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May
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- **Top Challenges of Product Warehousing**
- **Data Analytics Drive Supply Chain Decision Making**
- **Top Distributors Lists**



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Q&A DigiKey

1. What new market trend are you seeing so far in 2025?

Following on from 2024, we are seeing strong growth in our industrial automation and interconnect business. In our industrial automation business unit, we are seeing continued growth in traditional products like motors, controls and PLCs, as well as test and measurement products and tooling. On the interconnect side, we see growth in mil-aero and industrial/harsh environment connectors and tooling.

2. What other challenges are you working through and how are you overcoming them?

One of the challenges the industry is working through is around tariffs. DigiKey has and continues to take steps to mitigate the impact of tariffs to the best of our ability. Our strategy is to only pass through the portion of the tariff costs that are physically incurred after these mitigation steps. Tariff rates may vary by supplier or part depending on what costs DigiKey incurs directly as either the Importer of Record (IOR) or what a supplier may pass through to DigiKey.

DigiKey established the largest foreign trade zone (FTZ) in the United States (based on the number of shipments that pass through it) to ensure our supply chain was dynamic for any challenges that may come up. Products shipped into the FTZ are not legally considered 'imported' until they leave the FTZ and ship domestically. A product that is subsequently shipped internationally legally never enters the US, and thus, no tariff is incurred.

Partnering with DigiKey's FTZ program allows DigiKey to become the IOR, handling paperwork, declarations, and tariff management, resulting in lower costs and more competitive prices. We will continue exploring FTZ utilization to reduce this cost to our end customers where possible.

3. What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

We're seeing positive design activity in Q1, and we expect that to continue. Sales momentum is moving in the right direction, and our customer reach has broadened to some of the highest levels we've seen in our history. There are good indicators that new and existing customers are developing products that should be introduced into production soon.

One opportunity for our suppliers as this new development begins is to ensure they are making affordable, non-tariffed product options available so they don't miss out on this design cycle, which will have purchasing impacts for years to come. By partnering with DigiKey on our FTZ program, advanced shipping notices, and other partnerships that benefit our end customers, everyone can win with this next design cycle.

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By TYLER FUSSNER

2025's Trends, Challenges and Opportunities in Electronic Component Distribution

Distribution in 2025 is no longer just about parts. From navigating trade policies, rising costs and surging demands to building supply chain resilience, discover how leaders are redefining an evolving industry.

As the global demand for technology-driven solutions continues to surge, the electronic component distribution industry finds itself at a pivotal crossroads. With innovation accelerating across sectors such as automotive, industrial automation, consumer electronics and renewable energy, distributors are navigating a complex landscape of opportunity and disruption. This article explores the key trends shaping the industry, examines both the challenges and growth prospects faced by market players, and offers a forward-looking perspective on what to expect in the remainder of the year.

Distribution Market Trends of 2025

The distribution landscape is ever-changing, and new strategies, trends and technologies are being deployed in order to meet the demands of today.

"In 2025, a significant shift is occurring in supply chain management strategies, with customers taking greater ownership of their assurance of supply strategies and reducing reliance on EMS/ODM partners," says Matthew Fonstein, chief trading officer at NewPower. Fonstein relays that this trend is driven by several factors: increased supply chain volatility, in which recent global events have highlighted the need for more robust and resilient supply chains; a desire for greater control as companies are seeking to mitigate risks associated with over-reliance on third-party manufacturers; and a regionalization of manufacturing, as a move toward nearshoring and reshoring can help reduce geopolitical risks and improve supply chain resilience.

"As we enter 2025, electronics manufacturers are doubling down on supply chain resilience," agrees

(Continued on page 7)

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2025's Trends, Challenges and Opportunities in Electronic Component Distribution, (Continued from page 5)

Win Source Electronics. "In particular, customers in North America and Europe are increasingly favoring distributors that can offer local responsiveness and flexible delivery."

"Building resilient supply chains is crucial amid geopolitical tensions," concurs Colin Strother, executive vice president of Rochester Electronics. "Many of our largest customers prioritize diversification and localization of their production to mitigate risks and facilitate migration."

A2 Global Electronics + Solutions sees a heightened demand for component testing and traceability is an emerging trend. "As quality standards evolve and regulatory expectations increase," they state, "more companies are taking a proactive approach to validating components before they reach production. Customers want more than just procurement—they want a partner who can authenticate, test and handle components through a trusted, traceable process."

"In 2025, we are witnessing a strong push towards further miniaturization and energy efficiency in electronic components, driven by advancements in AI, IoT and edge computing," says Transfer Multisort Elektronik.

Rand Technology explains that some companies are either expediting or delaying capital investments amidst a range of unpredictable considerations, which greatly impact the demand outlook. The company emphasizes that "this will exacerbate what was already going to be a wave of supply-driven shortages due to under-forecasting by customers, movement of production to new locations with questionable labor availability, slower cycle times and lower quality or yield."

Additional trends in the market include sustained demand growth in segments such as industrial automation, artificial intelligence, automotive electronics, sustainable and environmentally friendly components—driving concentrated procurement of high-reliability components in these areas—and supply chain digitalization and automation.

ESG Initiatives

Further trends in distribution revolve around ESG (environmental, social and governance) initiatives and practices being enacted by industry leaders.

This year, Win Source Electronics made continued progress in sustainability, sponsoring the "Trees for the Future" program. The company also maintains plans to continue backing meaningful environmental efforts in the future. Further, the company utilizes its excess inventory management offering, the Excess Store platform, to support responsible resource allocation, reduce waste and encourage circularity in the supply chain.

"Sustainability is a key focus for Transfer Multisort Elektronik," the company says. "We are continuously working on reducing our carbon footprint by optimizing our logistics network, increasing energy efficiency in our warehouses and investing in renewable energy sources." The company is also expanding their range of eco-friendly electronic components and actively supporting educational initiatives to nurture future engineers and technicians.

Rebound Electronics relays that the company is developing a comprehensive ESG roadmap "to ensure we are not just keeping pace but leading the way in sustainability and corporate responsibility." The company's commitment spans charitable outreach, environmentally conscious logistics and the internal operations of their offices and warehouses. Examples include prioritizing lower-emission freight options, optimized packaging and a reduction in waste across operations.

"We have also taken significant steps to integrate more circular supply chain practices," Rebound Electronics explains. "This is particularly vital in our industry, where components nearing obsolescence still hold value when matched with the right demand at the right time."

(Continued on page 11)

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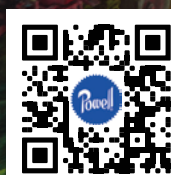
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Q&A



Colin Strother, Rochester Electronics,
Executive Vice President

1. What new market trends are you seeing so far in 2025?

Building resilient supply chains is crucial amid geopolitical tensions. Many of our largest customers prioritize diversification and localization of their production to mitigate risks and facilitate migration.

As we navigate these evolving trends, Rochester Electronics remains steadfast in supporting legacy technologies for long-lifecycle applications. This allows our customers to focus their valuable resources on innovation and new product introduction while we provide solutions for their more mature end-products.

2. How are geopolitical events, the rising costs of business, and the labor shortage impacting your organization?

Political and trade tensions continue to impact the semiconductor landscape. Our sole focus remains driving customer success by meeting our customers where they are, whether in person, over the phone or online 24/7.

Our community and result-based culture fosters a high-performing, stable and inclusive workforce. We continue to add physical resources globally with office expansions in France, Poland and Mexico, significant growth in India, Vietnam and Taiwan, and continued investment in the U.S., including tremendous additions to our onshore manufacturing capabilities and fulfillment centers.

Added to this is our continued digital transformation, which drives efficiency and effectiveness as we continue our "Customer360" journey, offering real-time experiences to our customers worldwide.

3. What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

At Rochester Electronics, we have implemented several ESG initiatives to enhance our commitment to environmental sustainability, social responsibility and governance.

