

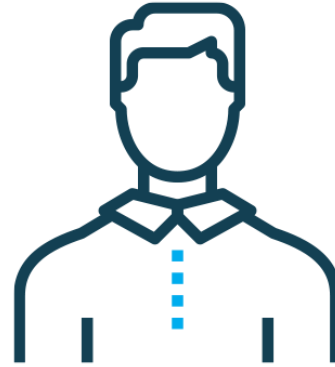
CODIFYD

N · A · W

NATIONAL ASSOCIATION OF
WHOLESALE-DISTRIBUTORS

CIOs Must Lead the Digital Revolution





Digitally *Entitled.*







**Mankind has experienced .0006% of Earth's timeline...
What percentage of our commerce timeline has been digital?**





“The **illiterate** of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

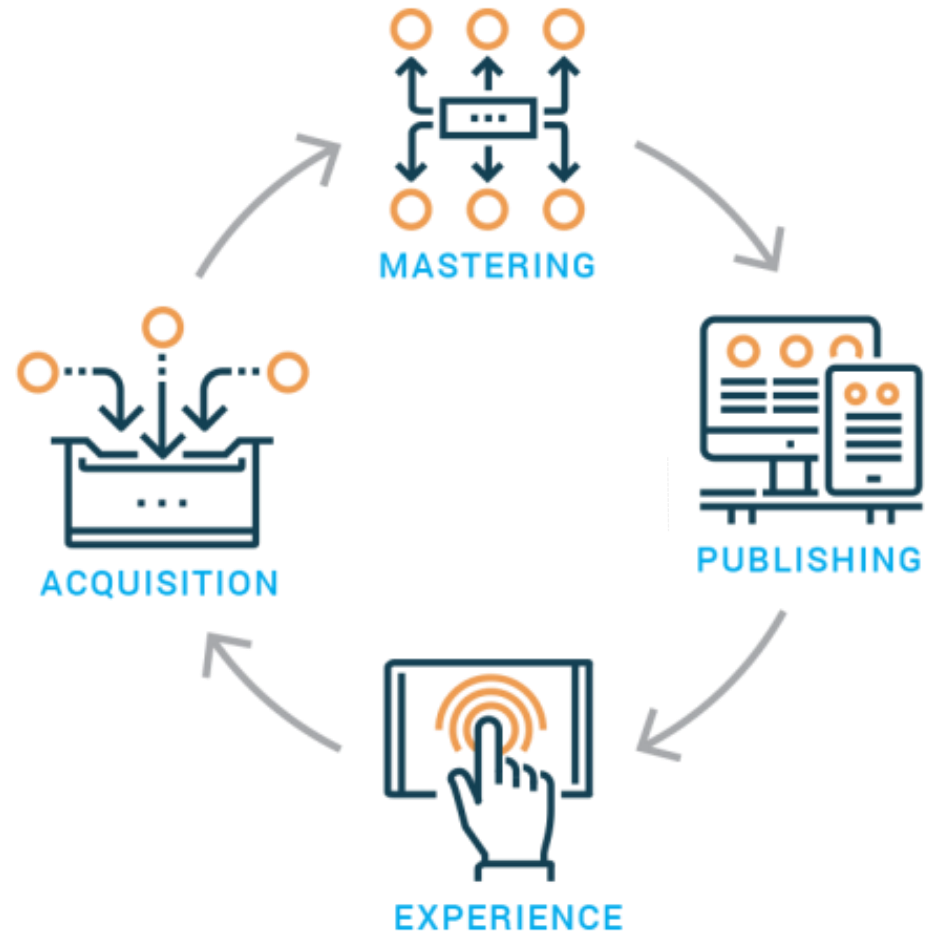
-Alvin Toffler, Future Shock, 1970

Micro-trends in B2B:

Distribution demanding
change

Manufacturers adopting
PIM

Supplier/Distributor
Collaboration to ensure
mutual survival



What does **amazon** do well?



