

**Switch Tracks** 

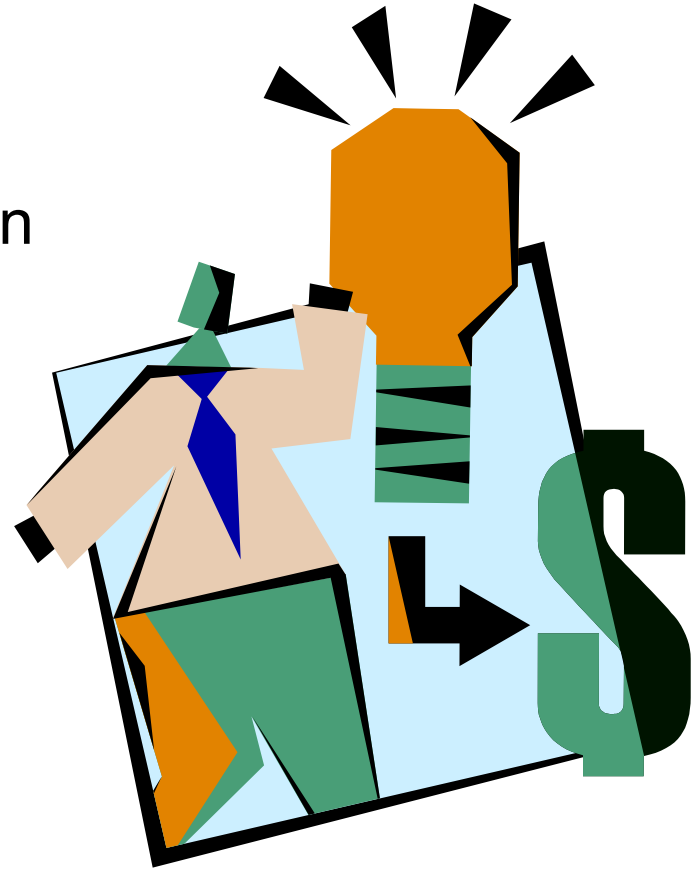
*Timely, Accurate and Insightful Analysis of the Component Switch Market*



# and The Benefits of Market Metrics

# What is “Switch Tracks”

- Timely, provides data close to real time
- Continuous trend information
- Accurate, little or no estimated data
- Simple and easy data submission for Contributing Manufacturers
- A tool to manage & grow your relay business