Regarding environmental initiatives, we are ISO-14001:2015 certified and continuously review our manufacturing inputs and outputs to ensure EPA compliance and protection of the environment. We prioritize waste reduction and have recycling programs to capture and recycle waste metals. Intensive chemical analysis is conducted within our manufacturing programs to optimize performance and minimize environmental impact. All hazardous materials generated are 100% designated as "Zero Waste to Landfill," meaning they are recycled, reclaimed or reused and never buried in a landfill.

On the social front, we are dedicated to promoting parity and equality in engineering and employment. We support WE United's mission to cultivate leadership rooted in civility, ethics and humanity within the technology sector.

Regarding governance, we ensure that our policies and actions benefit our workers and customers, fully complying with sustainable commitments and future goals. We foster strong relationships with local communities and encourage sustainable practices across all business sectors.

These initiatives reflect our ongoing commitment to positively impacting the environment, society and industry.

4. What other challenges are you working through and how are you overcoming them?

The semiconductor market is experiencing one of the most severe and prolonged downturns on record. This downturn was not accurately predicted, and forecasting an upturn remains challenging.

The industry is known for its cyclical nature. It has transitioned from growth to shrinkage nine times in the last 34 years, and the frequency of contractions has increased.

Despite this uncertainty, we remain in a growth industry. Market analysts suggest that the excess inventory affecting the market may start normalizing in the latter half of 2025. There is optimism that resolving

geopolitical tensions will contribute to greater market stability. These factors, along with ongoing technological advancements and the increasing demand for semiconductors in various applications, underscore the industry's potential for long-term growth.

Although Rochester is traditionally recognized for its End-of-Life (EOL) products and solutions, we now offer around one-third of our 15 billion in-stock inventory as 100% authorized and guaranteed active products sourced directly from the Original Component Manufacturers. We are dedicated to meeting customers' immediate needs by developing efficient supply chain solutions while expanding and supporting the world's largest portfolio of in-stock inventory for immediate dispatch.

5. Where do the opportunities lie right now, and how is your company leveraging them?

Rochester Electronics believes that digital transformation presents an enormous opportunity.

We offer a range of online and offline solutions and invest heavily in digital products, platforms and services, including Trusted AI. This ensures personalized service delivery to customers in real time and across global languages.

Despite the transitional challenges facing the automotive industry, semiconductor demand is rapidly increasing. Rochester Electronics is well-positioned to capitalize on this growth. With Automotive IATF 16949 certification and a robust inventory of AEC-Q100-qualified components, Rochester is poised to become a vital extended-life resource for the automotive supply chain.

The industrial market has consistently been a strong sector for Rochester due to the long lifecycle requirements of many products. The development of the Internet of Things (IoT) has brought the industry to an inflection point, necessitating the transition of current designs to newer technologies while maintaining support for existing designs based on older technologies. Rochester is collaborating with its semiconductor supplier partners to extend support for devices facing diminishing production volumes and potential obsolescence.

Additionally, we see significant growth opportunities in the defense and aerospace markets. Recent supply chain disruptions and a push for onshoring and local manufacturing align well with our strategy to effectively support these markets.

Rochester has provided onshore licensed manufacturing since the mid-1990s to ensure secure IP and safeguard critical components.

We provide comprehensive services to enable legacy systems to continue operating, including authorized distribution, licensed manufacturing, wafer storage, full device replication, assembly and advanced testing.

6. What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

In 2025, we will focus on products, customer engagement and customer experience. From a product perspective, we are offering our most extensive product range ever. Our in-stock inventory is at record levels and perfectly aligned with our business model. We have made substantial, thoughtful and cohesive investments in product families curated to meet the ongoing needs of our customers.

Our digital transformation, supported by Trusted AI and new physical resources in existing and new locations, enables us to engage with and serve our customers around the clock—in person and online. This allows us to provide real-time support globally and locally like never before.

Later this year, Rochester Electronics will introduce new manufacturing services to meet the rising demand for long-lifecycle solutions and address supply chain obsolescence challenges in mission-critical systems. We are enhancing domestic manufacturing for hermetic and plastic assembly packaging across the military, industrial, medical and automotive sectors. This includes supporting hermetic hybrid multichip packages, expanding plastic packaging with legacy lead-frame solutions for PLCC and QFP, and adding QFN and BGA leadless packages.

Rochester is expanding its capabilities for military applications requiring lead solder for lead-frame and ball grid array products. To meet these critical needs, we offer hot solder dip and re-balling services.

With these initiatives, Rochester Electronics is well-positioned to continue delivering exceptional value and support to our customers, ensuring their success in an ever-evolving industry.



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2025's Trends, Challenges and Opportunities in Electronic Component Distribution, (Continued from page 7)

Rochester Electronics is ISO-14001:2015 certified, and the company continuously reviews their manufacturing inputs and outputs to ensure EPA compliance and protection of the environment. “We prioritize waste reduction and have recycling programs to capture and recycle waste metals. Intensive chemical analysis is conducted within our manufacturing programs to optimize performance and minimize environmental impact. All hazardous materials generated are 100% designated as ‘Zero Waste to Landfill,’ meaning they are recycled, reclaimed or reused and never buried in a landfill,” Strother explains.

“On the social front, we are dedicated to promoting parity and equality in engineering and employment,” Strother continues. “We support WE United’s mission to cultivate leadership rooted in civility, ethics and humanity within the technology sector.”

Industry Opportunities

In a time of tumultuous trade, opportunities present themselves for distribution and supply chain success.

Right now, major opportunities lie in helping customers simplify their supply chains and reduce exposure to ongoing volatility, explains A2 Global Electronics + Solutions. The company’s strategy is to consolidate services into a “one-stop-shop” model which combines electronic component sourcing, comprehensive testing and value-added services. “By centralizing these services across our global facilities, we help customers reduce the number of touchpoints in their supply chain, minimize tariff exposure and significantly quicken lead times,” the company says. “This streamlined approach enhances both operational efficiency and cost predictability while ensuring quality and traceability at every stage.”

Rebound Electronics agrees that becoming an “all-in-one” supply chain solution provider for customers is a great opportunity. “Businesses are increasingly realizing they can no longer afford to rely on fragmented networks of suppliers, logistics providers and service

partners,” the company says. “What they need is a trusted partner who can manage it all. By centralizing procurement, distribution, inventory management, obsolescence planning and a range of value-added services under one roof, we help our clients streamline operations, cut costs and accelerate time-to-market.”

Rochester Electronics believes that digital transformation presents an enormous opportunity. “We offer a range of online and offline solutions and invest heavily in digital products, platforms and services,” Strothers explains.

“Despite the transitional challenges facing the automotive industry, semiconductor demand is rapidly increasing,” Strother continues on industry opportunities. “The industrial market has consistently been a strong sector for Rochester due to the long lifecycle requirements of many products. The development of IoT has brought the industry to an inflection point, necessitating the transition of current designs to newer technologies while maintaining support for existing designs based on older technologies. Additionally, we see significant growth opportunities in the defense and aerospace markets.”

“The growing demand for industrial automation, electric vehicles and renewable energy solutions presents significant opportunities,” says Transfer Multisort Elektronik. “We see great potential in strengthening our e-commerce platform, making component sourcing easier and more efficient for engineers and purchasing teams worldwide.”

Distribution Challenges in 2025

Regardless of industry, recent geopolitical events, the rising costs of business and growing labor shortages are impacting organizations worldwide. The distribution market is not itself immune to such challenges, and this year, particular trials stand out.

“Geopolitical instability and rising costs are major challenges for the entire electronics industry. Supply chain

(Continued on page 15)



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2025's Trends, Challenges and Opportunities in Electronic Component Distribution, (Continued from page 11)

disruptions, increased raw material costs and currency fluctuations require us to maintain a flexible sourcing strategy and diversify our supplier base,” explains Transfer Multisort Elektronik. “We are also investing in automation and digital solutions to optimize operations and reduce dependency on labor-intensive processes, helping us navigate workforce shortages.”

“Geopolitical uncertainty has prompted us to strategically strengthen our multi-regional warehousing and delivery capabilities, with a particular focus on accelerating localized operations in North America and Europe,” says Win Source Electronics. “Amid continued fluctuations in global logistics costs, we have worked to optimize transportation channels and coordinate regional resources to help reduce the impact on customer lead times and cost predictability.”