Acquisition



Mastering



Publishing



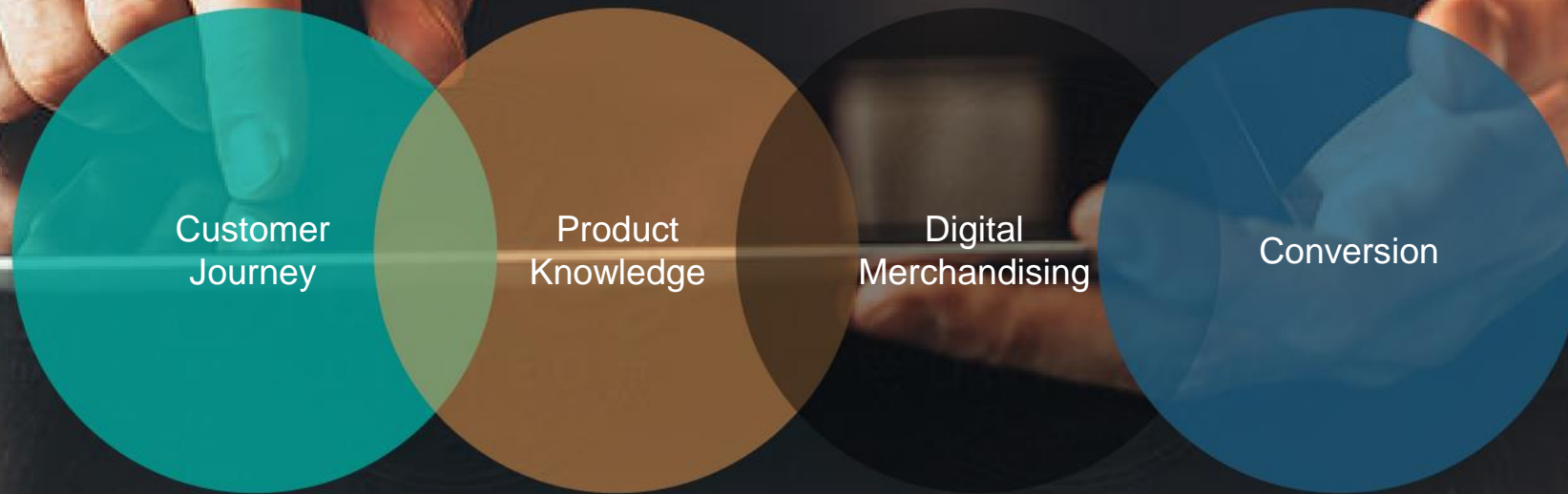
Experience



How do you beat **amazon** at their own game?

What is Product UX?

Delivering a digital product experience and market expertise that drives meaningful revenue gains.




A smiling male handyman with a beard and brown hair, wearing a blue denim shirt and dark blue overalls with a white and black checkered strap. He has his arms crossed and is standing in a workshop. The background is filled with various tools: shelves with yellow-labeled boxes of screws and nails, a pegboard with numerous power tools like drills and saws, and a workbench with organized tool drawers in the foreground.

Customers come to you
for more than products.

They come for
your expertise.

- Disruptive innovation at work...
 - Customer-centric
 - Analytics-Ready
 - Technology-Independent


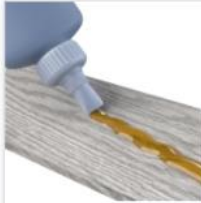










Departments

- Abrasives & Finishing
- Adhesives & Sealants
- Building & Grounds
- Building Furnishings
- Electrical
- Fasteners
- Flow Control
- Food Service & Hospitality
- Hand Tools
- Hardware
- HVAC
- Insulation
- Janitorial
- Lighting
- Lubricants & Chemicals
- Machining
- Material Handling
- Measuring, Inspecting, & Testing
- Motors

Welcome to Gamut, powered by Grainger.

Find exactly what you need to get down to work.
Quick search. Organized assortment.
400,000+ products. Shipped same day.