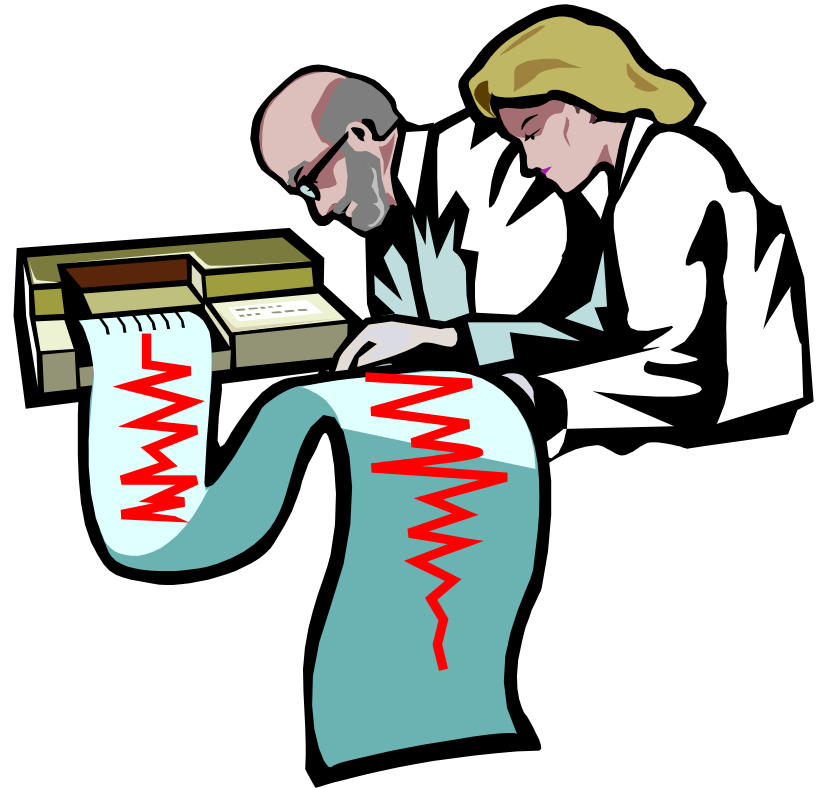
# “Switch Tracks” is not



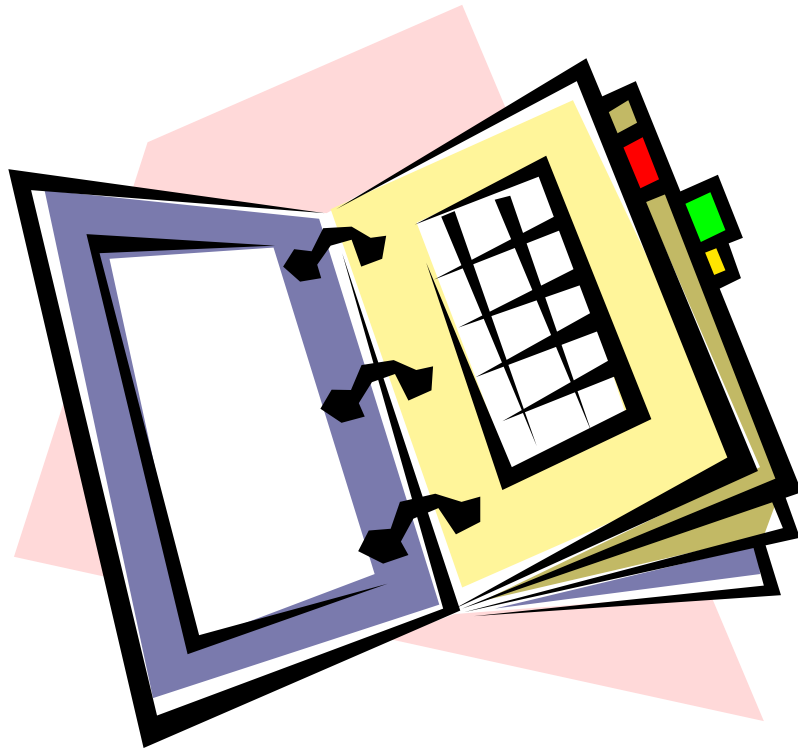
- A service that provides a high degree of segmentation and large data gathering efforts
- A service that provides a look at the market every 2 to 3 years
- A service that provides large amounts of projected data
- A service that provides data that is 9 to 18 months old

# Data Gathered

- Contributing manufacturers submit sales & bookings in units & dollars for each covered product they market
- Data is collected within 3 weeks of the end of each quarter

