# Model of Excellence                                    SupplyFrame

| Company: | Business Model: |
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| **SupplyFrame Inc.**<br>**Pasadena, CA**<br>**www.supplyframe.com** | Advertising & Transaction Supported: Free Listings with Paid Enhancements |

## Business Model

The **Advertising and Transaction Supported: Free Listings with Paid Enhancements** business model represents the traditional buying guides/yellow pages model executed online. The value of the free basic listing is it allows the database to be comprehensive in coverage, which builds usage that in turn drives demand for listing enhancements from listed companies and professionals seeking increased visibility.

## Overview

SupplyFrame provides a free search engine for finding clear information about millions of electronic components.  With a simple search by product name, description, or part number, users can quickly find the latest manufacturer datasheet to check product features and compatibility, as well as access deeper technical content.  SupplyFrame also shows a list of alternate components with equivalent specifications and links to stocking distributors' e-stores. SupplyFrame distinguishes itself in the online buying guide arena through an elegantly simple interface, access to deep product data shared by authorized, trusted sources, and the ability to check pricing and place orders with maximum speed and minimum hassle.

Understanding that engineers and purchasing agents need more than just basic sourcing and features data, SupplyFrame has been active in building out enhanced capabilities for its users, such as saving comparative data and easily downloading it into an Excel format. SupplyFrame has also built a platform to deliver valuable, relevant offers from manufacturers, like product education and evaluation programs. Even more impressively, SupplyFrame offers a free widget called GoPart that allows users to search for component information directly from their desktops.  The widget was built with convenience in mind as users can simply highlight a part number in any kind of document and trigger a window that displays pertinent component information and links to further details on the SupplyFrame site.

SupplyFrame also offers a separate, subscription-based product called QuoteFX that fully automates the Request for Quote (RFQ) process.  RFQs are created electronically and distributed to suppliers of choice with quote responses then organized and displayed in an easily comparable format.  Advanced cost selection and analysis tools coupled with other procurement and inventory management features all give QuoteFX users a competitive edge in the procurement process.

Overall, SupplyFrame has moved well beyond providing simple sourcing and contact data by tightly integrating it into business workflow through power productivity tools.  The resulting value is truly a model of excellence.