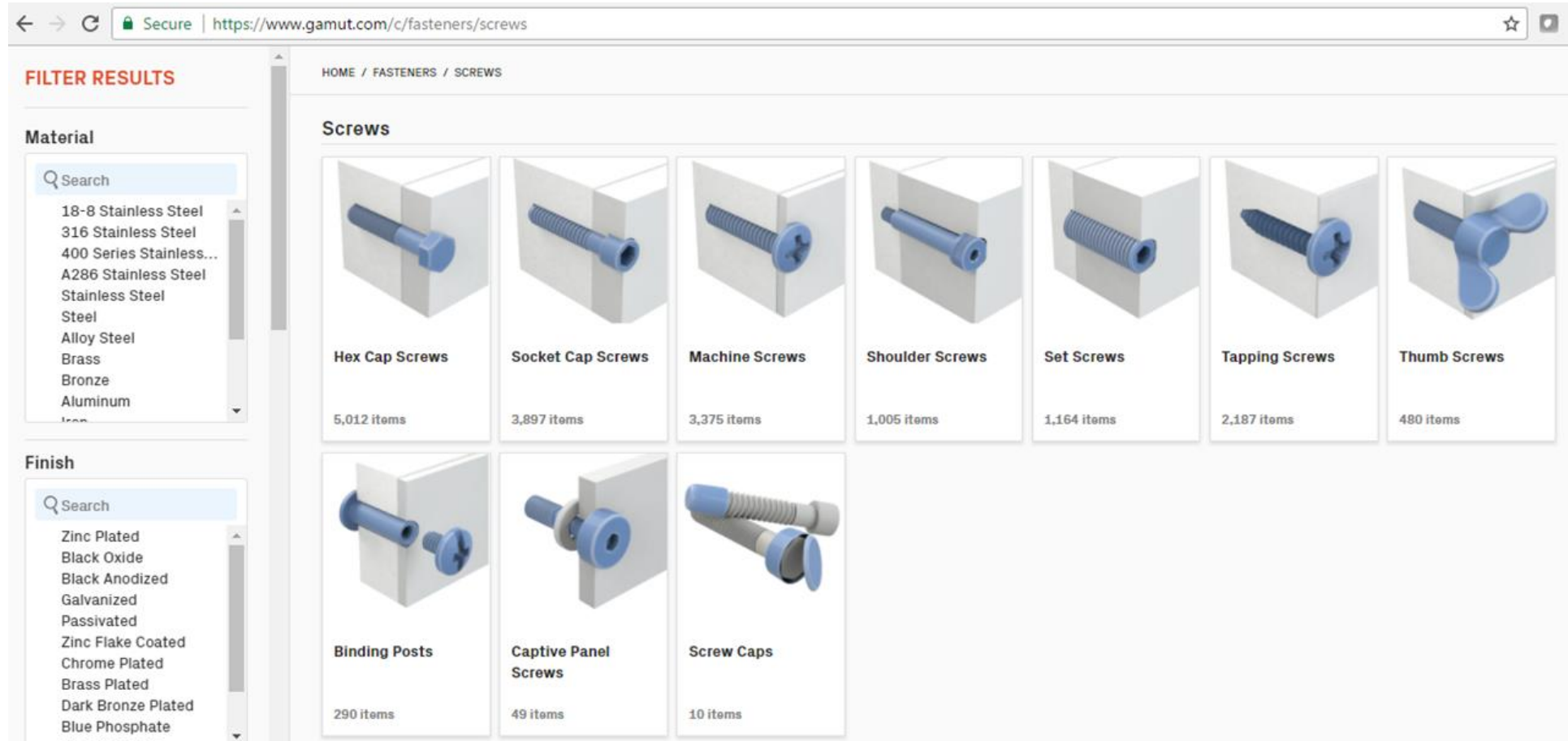
 <p>Abrasives & Finishing</p> <p>5,392 items</p>	 <p>Adhesives & Sealants</p> <p>3,041 items</p>	 <p>Building & Grounds</p> <p>2,064 items</p>	 <p>Building Furnishings</p> <p>1,371 items</p>	 <p>Electrical</p> <p>15,683 items</p>
				



“People of the future may suffer not from an absence of choice but from a paralyzing surfeit of it.