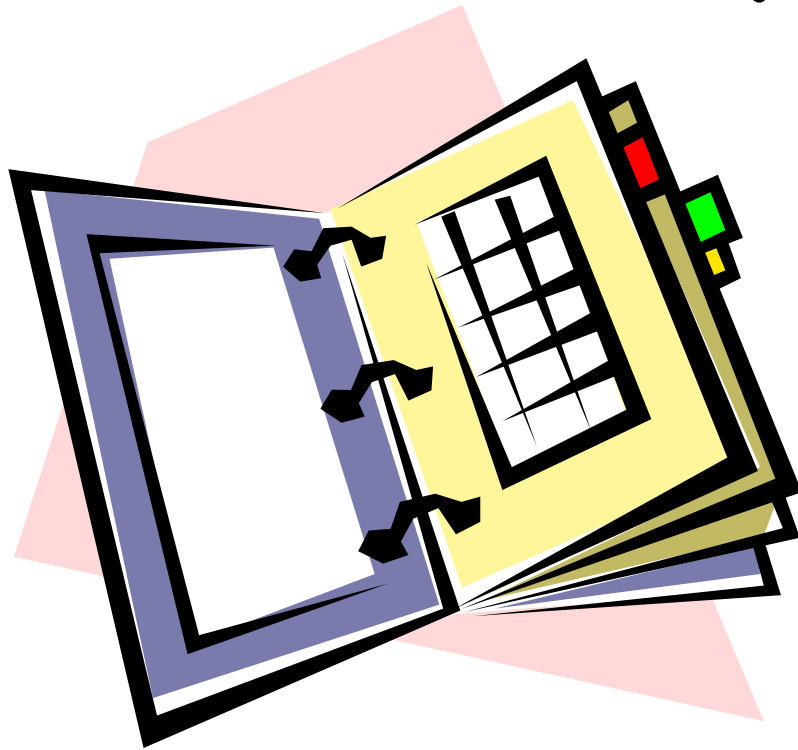


# Data Reported



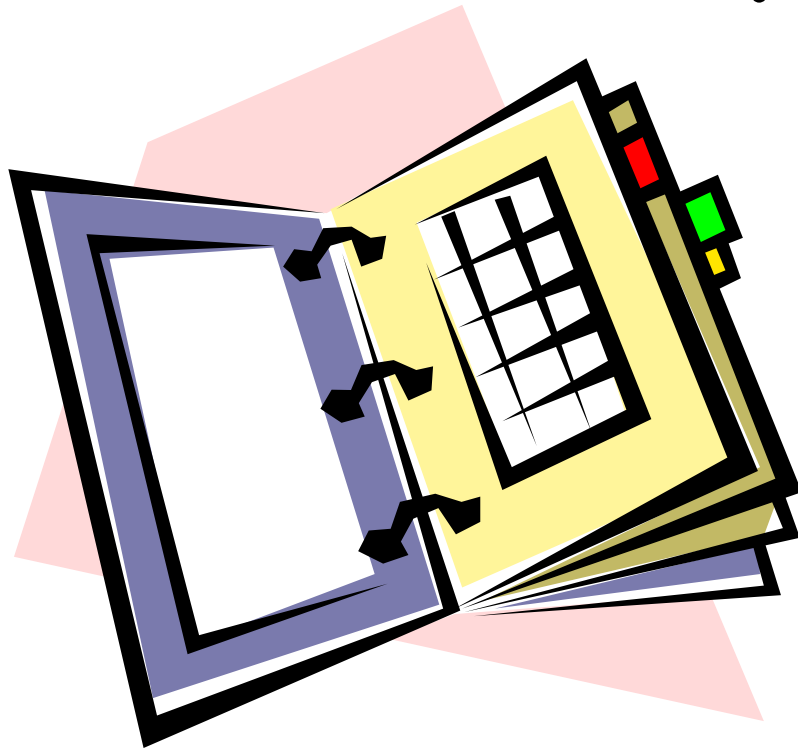
- Totals for contributing manufacturers will be provided
- An estimate for non-contributing manufacturers will be made based on contributed information
- The sum of these will be the total market

# Data Reported



- For each product type and category the following will be reported
  - Sales in units and dollars
  - Average selling price
  - Bookings in units and dollars
  - Average booking price
  - Book-to-Bill ratios in units and dollars
  - Average Booking to Selling price ratios

# Data Reported



- Trends and comparisons
  - Data will be graphed covering the trailing 4 quarters
  - Data will be compared to previous quarter and prior year quarter, once it is available
  - YTD data will be compared to prior YTD data