Furthermore, Win Source Electronics states that an ongoing challenge is adapting to evolving procurement behavior. “Customers are placing smaller, more frequent orders and expecting faster turnaround, which places higher demands on inventory planning and responsiveness,” the company explains. “We’re continuously refining our inventory structure and regional resource allocation to improve agility and ensure the availability of critical components.”

Rebound Electronics reminds the market that obsolescence remains one of the most pressing challenges in the electronic components sector. “Parts that were in high demand just months ago can quickly become outdated or unsupported,” the company states. “This leaves companies exposed to risk and disruption.”

“The semiconductor market is experiencing one of the most severe and prolonged downturns on record,” says Rochester Electronics’ Strother. “This downturn was not accurately predicted, and forecasting an upturn remains challenging. The industry is known for its cyclical nature. It has transitioned from growth to shrinkage nine times in the last 34 years, and the frequency of contractions has increased. Despite this

uncertainty, we remain in a growth industry. Market analysts suggest that the excess inventory affecting the market may start normalizing in the latter half of 2025.” Industry leaders agree that further challenges remain, particularly counterfeit parts, demand forecasting and security.

Navigating Tariffs

At the time this article was sent to the printer for publication, an understanding of the current tariffs landscape may have meant something entirely different than it does at the time you are reading this article. One thing is certain when it comes to today’s tariff policies: uncertainty.

“Imagine ordering parts today, but something changes overnight and by the time they arrive, you owe more,” Rand Technology poses. “There will be a lack of product which will lead to inventory disappearing fast and cause prices to rise. Demand might stay flat, but supply will be down. Although, it is hard to say. Everyone is on hold because [the tariff policies] change daily.”

The new wave of tariffs is introducing added cost, complexity and uncertainty into an already intricate global electronics supply chain, agrees A2 Global Electronics + Solutions. “For procurement teams, the impact is twofold: the financial pressure of increased duties—sometimes as high as 25%—and the operational burden of stricter documentation and compliance requirements. With many components crossing multiple borders, ensuring accurate country-of-origin data and maintaining an auditable trail for each part has become essential.”

The introduction of increased U.S. tariffs on a wide range of material is adding further strain, Rebound Electronics concurs. “For many organizations, this brings added cost pressures, compliance complexity and potential supply bottlenecks.” The company is actively guiding customers through tariff impacts by

(Continued on page 19)



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Founded in 1980 in Santa Ana, California, IBS Electronics began as International Bobbin Systems, providing innovative sourcing solutions to manufacturers facing supply chain challenges. Recognizing the growing need for efficient procurement and engineering support, the company evolved into IBS Electronics, expanding its expertise beyond bobbins to a global distributor of electronic components and supply chain solutions.

For over four decades, IBS Electronics has been at the forefront of innovation, efficiency, and reliability in supply chain management. Our commitment to quality, speed, and customer-centric solutions has earned us recognition as a Top 50 Global Distributor, serving industries from aerospace and automotive to consumer electronics and industrial automation. With a robust international network, localized service, and cutting-edge technology, IBS Electronics continues to drive efficiency, reduce costs, and enhance productivity for manufacturers worldwide.

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2025 Market Trends and Outlook

Q&A With Mark Bollinger Chief Globalization Officer at Smith

What new market trends are you seeing so far in 2025?

The ups and downs of the AI boom continue to be a major driver in the current market. For example, there was a wave of AI-enabled, consumer-computing products launched in late 2024. They provided a spark, but it quickly flamed out. Meanwhile AI servers became the dominant force and drove an incredible 46% year-over-year increase in shipments in 2024. We're in constant communication with our partners, keeping them aware of the market as it transitions. Analysts are expecting the global server segment to continue its growth through 2025, with forecasts exceeding 100 million units.

What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

After celebrating 40 years in business last year, we have had the opportunity to reflect on who we have become and how we can integrate our renewed vision of sustainability across our company and into our customer relationships. This vision then developed into our new sustainability framework, CHARGE, which stands for Circularity, Humanity, Agility, Responsibility, Growth, and Excellence.

These principles represent our understanding of the interconnectedness of sustainability across the three pillars of ESG and inform our strategic decision-making. More specifically, CHARGE illustrates the ways Smith continuously delivers value to customers through every segment of the business—from effective end-to-end solutions across the span of a product's lifecycle and strategic inventory management to collaborative Scope 3 emissions reduction and more on the horizon.

These initiatives are driven by our Smith Sustainability Group, an interdepartmental team responsible for setting our sustainability goals and strategies. Like so many other companies, we have



been responding to CDP and EcoVadis in recent months, and now we look forward to evaluating future commitments through organizations such as SBTi, GRI, and SASB. Our strategic sustainability goals focus on our company's individual public commitments and our role in the interconnected global supply chain. Through this lens, Smith continues to develop and maintain our strong business-to-business relationships and cultivate tomorrow's innovative solutions.

What do you see ahead for the rest of the year?

The outlook for the rest of the year is still unfolding. We have a lot of opportunities and challenges ahead of us, but as we've done for more than 40 years, we'll react to the market and continue to provide high-quality components and custom solutions to help our partners get through what is currently a very hazy 2025.

Right now, we are focused on helping our customers move their excess inventory through our new part-exchange platform, SmithTrade™. This secure, online marketplace efficiently and effectively matches surplus with verified buyers, turning excess components into a source of revenue. SmithTrade™ users can also track demand, view regional inventory levels, and follow market trends through our customizable watchlist feature. As always, we are continuing to develop versatile and innovative solutions tailored to each customer's unique needs.

Looking ahead, we still see spot shortages occurring once in a while for various commodities like memory, SSDs, HDDs, and GPUs. With a dynamic electronics supply chain, there are always opportunities that can be found.

Additionally, Microsoft will be ending its support for Windows 10 in October 2025. Many of the personal computers currently running Windows 10 were purchased to accommodate remote work during the pandemic, which led to a reset of the refresh cycles for PCs, notebooks, Chromebooks, and tablets. The upcoming move from Microsoft should help drive upgrades for these devices and could be a bright spot for the industry in the fourth quarter.

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- Consignment Programs
- Sale of Non-Consigned Inventory
- Market Analysis
- Customer Matching
- SmithTrade™ Online Marketplace



Get in touch with your Smith representative or visit smithweb.com to learn more about turning your excess components into a profitable and environmentally friendly new revenue stream.





2025's Trends, Challenges and Opportunities in Electronic Component Distribution, (Continued from page 15)

finding alternative sourcing routes, advising on strategic stock planning and leveraging an international supplier network to reduce exposure.

“To mitigate these effects, we are actively exploring alternative supply chain routes and optimizing our sourcing strategies,” says Transfer Multisort Elektronik of their tariff response strategy.

2025 Outlook

With no shortage of opportunities nor challenges facing the sector, what will the remainder of 2025 hold for electronic component distribution?

“We anticipate continued demand growth in AI server infrastructure and automotive electronics,” claims Win Source Electronics. “This is likely to create new supply pressures on high-end components such as high-speed connectors and power management ICs. As global trade policy remains uncertain, we’re responding by investing further in supply chain flexibility and expanding our local service teams to accelerate responsiveness and reduce risk.”

A2 Global Electronics + Solutions anticipates continued pressure from economic uncertainty, fluctuating demand and the ongoing impact of global policies like tariffs and export controls. “However, we also see a growing opportunity in the resurgence of strategic inventory planning,” the company assures. “Customers are becoming more proactive, seeking partners who can help them navigate obsolescence

risk and ensure long-term availability of critical components. We’re investing in services and insights to help customers do just that—staying agile while building resilience.”

Transfer Multisort Elektronik anticipates continued growth in industrial automation and smart manufacturing, as well as increased interest in high-performance computing and AI-driven applications. “However, supply chain volatility and regulatory changes will remain challenges,” the firm reiterates. “To stay ahead, we will continue investing in innovation, strengthening supplier relationships and expanding our global logistics capabilities.”