They may turn out to be victims of that peculiarly super-industrial dilemma: over-choice.”

— Alvin Toffler, *Future Shock*, 1970



A (digital) customer walks into your (digital) hardware store...

Good product UX unlocks your organization’s expertise via a meaningful, well-designed interface and rich content.

FILTER RESULTS

Bristle Material ⓘ

- Brass
- Carbon Steel
- Phosphorus Bronze
- Stainless Steel

Handle Type ⓘ

- Angled/Straight
- Block
- Contoured
- Ergonomic

Handle Material

- Plastic
- Wood

Overall Lg

- | | |
|----------|-----------|
| 5 3/4 in | 10 in |
| 6 in | 10 1/4 in |
| 7 in | 11 1/2 in |
| 7 1/4 in | 13 1/2 in |
| 7 1/2 in | 13 3/4 in |
| 7 7/8 in | 14 in |
| 8 in | |

HOME / ABRASIVES & FINISHING / ABRASIVE & WIRE BRUSHES / HAND WIRE & SCRATCH BRUSHES



Hand Wire & Scratch Brushes

Choose the appropriate bristle material to scratch off burs and debris from your workpiece surface by hand. These hand wire and scratch brushes, which are available with a variety of handle styles, are ideal for heavy duty cleaning, deburring, roughing, and removing rust, paint, scale, and weld slag.

Handle Features

Angled/straight handle is for general use and has a slight bend where the head meets the handle to fit into corners and hard-to-reach areas. **Block** handle allows the operator to grip directly over the bristles for maximum control. **Contoured** handle has notches in the handle for finger placement, providing operator control. **Ergonomic** handle has a thick curved handle that bends up and away from the brush head for operator control and a comfortable grip.

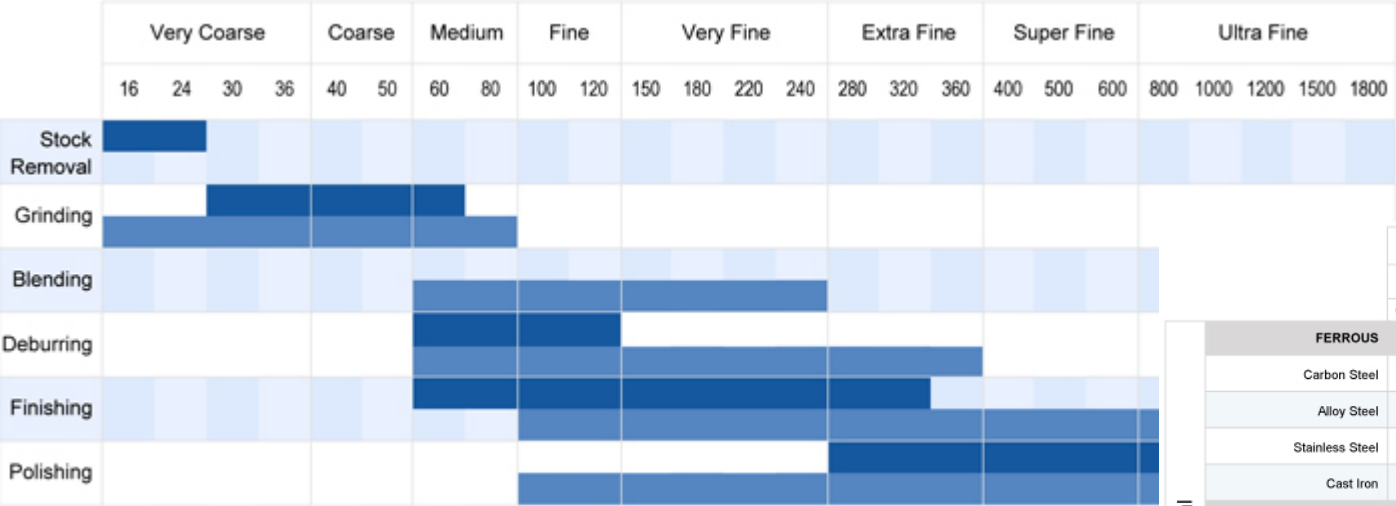


Corrosion Resistant for Stainless Steel & Aluminum

Highly corrosion resistant, these brushes have stainless steel bristles that can be used in wet environments without leaving behind rust spots. They are well suited for aluminum and stainless steel surfaces but can also be used on other ferrous and nonferrous materials.