# Individual Manufacturer Information is Not Reported



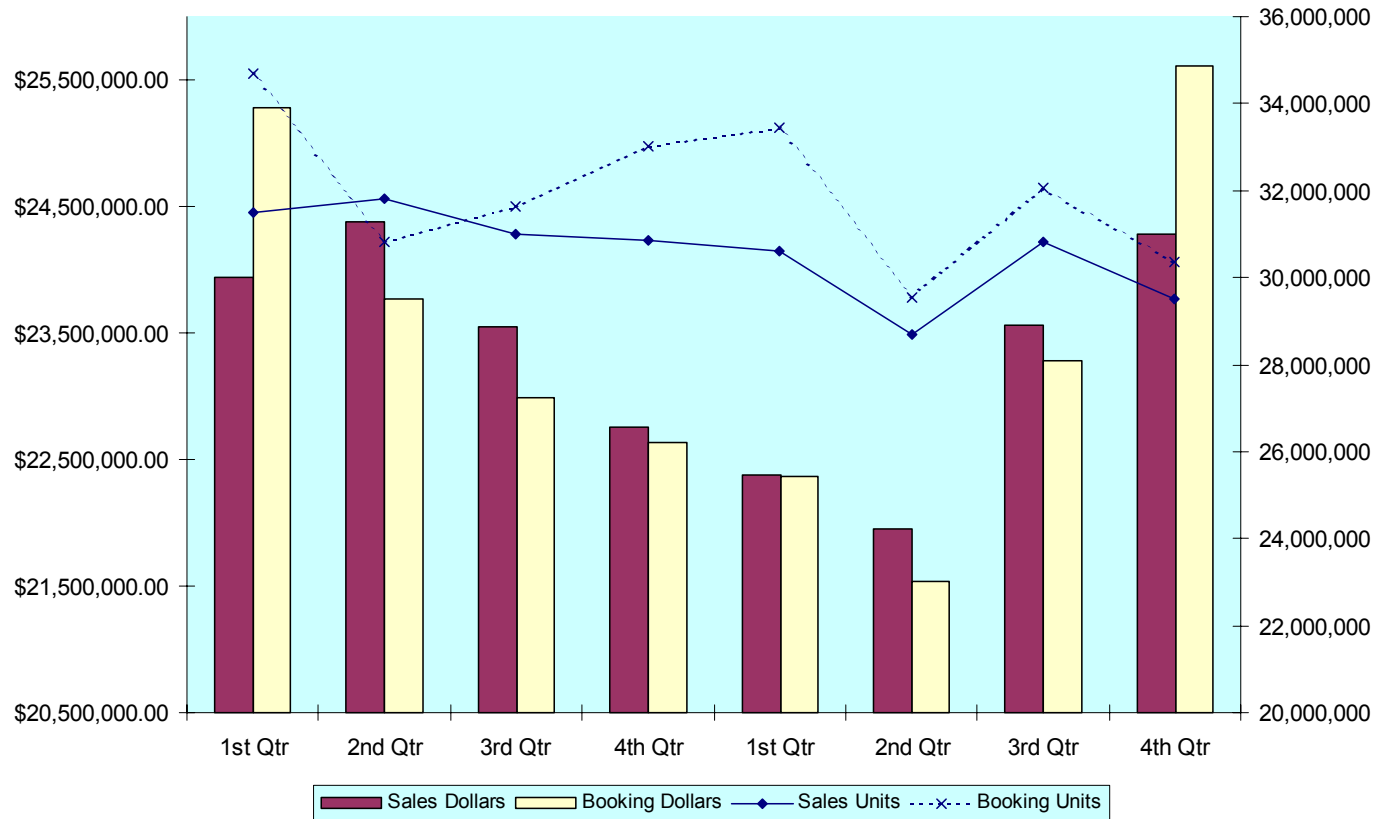
# Three Editions to Cover