Rebound Electronics states there are two key trends that stand out when looking toward the remainder of the year. “First, obsolescence is continuing to accelerate, posing significant risks to supply chain continuity. Second, geopolitical instability is increasingly impacting the movement of goods, pricing structures and the availability of critical components. From export restrictions and trade tensions to conflicts affecting key shipping lanes, unpredictability has become the new normal.”

“Now more than ever, supply chain resilience is not optional. It is essential,” Rebound Electronics concludes. “The companies that act decisively, embrace smarter supply chain strategies and form long-term partnerships will be the ones that come out stronger.” ■

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BRINGING THE WORLD'S NETWORK TO YOU

Established in 2008, Ample Solutions is a leading independent electronic component distributor. From our eight offices and two internationally recognised Quality Assurance (QA) centres across Asia, we currently serve clients across multiple industry segments such as automotive, industrial automation, medical and consumer electronics, among others.

With our extensive global procurement channels and long-term partnerships with suppliers, we are confident of providing globally sourced high-quality electronic components cost-effectively and in the shortest time to our clients.



OUR SERVICES



Electronic Component Distribution



Obsolescence Support



Shortage Sourcing



Cost Reduction



Excess Inventory Management



Small-Batch Kitting

OUR AMPLE ADVANTAGES



Flexible Payment Options

We offer Chinese Yuan payment support, a unique feature in the industry. Moreover, we provide credit terms (subject to approval), delivering unparalleled financial flexibility to our clients.



Proactive Risk Mitigation

With localised expertise and resources, we possess a sharp focus on identifying and intercepting potential risks associated with suppliers and transactions.



Extensive Supplier Network

Partnering with over 10,000 global electronic component suppliers, we have fostered a robust network supported by a team of over 100 experienced procurement specialists, empowering us to meet the diverse demands of our clients effectively.



Market Intelligence

Stay ahead with our market intelligence team, providing timely insights to help you make informed decisions and seize opportunities.

Commitment to Quality Assurance (QA)



Two QA centres, separately in Shenzhen and Hong Kong

- Self-developed four-tier inspection process
- 100 state-of-the-art professional testing equipment
- 100 qualified inspection engineers

Detailed
Report in
2 Hours



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COMPONENT
DISTRIBUTOR OF CHOICE**

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Sourcing and Component Services—*Under One Roof*

Managing today's electronic component supply chain takes more than a supplier—it takes a partner with end-to-end capabilities. A2 Global helps you source quality components, ensure traceability, and validate performance with a full suite of integrated services—all in one place.

Customer-Centric Approach

Delays, quality issues, and rising costs can disrupt your operations. That's why A2 Global takes the time to understand your challenges and deliver solutions that simplify your procurement and testing processes.

A2 Global views every customer as a partner, building relationships rooted in communication, trust, and accountability—so you have a team aligned with your goals and ready to support you.

Your One-Stop Shop

From sourcing and reballing to testing, A2 Global offers a complete solution under one roof. Whether you're looking for hard-to-find components, need BGA reballing, or want to validate parts through electrical testing, we make it easy to manage your supply chain in one place.

Electronic component testing and BGA reballing are performed in ISO/IEC 17025:2017 accredited

labs across the U.S., the Netherlands, and Singapore. Whether parts come from A2 Global or your existing suppliers, you benefit from reduced handling, faster turnaround, and reliable results.

Reliable and Efficient Service

A2 Global keeps your production moving with timely deliveries and consistent service. Our global team ensures you get the parts you need, when and where you need them. With rigorous inspection processes and industry-recognized certifications—including the ANAB ISO/IEC 17025:2017 accreditation and AS6171, AS6081, and AS9120 certifications—you can trust that every component meets the highest standards.

Committed to Your Success

A2 Global brings global reach and localized support to help you stay competitive. Backed by a broad supplier network and a team focused on your needs, we are ready to help you move forward faster and with confidence.

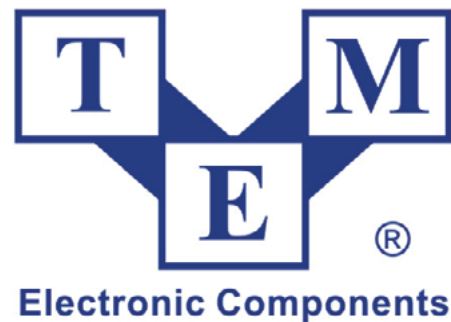
To learn more about how A2 Global can support your business, visit a2globalelectronics.com.

Your one-stop shop for sourcing and testing electronic components.

With our strategically located **global facilities** and **extensive range of services**, we're your **full-service partner** for your electronic component supply chain.



a2globalelectronics.com



Q&A

1. What new market trend are you seeing so far in 2025?

In 2025, we are witnessing a strong push towards further miniaturization and energy efficiency in electronic components, driven by advancements in AI, IoT, and edge computing. Additionally, the demand for sustainable and environmentally friendly components continues to rise, with customers seeking products that align with strict energy efficiency and recyclability standards. Supply chain digitalization and automation are also becoming key trends, helping to enhance logistics and streamline distribution.

2. How are geopolitical events, the rising costs of business, and the labor shortage impacting your organization?

Geopolitical instability and rising costs are major challenges for the entire electronics industry. Supply chain disruptions, increased raw material costs, and currency fluctuations require us to maintain a flexible sourcing strategy and diversify our supplier base. We are also investing in automation and digital solutions to optimize operations and reduce dependency on labor-intensive processes, helping us navigate workforce shortages.

3. What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

Sustainability is a key focus for TME. We are continuously working on reducing our carbon footprint by optimizing our logistics network, increasing energy efficiency in our warehouses, and investing in renewable energy sources. Additionally, we are expanding our range of eco-friendly electronic components, promoting sustainable solutions for our customers. On the social front, we actively support educational initiatives to nurture future engineers and technicians, ensuring long-term development in the industry.

4. What other challenges are you working through and how are you overcoming them?

One of the biggest challenges remains changes in our customers demand, margin erosion and supply chain stability. To address this, we are improving our demand forecasting models, increasing inventory levels for critical components, and working closely with both manufacturers and customers

to ensure timely deliveries. Cybersecurity is another growing concern, and we continue to enhance our IT infrastructure to safeguard our operations and customer data.

5. Where do the opportunities lie right now and how is your company leveraging them?

The growing demand for industrial automation, electric vehicles (EVs), renewable energy solutions, and presents significant opportunities. We are expanding our product portfolio to support these markets, offering a wider range of power electronics, sensors, and control components. Additionally, we see great potential in strengthening our e-commerce platform, making component sourcing easier and more efficient for engineers and purchasing teams worldwide.

6. What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

We anticipate continued growth in industrial automation and smart manufacturing, as well as increased interest in high-performance computing and AI-driven applications. However, supply chain volatility and regulatory changes will remain challenges. To stay ahead, we will continue investing in innovation, strengthening supplier relationships, and expanding our global logistics capabilities.

7. Do you have specific challenges you are facing due to the new tariffs from the US?

The new tariffs create additional cost pressures and complexity in trade regulations. Additionally, ongoing regulatory changes introduce an element of uncertainty in the trade environment. To mitigate these effects, we are actively exploring alternative supply chain routes and optimizing our sourcing strategies. We also work closely with our U.S.-based customers and partners to ensure minimal disruption and maintain competitive pricing despite these evolving conditions.



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Guiding innovation forward.

Arrow Electronics, Inc. sources and engineers technology solutions for thousands of leading manufacturers and service providers. Our portfolio enables technology across major industries and markets, helping customers securely introduce innovative products, reduce time to market, and enhance overall competitiveness.

We know that new technologies, new materials, new ideas, and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

At Arrow, we think Five Years Out to bridge the gap between what’s possible and the practical technologies to make it happen.

FORTUNE 500 RANKING (2024)

133

Ranking of the largest U.S. companies based on revenue

EMPLOYEES WORLDWIDE

21,500+

COUNTRIES SERVED

85+

DISTRIBUTION/
VALUE-ADDED CENTERS

36

TICKER SYMBOL (NYSE)

ARW

2024 GLOBAL SALES (USD)

\$27.9B

Navigating suppliers across the globe.