Angled/Straight Handle

Handle Material ↓	Bristle Dia ↓	Bristle Lg ↓	Overall Lg ↓	Brush Head Wd ↓	# of Rows ↓	# of Columns ↓	Price ↓
Wood	0.006 in	1/2 in	8 in	9/16 in	3	7	\$9.12
Wood	0.013 in	1 in	13 3/4 in	61/64 in	3	19	\$5.28
Wood	0.013 in	1 1/8 in	13 3/4 in	61/64 in	3	19	\$6.49



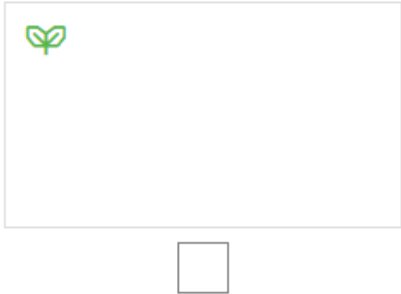
Grit Grade: Coated Non-Woven

	Abrasive Material								
	Aluminum Oxide		Silicon Carbide		Zirconia-Alumina		Ceramic		Diamond
	Coated	Non-Woven	Coated	Non-Woven	Coated		Coated	Non-Woven	Coated
FERROUS									
	Carbon Steel								
	Alloy Steel								
	Stainless Steel								
	Cast Iron								
NON FERROUS									
	Aluminum Alloys								
	Brass, Bronze, Copper, Zinc								
	Titanium								
	Nickel Alloys								
	Plastic								
	Ceramic								
	Wood								
	Stone								
Performance: Good Better Best									

Bad Product U/X happens to everybody...

◀ Back Home / Products / Microcontrollers and Processors / Microcontroller / MB89P637PF-GE1 - Cypress Semiconductor

MB89P637PF-GE1



MANUFACTURER
Cypress Semiconductor

PRODUCT CATEGORY
Microcontroller

DESCRIPTION
8-bit Microcontrollers - MCU
STANDARD MICOM OTP



Also related to this product: RECOMMENDED

Specifications

EU RoHS	Compliant
CECC Qualified	Unknown

In Stock Parts Available

QUANTITY
Increments of 1

BUY

TOTAL **\$13.52**
Price for 1

North America Inventory

Total Stock: 66 parts

☐ IN STOCK PARTS

In Stock: 66 parts



Can ship today

Per Unit

\$13.52

Ships from: United States of America

Date Code: 1639+

Forward-thinking distributors:

1

**“Get me ALL
the data!”**

2

**“Build my
digital brand!”**

3

**“Maybe AI is
smarter than we
are”**



Knocking Down the Barriers: Organization



Buyers and
Procurement



Commerce



Product
Management



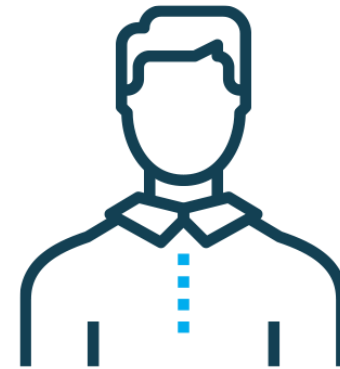
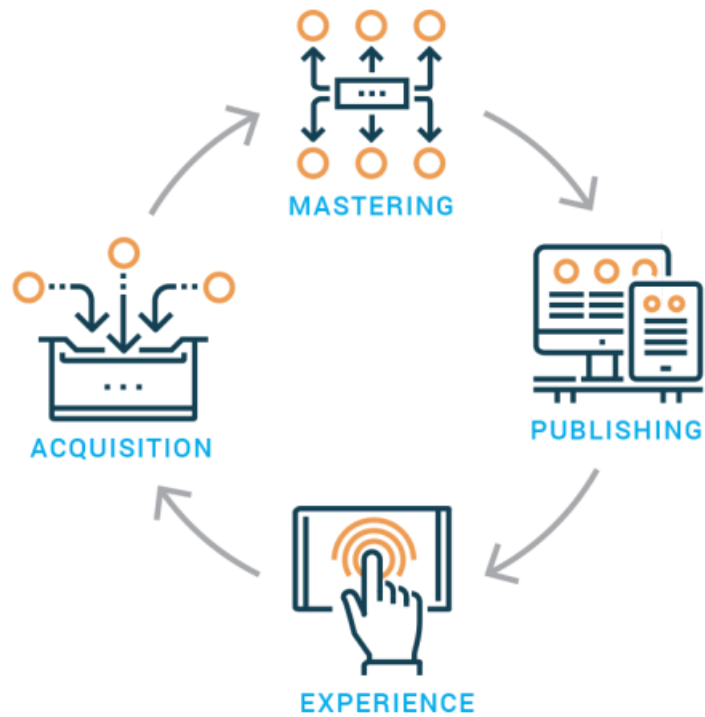
Marketing &
Sales



Digital Product
Knowledge

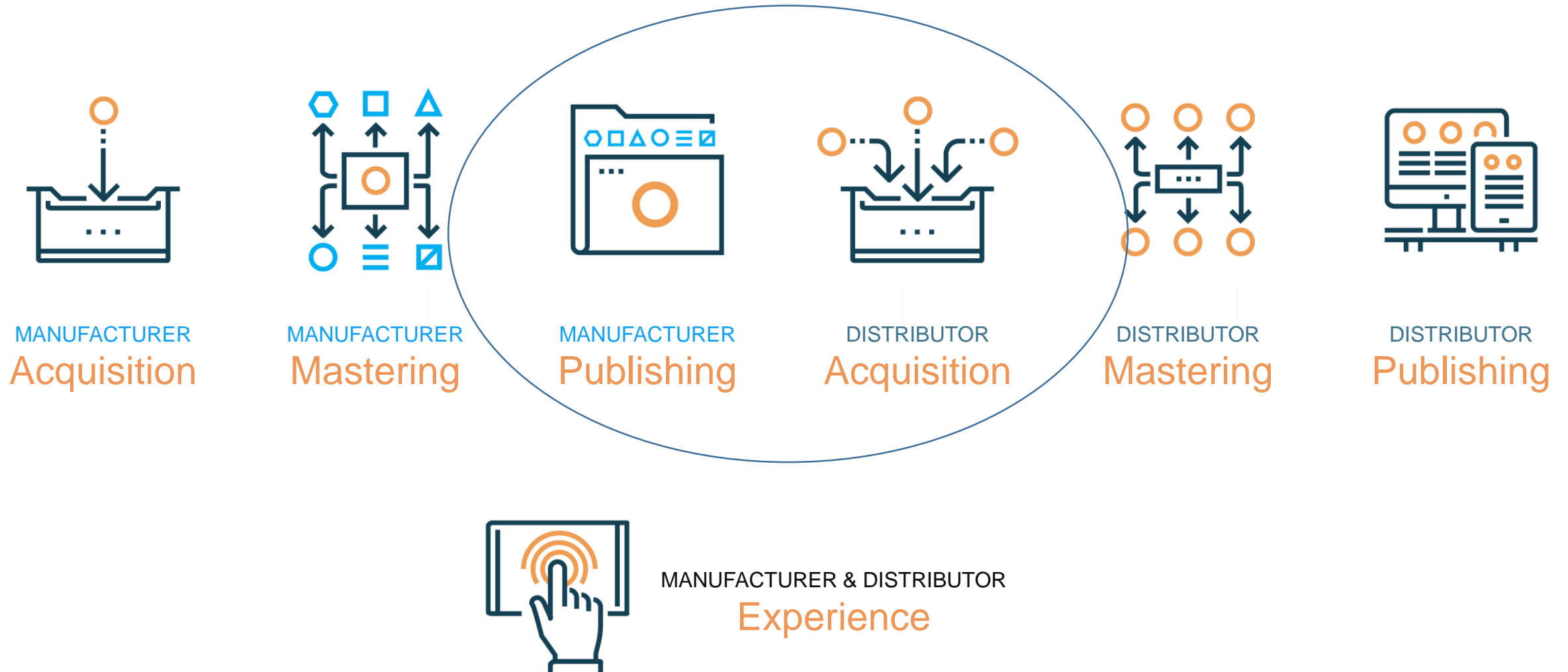
- 1 The functions required to capture digital revenue in B2B typically are silo'd.
- 2 You must integrate these functions into an agile, analytics-based, market responsive merchandising machine.
- 3 Delivering the Digital product knowledge, UX and content that drives online revenue.