The World

- North America
- Europe
- Asia



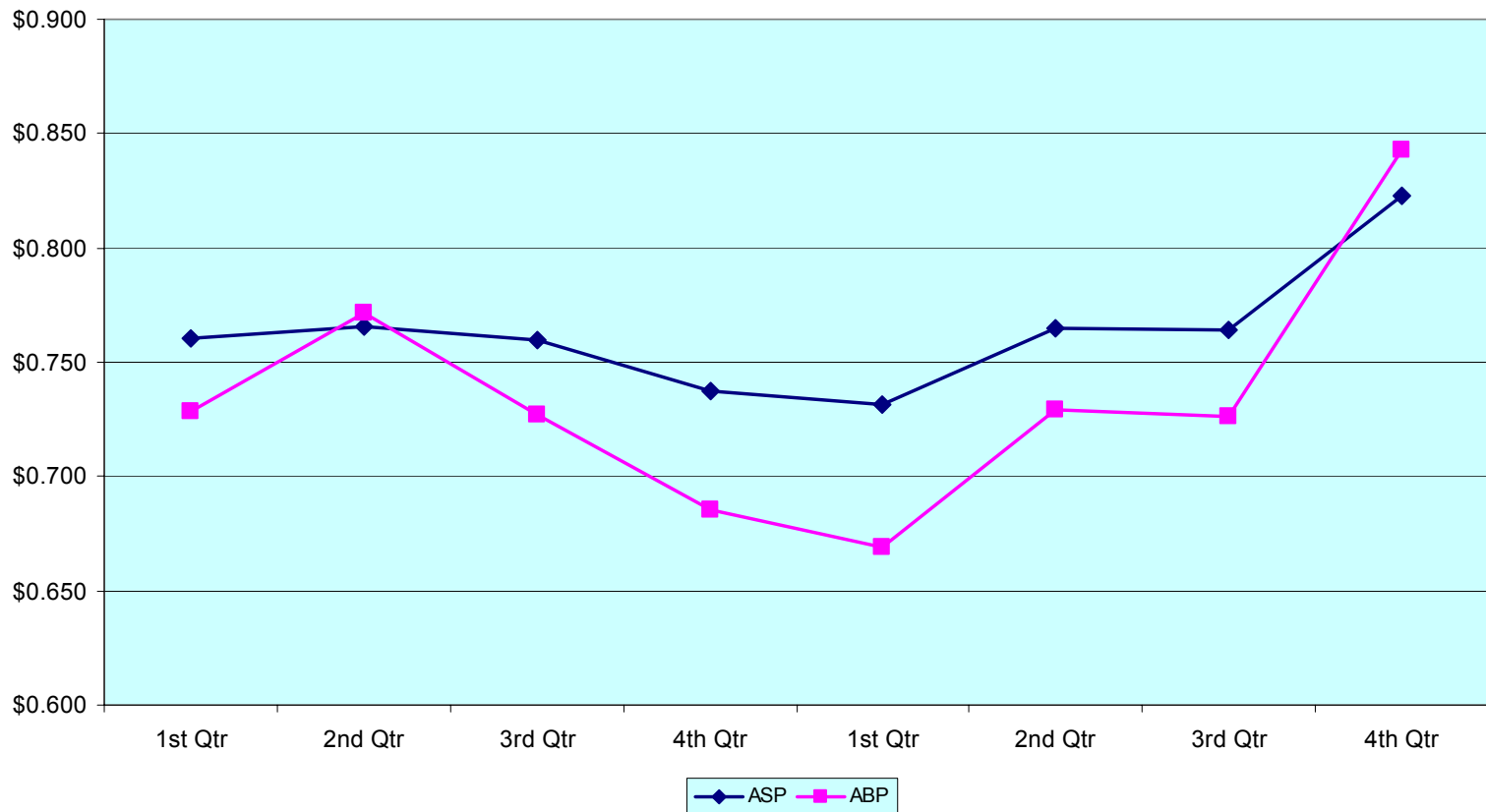
# Example Data From “Switch Tracks”

