDC, 10-20A/200VDC



Gold DC Bell

Smart Stepper Drive
1-20A/100VDC, 3-9A/200VDC



Gold DC Trombone

Compact High Voltage Servo Drive
6-22A/400VDC, 8-16A/800-900VDC



Gold DC Whistle

Miniature Servo Drive
1-20A/100VDC, 3-9A/200VDC



Gold Drum

High Current Servo Drive
50-150A/100VDC, 35-60A/200VDC,
18-26A/400VDC



Gold Oboe

AC Super compact Servo Drive
3-13A/230VAC, 3-10A/480VAC
*1 or 3 phase AC

Commercial issues - Discussion

- Pricing – Your thoughts?
- Protection – we got your back
- Additional topics



THANK YOU