		Data Type	Navigation Ord...	Display Order	List of Values	Definition	Sample Values
▶ 1	Drive Type	Text	5	5	12 Point; Combination Slotted/Phillips; Hex; Hex Socket; None; One Way; Phillips; Pin In Hex Socket; Pin In Torx; Pozidriv; Slotted; Spanner; Square...	The form, shape or standard used to turn or drive the fastener. "Hex", "Square" and "12 Point" refer to the outer shape of the head (as opposed to a circular head) and may be repeated in the Head Type. "None" is valid if comparing products in the same class (e.g. Carriage Bolts and thumb screws have no drive type.)	—
2	Fastener Standard	Text	—	14	—	Fasteners may meet the standards of one or more organizations such as DIN (Deutsches Institut für Normung (German Institute for Standards)), ISO (International Standard Organization), ANSI (American National Standard Institute) and JIS (Japanese Industrial Standard). Capture the acronym of the standards organization followed by the number of the standard the fastener complies with	DIN 1587
3	Finish/Coating	Text	—	11	—	The finish or coating applied to the exterior of the item. Capture "plain/uncoated" if the manufacturer specifies that the item is either plain or uncoated. Do not capture "plain/uncoated" if the manufacturer does not provide any information about the coating or finish	Chrome-Plated; Nickel-Plated; Zinc-Plated; Plain/Uncoated
4	Head Type	Text	4	4	12 Point; Binder; Bugle; Button; Cheese; Fillister; Flat; Flat Undercut; Flat Washer; Hex; Hex Washer; Low Socket Cap; Oval; Pan; Pancake; Round...	The shape or style of the head as viewed in profile (for circular heads) or from the top (e.g. "12 Point", "Hex" and "Square" and "Socket Cap").	—
5	Hex Key Size (Decimal Inch)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	—
6	Hex Key Size (Inch)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	1/4, 3/8
7	Hex Key Size (mm)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	—