THAT’S SMART.



Supplying solutions to navigate a disrupted world?

THAT’S INTELLIGENT.

Arrow
Five Years Out

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TOP 50 NORTH AMERICAN Electronics Distributors



SUPPLYCHAIN
connect™

	Company	Locations	Employees	Founded	Headquarters	2024 Global Revenue
1.	Arrow Electronics, Inc.	140	21520	1935	Centennial, CO	\$27,923,324,000
2.	WPG Americas Inc.	63	5000	2005	Scottsdale, AZ	\$27,400,000,000
3.	Avnet	250	15462	1921	Phoenix, AZ	\$23,757,000,000
4.	Wesco **	50 countries	Approx. 6700	1922	Pittsburgh, PA	\$8,500,000,000
5.	TTI, Inc., Consolidated	150	9300	1971	Fort Worth, TX	\$7,860,000,000
6.	Future Electronics *	160	5,500+	1968	Pointe-Claire, QC Canada	N/A
7.	DigiKey	14	4,715	1972	Thief River Falls, MN	\$3,500,000,000
8.	Newark Farnell	-	3300	1934	Richfield, OH	\$1,476,000,000
9.	Heilind Electronics	-	-	1974	Wilmington, MA	\$1,146,379,000
10.	Master Electronics	17	652	1967	Phoenix, AZ	\$593,000,000
11.	FDH Electronics	9	700	1970	Oklahoma City, OK	\$382,000,000
12.	bisco Industries	52	630	1973	Anaheim, CA	\$375,800,000
13.	RS Americas	-	9,000+	1937	Fort Worth, TX	\$369,000,000
14.	Rochester Electronics, LLC *	19	800+	1981	Newburyport, MA	Privately Held
15.	Powell Electronics	8	240	1946	Swedesboro, NJ	\$300,000,000
16.	PEI-Genesis *	22	800+	1946	Philadelphia, PA	N/A
17.	Richardson Electronics, Ltd.	24	427	1947	LaFox, IL	\$226,000,000
18.	Galco Industrial Electronics	3	243	1975	Madison Heights, MI	\$168,286,000
19.	Flame Enterprises	2	62	1969	Chatsworth, CA	\$120,000,000
20.	Hughes-Peters	8	160	1921	Dayton, OH	\$113,000,000
21.	Marsh Electronics	8	138	1935	Milwaukee, WI	\$98,466,444
22.	Steven Engineering	3	119	1975	So. San Francisco, CA	\$88,595,000
23.	All Tech Electronics, Inc.	2	36	1993	Hawthorne, NY	\$85,300,000
24.	ADI/American Distributors *	4	-	1983	Randolph, NJ	N/A
25.	Brevan Electronics	2	63	1983	Nashua, NH	\$78,300,000
26.	Falcon Electronics	3	19	1994	Commack, NY	\$62,700,000
27.	Air Electro Inc.	1	85	1952	Chatsworth, CA	\$57,000,000
28.	Area51 Electronics	4	61	1999	Irvine, CA	\$56,243,180
29.	IBS Electronics	10	150	1980	Santa Ana, CA	\$54,000,000
30.	NASCO Aerospace & Electronics	1	30	2021	St. Petersburg, FL	\$53,074,179
31.	Edge Electronics *	4	-	1990	Bohemia, NY	N/A
32.	March Electronics	2	40	1972	Bohemia, NY	N/A
33.	Diverse Electronics	3	47	1993	St. Laurent, Quebec	\$35,400,000
34.	Benchmark Connector *	1	48	1997	Sunrise, FL	\$35,000,000
35.	Marine Air Supply	1	15	1965	Frederick, MD	\$28,800,000
36.	Agility Engineering and Manufacturing Solutions	1	55	1952	St. Paul, MN	\$25,000,000
37.	Sonicare Solutions	1	55	2000	Boynton Beach, FL	\$25,000,000
38.	Kensington Electronics Inc.	1	24	1990	Austin, TX	\$21,168,800
39.	Advantage Electric Supply *	1	15	1993	Hayward, CA	N/A
40.	Jameco Electronics *	1	75	1974	Belmont, CA	N/A
41.	Elna Magnetics *	2	-	1955	Saugerties, NY	N/A
42.	Peerless Electronics inc. *	1	100	1917	Bethpage, NY	N/A
43.	Beyond Components *	12	-	1987	Westford, MA	N/A
44.	PUI	3	30	1983	Irvine, CA	\$15,440,934
45.	Powertech Controls *	1	50+	1991	Ronkonkoma, NY	N/A
46.	Suntsu Electronics, Inc.	1	25	2002	Irvine, CA	\$13,200,000
47.	Microwave Components, LLC *	15	34	1980	Stuart, FL	N/A
48.	Nexgen Micro Electronics *	1	-	2019	Irvine, CA	N/A
49.	Megastar Electroniques Inc.	1	15	1989	Montreal, QC Canada	\$6,000,000
50.	Cumberland Electronics *	2	-	1962	Harrisburg, PA	N/A

* Publisher's Estimate
** Wesco's 2024 Annual Report

By SUPPLY CHAIN CONNECT EDITORIAL STAFF

Using Data-Driven Analytics to Drive Supply Chain Decisions

A roundup of some of the new initiatives that universities are introducing to help boost the nation’s technical workforce.

Supply chain analytics isn’t a new concept, but it is one that’s playing an increasingly important role in streamlining and driving risk out of these critical global networks. By definition, supply chain analytics is the process of collecting, analyzing and interpreting data from various points in a company’s supply chain to gain insights and improve decision-making.

By examining data related to inventory levels, warehouse management, supplier performance, transportation routes, customer demand and other key factors, analytics can both assess and positively impact the process of getting products from raw material to the end customer.

5 Different Types of Supply Chain Analytics

Not all supply chain analytics are the same, and [Shopify](#) breaks the various types down into these five buckets:

- **Predictive analytics.** A “weather report” that forecasts future scenarios for the supply chain. It uses statistical models and machine learning algorithms to identify patterns from past data to project upcoming outcomes. “This type of analytics helps you anticipate and prepare for potential challenges or opportunities,” Shopify explains, “staying ahead of consumer trends in the market and the demands of your current and prospective customers.”
- **Prescriptive analytics.** Goes beyond identifying what might happen to suggest how to make desired outcomes occur. This process aims to improve supply chain performance for your business by using algorithms and simulation models to suggest specific interventions. As Shopify explains it, “By transforming data insights into actual suggestions, you get detailed recommendations to improve the performance of your supply chain.”

(Continued on page 33?)



SAGER ELECTRONICS, 135 YEARS AND COUNTING

Sager Electronics is a leading North American distributor of Interconnect, Power, and Electromechanical products and custom solutions provider. Grounded in over 135 years of innovation and service, Sager provides customers and suppliers a unique combination of operational excellence and innovative business solutions through its Distributing Confidence business model.

Proud Tradition of Innovation and Service

Sager Electronics began in 1887 as a single storefront in downtown Boston that serviced the growing interest in radio technology. Under the vision and leadership of Joe Sager, the company rapidly established a statewide distribution system for home radios and related components. Despite the onset of the Great Depression, Sager continued to grow by bringing new electrical products to Massachusetts' consumers.

From Retailer to Distributor

At the onset of WWII, Sager reacted to the critical demand for electronic components. The company refocused its operations to supply electromechanical components to the U.S. military. This transition positioned Sager to emerge as the leading regional electronic component distributor at the beginning of the consumer electronics market in the 1950s and 60s.

From Regional to National Prominence

Anticipating the explosive growth in electronics, in 1977, we relocated our headquarters to more spacious facilities in Hingham, MA and began building a national network and infrastructure. This included the prudent acquisition of smaller regional distributors and the creation of regional support facilities to service our expanding network of customers and suppliers.

In 2012, Sager Electronics was acquired by TTI Inc.

