Electronic Distribution
is Changing with the Times

Distributors continue to add new products and services to meet your needs.

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The market demands for shorter development cycles have had an effect on every aspect of the industry, and distribution is no exception. Over the past ten years distributors have made significant investments in people and equipment in an effort to increase their value to you. Their services have ranged from simple selection and sorting processes (for special tolerance parts), to building custom cable assemblies, to creating very sophisticated worldwide logistics programs. However, there are new and growing concerns related to today's global economy, and distributors are doing all they can to address these concerns.

Engineering Concerns for the Next Three Years

Because device and software technology has changed dramatically over the past two years it has been difficult for many customers to keep up. For example, during the "Design Con 2000" show in Santa Clara, California (last February), attendees were asked to list their primary concerns for the next three years; the following are the top four:

- Getting their product to market ahead of the competition.
- Keeping up with current market demands.
- Obtaining needed technical expertise.
- Reducing inventory liability.

When asked how they were planning to address these concerns, the majority answered: "outsourcing."

Distributors Become an Important Resource

Distributors still make money the old fashioned way, by selling components, but they also realize they must now provide design services for their customers as well. Thus, they have invested millions of dollars over the past years for facilities, state of the art software, support engineering staff, and Intellectual Property (IP) libraries, in an effort to fill the design needs of their customers.

Xilinx is very fortunate because we have three distributors that offer various levels of design services and support: Avnet Design Services, Memec Design Services, and NuHorizons Electronics. Their services include on site customer seminars, Web-based seminars, training, and full design support from concept to complete turnkey solutions. Plus, they have developed their own IP, reference designs, demo boards, and software kits to aid you with your designs.

Conclusion

The Xilinx distributors have taken a very active role in helping you keep product costs and development time to a minimum. If you would like to know more about their services, visit them on the Web at:

* Avnet Design Services: http://www.ads.avnet.com/

* Memec Design Services: www.memecdesign.com/

* NuHorizons Electronics: http://www.nuhorizons.com/