(re)THINK *PIM*

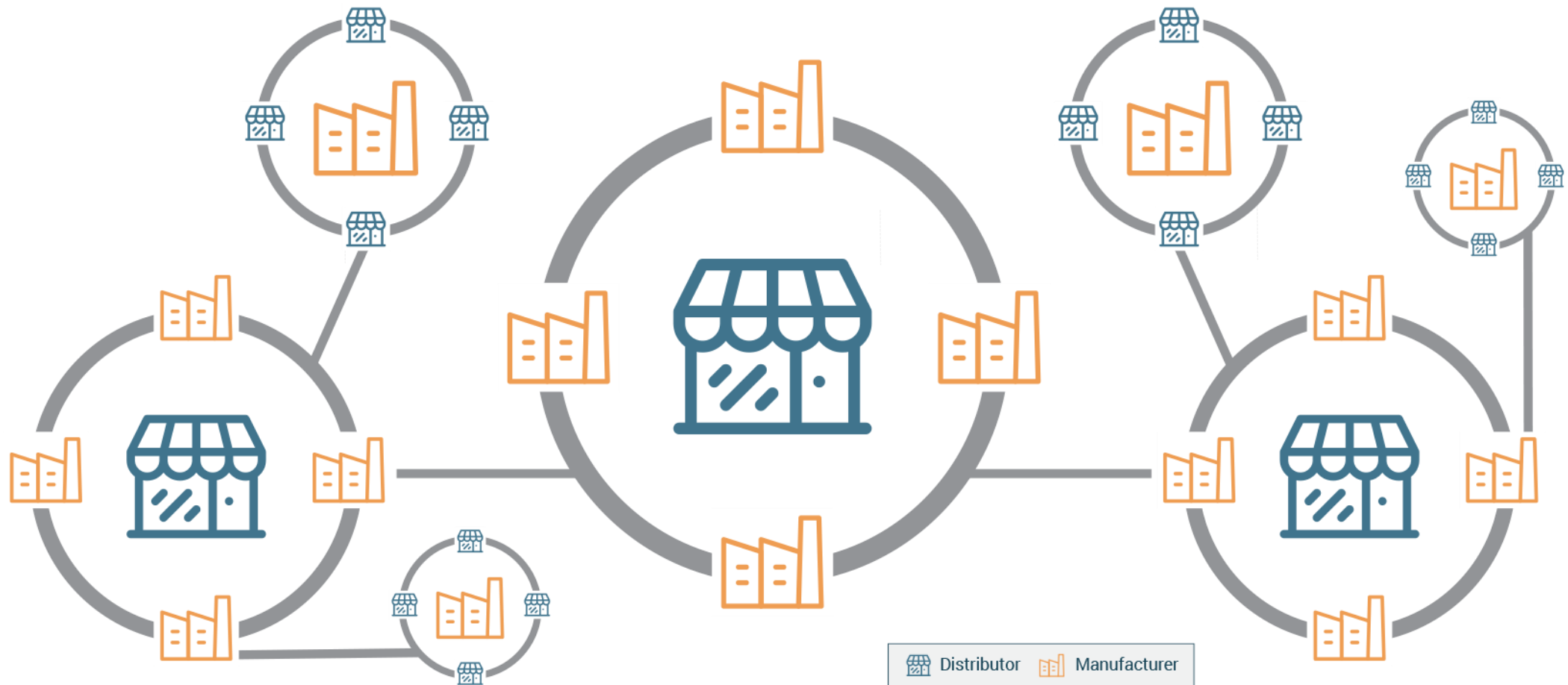
Content to Customer Asset Flow





Digital product fulfillment requires a separate process to deliver the product information elements necessary for digital commerce.

The product-content ecosystem is a *complex network* with no common protocol and dissimilar standards.





What we see being tried by distributors

1

Force manufacturers
to give you what you want

2

Take what you can get

3

Build a vendor portal / use a
technology-enabled 3rd party service

4

Buy data from a
3rd party “data aggregator”

5

Build customized product data
to suit your style and user experience.
“All of the above” and more approach.





Where do you rate?

1 Customer-Centric Strategy

*Analytics-driven,
guided by
revenue*

2 Product U/X

*Align your
expertise the
provision of
that strategy*

3 Logistics and Fulfilment

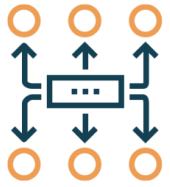
*Provide
access to
everything*

4 Brilliant Basics

*Quality-driven,
right first time,
measured*

5 Collaborate with Suppliers

*Generate the
win-win
scenarios*



DISTRIBUTOR Mastering

Improved revenue:

Improved click-to-order conversion ratios, Shopping Cart, and SEO

Improved profitability:

Align searches to high-grossing products
Only invest in what's working



DISTRIBUTOR Publishing

Improved revenue:

Faster time-to-market/customer/channel

Improved profitability:

Frictionless distribution guided by AI



DISTRIBUTOR Acquisition

Improved revenue:

Cost-effective enablement of long-tail marketing/product line expansion

Improved profitability:

Reduced cost per SKU acquisition, automation of New Product Introductions



DISTRIBUTOR Experience

Improved revenue:

Analytics increase cart value via cross-sell and up-sell

Improved profitability:

Stop investment in global assumptions or things that drive no value