**CY 2002/2003 Total Snap Action Switch Sales & Bookings**



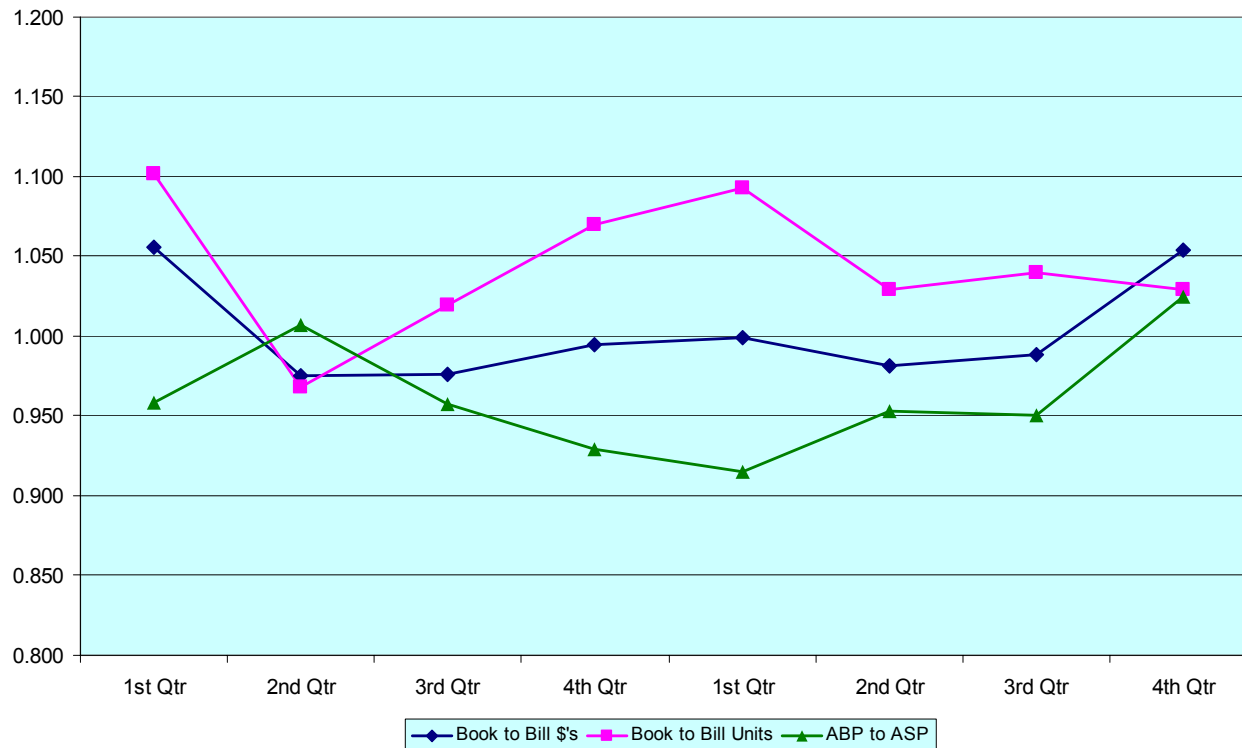
## Example Data From “Switch Tracks”

CY 2002/2003 Prices for Total Snap Action Switch Market

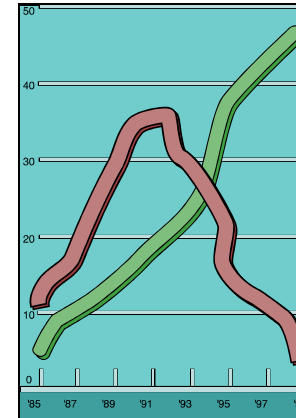
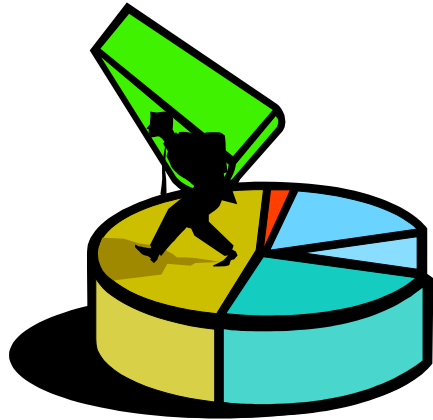