As a wholly owned subsidiary of TTI Inc., Sager operates independently and has made a number of acquisitions to support its business. In June 2014, Sager acquired PowerGate LLC, a premier North American power specialist distributor. This acquisition preceded Sager's 2015 purchase of Norvell Electronics, a North American power products distributor with extensive design and value-add capabilities. Sager acquired Power Sources Unlimited Inc. in 2017, and in 2019 completed the acquisition of Technical Power Systems, a battery custom solutions provider.

Headquartered in Middleborough, MA, Sager operates a network of field sales representatives and power systems sales engineers, strategically located service centers across North America, two distribution centers totaling over 268,000 sq. ft., and a 47,000 sq. ft. value-add Custom Solutions Center located in TX.

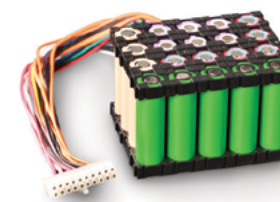


From National Prominence to Distributing Confidence

For over 135 years, the key to our success has been our constant commitment to exceeding the expectations of our customers. Our Distributing Confidence business model puts our customers' needs at the center of all our activities. From our customized services like bonded inventory programs, VMI, BOM quoting, credit, inventory management and value-added capabilities to our branded line card of authorized manufacturers, Sager Electronics is a full partner with our customers.



WITHOUT THE RIGHT **BATTERY SOLUTION**
IT MAY AS WELL BE A PAPER WEIGHT.



BATTERY SOLUTIONS

From standard batteries to custom battery packs and battery systems, Sager Electronics are experts in matching your power requirements with proven, ISO-certified, cost-effective solutions. We offer all battery chemistries including Lithium Ion, LiFePO4 (LFP), Lithium Primary, Nickel-based, Sealed Lead Acid (SLA) and Pure Lead. If your project goes beyond off-the-shelf, our engineering team will work with you to design and manufacture the perfect custom solution.



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Q&A



Bill Bradford
President

1. What new market trend are you seeing so far in 2025?

In 2025, the electronics industry is seeing a growing shift toward supply chain resilience and localized manufacturing. Companies are prioritizing partnerships with authorized distributors to ensure consistent component availability amid ongoing disruptions.

2. How are geopolitical events, the rising costs of business and the labor shortage impacting your organization?

Geopolitical tensions, rising business costs, and labor shortages are prompting companies to diversify supplier networks and invest in automation. These strategies help mitigate risks associated with unpredictable global events and workforce challenges. The wild swings in tariffs drive the need for a competent and nimble export control capability to stay compliant and minimize impact to customers.

3. What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

Environmental, social, and governance (ESG) initiatives continue to expand as companies adopt greener manufacturing practices and enhance transparency in sourcing and production. Many organizations are setting ambitious carbon neutrality targets while investing in sustainable materials.

4. What other challenges are you working through and how are you overcoming them?

At Flip Electronics, we're actively addressing challenges by enhancing our digital sales strategies and expanding our e-commerce capabilities. This allows us to better meet customer needs and adapt to an ever-evolving market. We're also focused on helping our customers navigate supply chain disruptions and component shortages by offering proactive end-of-life mitigation strategies and extended-life solutions. Through these efforts, we aim to ensure that our customers can continue sourcing reliable components and extend their product lifecycles, even in the face of industry challenges.

5. Where do the opportunities lie right now and how is your company leveraging them?

Component obsolescence continues to accelerate, as manufacturers shift volume production to the newest technologies, creating supply chain challenges for mature products and industries. Flip invests heavily in authorized EOL inventory and has the capability to extend the manufacturing life of many of these components through license agreements between the original manufacturers and Flip's subsidiary company, Resurgent Manufacturing Services.

6. What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

We see a gradually improving semiconductor market, as inventories are finally depleting demand and the broad markets begin to accelerate. As lead times extend, Flip's inventory presents customers with authorized solutions, alleviating the need to go to the grey market for their critical components.

7. What specific challenges are you facing due to the new tariffs?

The new tariffs are impacting costs for electronic components, potentially increasing product prices. This puts pressure on margins and can challenge the ability to offer competitive pricing in a market already stressed by component shortages. Additionally, tariffs can complicate logistics and sourcing from certain regions, requiring more flexibility and strategic sourcing decisions to maintain a stable supply chain. Utilizing Foreign Trade Zones (FTZs) can help mitigate some of these challenges by deferring or eliminating duties on imported components, providing cost savings and greater control over inventory management.



AUTHORIZED DISTRIBUTION

SIMPLIFYING PROCUREMENT, RESOLVING OBSOLESCENCE

For those seeking OEM-authorized components they can trust, the redesigned Flip Electronics e-commerce website streamlines procurement. Our global supplier partnerships ensure inventory of authorized parts, including those near end-of-life but still in demand.



**MILLIONS OF
COMPONENTS
IN STOCK**

**IN-STOCK ITEMS
SHIP SAME OR
NEXT DAY**



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- **Descriptive analytics.** Reveals what has already occurred in your supply chain, providing historical information about your supply chain performance and giving you visibility into your supply chain KPIs. “This type of analytic approach quantifies past events and performance metrics,” Shopify says.
- **Diagnostic analytics.** Identifies why specific events or trends occurred in your supply chain. These insights typically come from data mining and correlations, uncovering root causes behind performance variations. By connecting outcomes with their driving factors (“X happened because of Y”), Shopify points out, “diagnostic analytics gives you an understanding of what’s occurring across your entire supply chain.”
- **Cognitive analytics.** Uses artificial intelligence (AI) and machine learning to process vast amounts of data (both structured and unstructured), uncovering complex patterns in supply chain operations. These trends might be otherwise difficult for you and your team to spot. This process looks a bit like “thinking,” where your tooling learns from new data, continuously improving its insights and recommendations.

Organizations in search of some or all of these analytics capabilities are helping to drive a multibillion-dollar global market for analytics software. According to [OpenPR](#), the global supply chain analytics market is projected to reach \$35.9 billion by 2033—up from \$10.8 billion last year—and will post a compound annual growth rate of 17.8% over that forecast period.

“The global supply chain analytics market is witnessing unprecedented growth,” the company says. “With the proliferation of big data and advanced analytical tools, companies are now able to gain real-time insights into every aspect of their operations. These insights allow for improved decision-making, more efficient resource allocation, and the ability to anticipate disruptions before they impact operations.”

The Future Looks Bright

As the supply chain analytics market continues to grow at a robust pace, OpenPR says it will be driven by factors like increasing digitalization and the need for resilient supply chains. Government initiatives aimed at boosting digital transformation across industries are also expected to have a positive impact on the market.

“As countries invest in digital infrastructure, companies will be better positioned to leverage advanced analytics to optimize their supply chains,” it says. “Furthermore, the integration of blockchain technology for improved traceability and transparency is anticipated to further enhance the capabilities of supply chain analytics solutions.” ■



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TOP 20 WOMAN Owned Distributors



Supply Chain Connect has compiled a list of the Top 20 Women-Owned Distributors in North America. These businesses represent a blend of regional, national, and international distribution leaders across a range of industries and verticals, providing electronic components, semiconductors, wire, industrial fasteners, supply chain solutions and more.

Supporting the growth and success of these women-owned companies signifies the strengthening of diversity and equity in the supply chain. Take the opportunity to learn more about these women-owned distribution companies and how to engage with them through the information provided below.