## Example Data From “Switch Tracks”

CY 2002/2003 Ratios for Total Snap Action Switch Market



# Benefits of Market Metrics



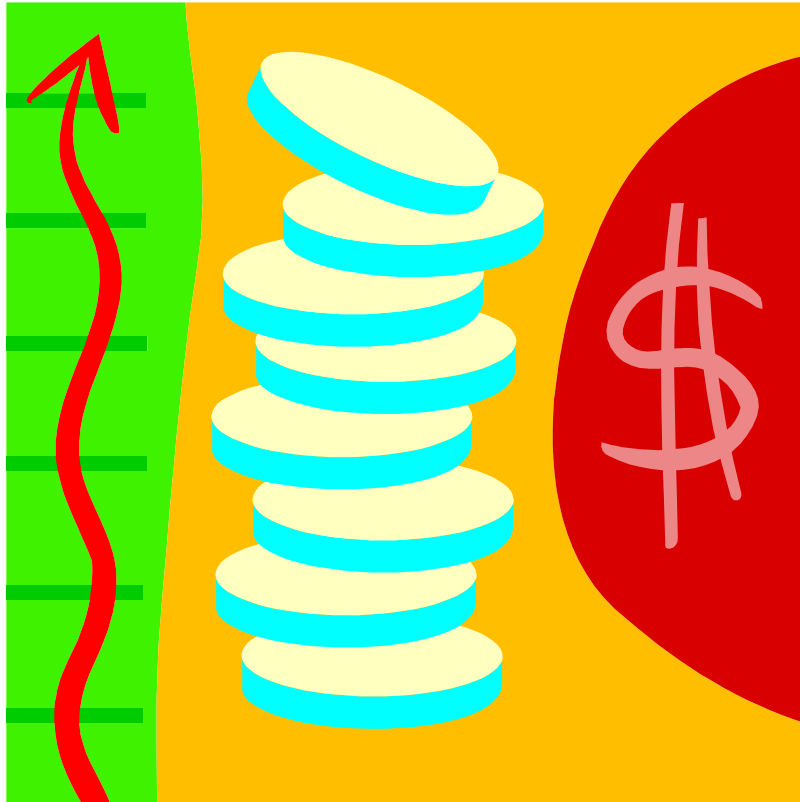
- A manufacturer can define their position in the market
- Define trends in the market

# Benefits of Measuring Market Share

- Know your company's share position in the market
- Is it improving or declining by product category
- Where are improvements needed



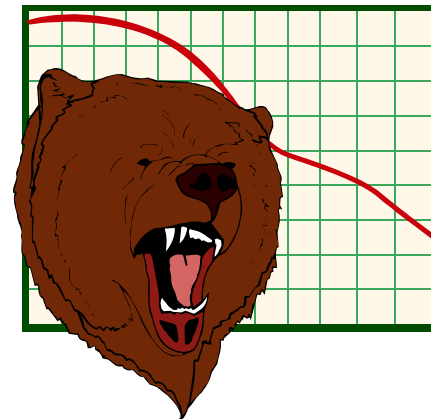
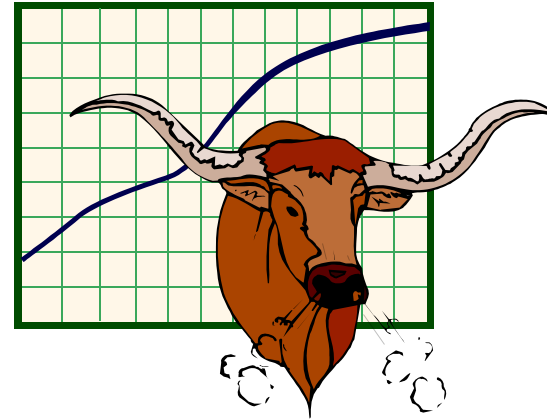
# Benefits of Measuring Average Selling & Booking Prices



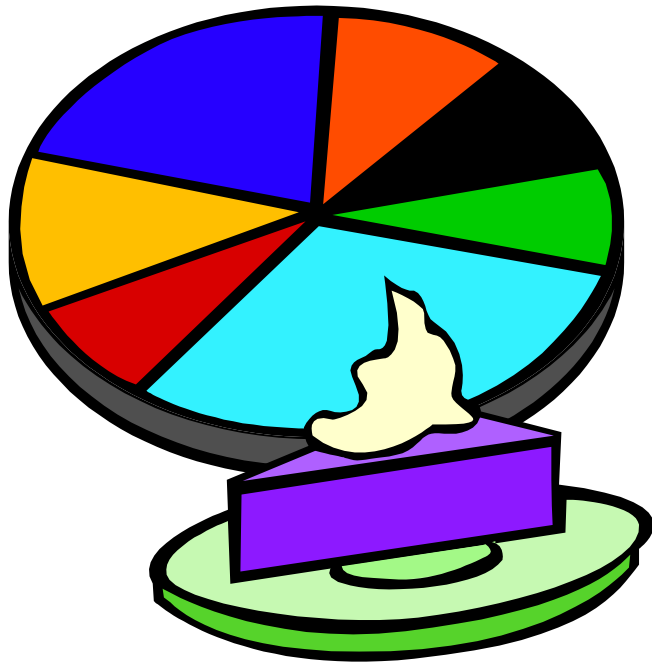
- Does your company have the desired price position in the market?
- How much do prices or costs need to be adjusted to attain the desired position?
- Manage margins

# Benefits of Measuring Book-To-Bill Ratios

- Establish if your company shows the same short-term growth prospects as the market



# Benefits of Measuring Relative Size and Performance of Relay Categories



- Is your company participating in the right product categories
- Look for categories that are more attractive or eliminate categories that become unattractive

# Benefits of Measuring End-User Market Segment Size by Product Category

- Is your company reaching the desired market segments
- Decide where sales and marketing efforts should be emphasized or de-emphasized



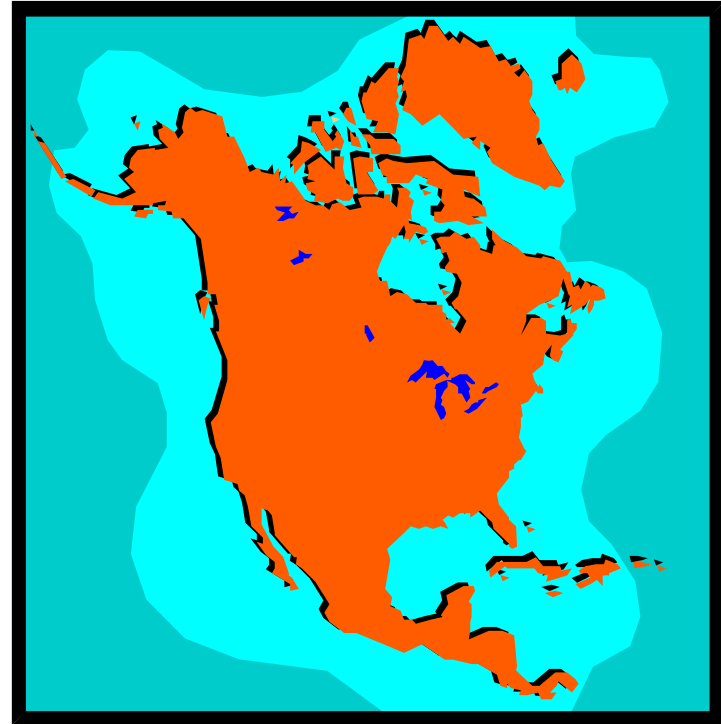
# Benefits of Knowing Sales Channels Used in The Relay Market Place



- Find out what sales channels are being utilized in the switch market and compare it to those used by your company

# Benefits of Measuring Geographic Market Size

- Managing your company's sales efforts
- What territories are over or under-performing



# Other Information Reported



- Reports on “hot topics” in the switch market
- Summary of switch manufacturers press releases issued in the previous quarter

# **Switch Tracks**

*Timely, Accurate and Insightful Analysis of the Component Switch Market*



***The most timely, accurate and insightful information available to help manage and grow your companies component switch business.***