	Company	Locations	Employees	Founded	Headquarters
1.	Rand Technology	9	300	1990	Irvine, CA
2.	Brevan Electronics	2	63	1983	Nashua, NH
3.	Falcon Electronics	3	19	1994	Commack, NY
4.	EDGE Electronics	4	-	1990	Bohemia, NY
5.	Marine Air Supply	1	15	1965	Frederick, MD
6.	Perfect Parts Corporation	3	10	2013	Irvine, CA
7.	M3 Technology	1	-	1998	Bellport, NY
8.	Powertech Controls	1	50+	1991	Ronkonkoma, NY
9.	March Electronics	2	40	1972	Bohemia, NY
10.	Nexgen Micro Electronics	1	-	2019	Irvine, CA
11.	Silver State Wire	1	-	1991	Sparks, NV
12.	Inland Empire Components	1	4	1989	Lake Elsinore, CA
13.	Serendipity Electronics	1	-	1991	Huntington, NY
14.	Spirit Electronics	1	-	1979	Phoenix, AZ
15.	Taw Electronics	1	-	1963	Burbank, CA
16.	Dayton Nut & Bolt	4	-	1961	Dayton, OH
17.	Defense Suppliers	1	-	1999	Cocoa Beach, CA
18.	ES Components	1	-	1981	Sterling, MA
19.	Amidon, Inc	1	20	1963	Costa Mesa, CA
20.	Component Solutions, Inc.	1	-	1994	Webster, NY

1. What new market trend are you seeing so far in 2025?

Unpredictability across a range of considerations is impacting the demand outlook, resulting in some companies expediting supply and/or delaying capital investments. This will exacerbate what was already going to be a wave of supply driven shortages due to under-forecasting by customers, movement of production to new locations with questionable labor availability, slower cycle times, and lower quality/yield. It will also lead to some component manufacturers using it to try to raise pricing. The unpredictability contributes to asymmetrical supply and demand, which creates opportunities for our business. These include parts shortages, surplus and excess stock and rising total costs. Customers that work closely with us can mitigate some of these risks, minimize the impact and respond to ongoing changes more quickly and efficiently.

2. How are geopolitical events, the rising costs of business and the labor shortage impacting your organization?

These cuts are causing a supply shortage. CFOs are struggling to allocate funds, resulting in a lack of forecasts and additional cuts at the manufacturing level. This cycle of uncertainty leads to further unknowns and exacerbates the supply shortages.

3. What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

At Rand Technology, sustainability isn't just a future goal—it's something we're actively embedding into our day-to-day operations. We're proud to be a company that's increasingly aware of our environmental impact and are taking meaningful steps toward reducing our carbon footprint.

As a global distributor, we've committed to a cumulative reduction in emissions by 2030, a target that reflects both our current operational realities and our long-term vision for environmental responsibility.

To achieve this, we've launched a company-wide **Sustainability Program** focused on reducing energy consumption and waste generation—our two biggest areas of impact. Among our initial initiatives:

- We've eliminated **single-use plastic water bottles** in all offices, replacing them with reusable bottles.
- We've **phased out disposable cutlery**, providing reusable flatware for employees.
- We've implemented an **organic waste disposal system** in our break rooms and office kitchens, diverting food waste and reducing emissions.

- To further reduce energy use, we've **installed LED lighting with motion sensors** across all our global offices and warehouses.

While these efforts may seem modest, they mark an important beginning. Our aim is to demonstrate that even incremental changes—when applied globally and thoughtfully—can lead to measurable impact. Most importantly, they signal to our customers and partners that we are serious about integrating ESG values into how we operate.

At Rand, we believe that progress begins with accountability. These initiatives are just the start of a broader commitment to environmental stewardship, and we look forward to expanding our efforts in the years ahead.

4. What other challenges are you working through and how are you overcoming them?

The unknowns of the tariffs. Imagine ordering parts today but something changes overnight when they arrive, and you owe more!

5. Where do the opportunities lie right now and how is your company leveraging them?

There is a high level of uncertainty and risk for all businesses that will hinder decision making and investments. Trade wars, actual wars, recessions, AI development impacts on workforces, etc. There is a crisis of confidence already happening in business (especially in manufacturing) that seems likely to continue for some time. But seeing the networking and communications build-out phase of the AI datacenter build out, and geographic expansion of datacenter investments in Europe and Asia (after North America last year), the opportunities lie in helping our customers by buying up the product that is the right geographical region to avoid tariffs and help them down the line.

6. What specific challenges are you facing due to the new tariffs?

Supply shortages. There will be a lack of product which will lead to inventory disappearing fast and cause prices to rise. Demand might stay flat, but supply will be down. Although it is hard to say, everyone is on hold because it changes daily.

Unlock the flow of technology in the world.



By KEITH JALICHANDRA

Top Challenges of Product Warehousing

Explore the common challenges in product warehousing and discover best practices to manage supply chain complexities, inventory management, space optimization, order fulfillment and cost control.

Warehousing products can create several obstacles that businesses must overcome. Organizations face issues with the supply chain, as well as the effects of their own internal processes for inventory management, space optimization, order fulfillment and cost control. Finding the right system may require significant investigation and adjustment, especially for a growing company. With this information, purchasing professionals will understand the most common challenges in product warehousing, as well as the best practices to manage them.

Supply Chain Complexities

The complexities of the supply chain can increase the strain on even a robust product warehousing system. An increasingly global marketplace draws materials and components from distant regions, adding time, cost and other hurdles that purchasing profession-

als must navigate. A sudden change in demand, or a shortage in the ability to manufacture a crucial component, can leave companies relying on their existing stock as much as possible. A resilient supply chain can anticipate and manage these concerns, but businesses need to utilize technology and modern inventory management systems to forecast and plan for supply chain disruption.

Inventory Management

An inventory management strategy must be efficient, consistent and accurate to provide useful information. Many companies rely on inventory management systems that are outdated or manual, requiring hours of human labor to do what a machine could perform in minutes. Older systems increase the chance of inventory loss or inaccurate counts.

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Updating inventory management can help purchasing professionals to improve accuracy and efficiency. Modern systems rely on AI, barcodes and electronic databases to automatically categorize and present data. AI can identify trends and help companies avoid ordering too much of any product. Purchasers can also see what they have at a glance, with faster methods to verify and order more supplies.

Space Optimization

Maintaining an accurate and useful inventory of products calls for an optimized storage space, which many companies do not have. Some businesses choose to organize inventory based on a process that leads to excess time searching for the right product or component and walking to the next station.

Optimizing space involves a thorough evaluation of the production and packaging process. An efficient picking system minimizes the distance between identifying the order and finishing packaging for shipment. In many cases, companies can minimize waste by placing the most in-demand products closest to fulfillment, leaving low-demand products for the depths of the warehouse.

Order Fulfillment

Speedy order fulfillment requires an updated inventory management system and an efficient layout for the warehouse. Inaccuracies in inventory can lead to sales that cannot be completed or the languishing of forgotten products in the warehouse. An inefficient layout takes longer for the picking crew to locate the product, leading to delays in shipping.

The use of automation can simplify many of these processes. Electronic order management allows workers to easily review the information, approve shipping and set timelines for order fulfillment. Tools like robotic packaging systems can free up workers to focus on tasks that cannot easily be managed by technology.

Cost Control

Many of the errors that companies make in warehouse management come from a desire to cut costs. Cost control is an important factor in product warehousing, but businesses must evaluate their goals and confirm that they do not create more problems than they solve. For example, lean inventory management can minimize space used for storage and simplify the order fulfillment process, which can cut costs on warehouse space and increase revenue. With an inefficient system, however, companies may end up with insufficient supply that causes them to lose sales. Creating a practical setup with automated inventory management, ordering and fulfillment can eliminate wasted money.

Product warehousing can provide excellent opportunities to improve efficiency and decrease waste if companies are willing to work to implement a customized plan. By utilizing technology and other efficient tools, businesses can find a path toward a warehousing strategy that saves time, money and labor. ■



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TOP 25 INDEPENDENT Electronics Distributors



Company	Locations	Employees	Founded	Headquarters
1. Smith	25	900	1984	Houston, TX
2. NewPower Worldwide	14	155	2014	Nashua, NH
3. Rand Technology	9	300	1990	Irvine, CA
4. Velocity Electronics	77	207	1999	Austin, TX
5. Sourceability	20	300+	2015	Doral, FL
6. Classic Components Corporation	20	140	1985	Torrance, CA
7. A2 Global Electronics + Solutions	-	-	1978	St. Petersburg, FL
8. Direct Components	1	80+	1998	Tampa, FL
9. Freedom USA	4	52	1999	Odess, FL
10. C Plus Electronics	5	-	2003	Tustin, CA
11. CTrends	1	-	2003	Foothill Ranch, CA
12. Microchip USA	2	52	2021	Tampa, FL
13. Perfect Parts Corporation	3	10	2013	Irvine, CA
14. ASAP Semiconductor	1	-	2009	Anaheim, CA
15. Megastar Electroniques Inc.	1	15	1989	Montreal, QC - Canada
16. Abacus Technologies	6	-	1981	Naples, FL
17. 4 Star Electronics	1	-	2001	San Clemente, CA
18. Eagle Technology Solutions	1	-	1996	Lake Forest, CA
19. Serendipity Electronics	1	-	1991	Northport, NY
20. Electronic Expeditors	1	-	1953	Camarillo, CA
21. Chip Stock LLC	2	18	2013	Charlotte, NC
22. NetSource Technology	1	-	1997	San Clemente, CA
23. VRG Components, Inc	1	-	2014	Matthews, NC
24. Inland Empire Components, Inc.	1	-	1989	Lake Elsinore, CA
25. Bristol Electronics	1	-	1972	Salem Lakes, WI

By EMILY NEWTON

Defending Authenticity: The Power of Technology in Anti-Counterfeit Efforts

The industry races to implement strategically applied technologies in order to make supply chains more secure, ensure consumer safety and protect manufacturers' brands.

Counterfeit goods cause global problems, with the effects ranging from reputational damage to consumer injuries or deaths. These realities make it more appealing to use supply chain security technology. The associated tools can help people spot fake items faster, preventing them from reaching the market.

Combining Generative AI and Image Recognition

Many people in the industry are exploring how to curb counterfeit products with supply chain security technology. Sometimes such discussions happen at the company level. In other cases, national leaders mandate that specific preventive measures be applied to identify and curb inauthentic products.

In India, the top 300 pharmaceutical companies must apply QR codes to product packaging to aid traceability. That's a step in the right direction, but it may not go far enough. For example, motivated people can make QR codes stop working by scratching them off with sharp objects or coloring parts in with markers.

However, another possibility is to use generative artificial intelligence (AI) and Google Lens or a similar image recognition tool. That approach [enables real-time photo metadata assessments](#) of pharmaceutical packaging. Doing this allows for immediate authenticity verifications. People could also compile the data into a cloud-stored database, making it easier to complete quick but confident product comparisons.

Forward-thinking individuals are exploring various ways to [apply generative AI to logistics and supply chain](#) activities. In the pharmaceutical supply chain example, generative AI creates unique, invisible image tags for each product. Then, Google Lens checks the scanned code against a database of known legitimate ones. The wide availability of Google Lens lets everyone from everyday consumers to pharmacy workers engage in anti-counterfeit checks.

This user-friendly method helps minimize counterfeit items' effects through better visibility. Not spotting a fake product until it's too late could have disastrous consequences. However, this combination of technologies lets people do real-time verifications at the point of purchase.

Developing Effective Anti-Counterfeit Packaging

People are also interested in how a product's packaging could prevent counterfeiting. One complicating factor is that counterfeit goods come from many sources. For example, some of the [50 million tons of annual global e-waste](#) is collected and refurbished. While refurbishment is a good thing from an environmental perspective, issues emerge when people misleadingly sell those products as "new."

In other cases, the manufacturers of genuine items sell unauthorized versions of their products. These items are often the items that failed internal testing and were deemed unfit for sale. Since they look real, people usually need specialized tools to identify such merchandise as counterfeit.

Regardless of a counterfeit item's source, protective packaging could make it easier for people to tell that a product is not a genuine article. Some advanced packages have [high-tech inks virtually impossible to mimic](#). For example, specific concoctions look different when viewed from various angles.

In other cases, brands use specialized labels with digital tags, watermarks or other tracking mechanisms to safeguard product authenticity. Such approaches are particularly useful for consumable products or high-value items.

When the World Health Organization declared COVID-19 an emergency, one technology provider freely [offered a digital security solution](#) for manufacturers to

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1. What new ESG (Environmental, Social, and Governance) initiatives or plans have you put in place?

At Rebound, we are developing a comprehensive ESG roadmap to ensure we are not just keeping pace but leading the way in sustainability and corporate responsibility.

Our commitment spans charitable outreach, environmentally conscious logistics and the internal operations of our offices and warehouses.

We are currently finalizing a new sustainability strategy that redefines how we ship and manage inventory. This includes prioritizing lower-emission freight options, optimized packaging and reduced waste throughout our operations. We have also taken significant steps to integrate more circular supply chain practices. This is particularly vital in our industry, where components nearing obsolescence still hold value when matched with the right demand at the right time.

Within our offices and warehouses, we are implementing energy-saving initiatives, eliminating unnecessary single-use materials and championing employee-led environmental projects. Beyond our physical spaces, we are investing in a more inclusive workplace culture and expanding our charitable partnerships. These focus especially on education, community engagement and access to technology. ESG is not a checkbox for us. It is part of the Rebound philosophy.

2. What other challenges are you working through and how are you overcoming them?

Obsolescence remains one of the most pressing challenges in the electronic components sector. Parts that were in high demand just months ago can quickly become outdated or unsupported. This leaves companies exposed to risk and disruption.

At Rebound, we are tackling this challenge through the development of our Rebound Obsolescence Management (ROM) service.

ROM is a forward-thinking, data-led programme that enables businesses to proactively manage end-of-life risks, diversify sourcing strategies and stay ahead of obsolescence trends.

By combining real-time market data, supplier insights and predictive analytics, we are helping our clients build more resilient and adaptable supply chains. It is not just about resolving today's shortages. It is about ensuring our partners have the foresight and tools to navigate the future with confidence.

3. Where do the opportunities lie right now and how is your company leveraging them?

One of the biggest opportunities lies in becoming the go-to all-in-one supply chain solution for our customers. Businesses are increasingly realizing they can no longer afford to rely on fragmented networks of suppliers, logistics providers and service partners.

What they need is a trusted partner who can manage it all. That is exactly where Rebound excels.

By centralizing procurement, distribution, inventory management, obsolescence planning and a range of value-added services under one roof, we help our clients streamline operations, cut costs and accelerate time-to-market.

We are leveraging global partnerships, advanced technology, and deep industry knowledge to provide bespoke solutions that support every stage of the supply chain. From sourcing to delivery and beyond, our integrated model has become a clear competitive advantage in a market that demands agility and speed.

4. What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

As we look to the remainder of the year, two key trends are standing out. First, obsolescence is continuing to accelerate, posing significant risks to supply chain continuity. Second, geopolitical instability is increasingly impacting the movement of goods, pricing structures and the availability of critical components. From export restrictions and trade tensions to conflicts affecting key shipping lanes, unpredictability has become the new normal.

We anticipate more companies will look to diversify their supplier bases and prioritize greater visibility and control across their supply chains. This creates an ideal opportunity for Rebound to serve as a stabilizing partner. Our global reach, proprietary data systems and decades of market expertise mean we are well placed to offer the insight and responsiveness businesses need in uncertain times.

In addition to these global pressures, the introduction of increased U.S. tariffs on a wide range of material is adding further strain. For many organizations, this brings added cost pressures, compliance complexity and potential supply bottlenecks. Rebound is well positioned to support clients through this. Whether it is finding alternative sourcing routes, using our international supplier network to reduce exposure, or advising on strategic stock planning, we help clients navigate tariff impacts with clarity and confidence.

Now more than ever, supply chain resilience is not optional. It is essential. The companies that act decisively, embrace smarter supply chain strategies, and form long-term partnerships will be the ones that come out stronger. At Rebound, we are committed to helping our partners not just weather the storm but thrive through it.



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implement and deploy within weeks. The vendor provided it for makers of health care products in exceptionally high demand. The prospect of getting much more than the typical market value for specific items could raise the likelihood of people trying to counterfeit products.

One major benefit was that this option did not require additional infrastructure or manufacturing changes. The system applies a digital, invisible marking to a product's packaging with a process that applies pseudo-randomly distributed micro-defects to the package's surface. People can then check the packaging for authenticity with a smartphone app.

Using Additive Manufacturing to Stop Counterfeiting
Product makers, supply chain professionals and others are rapidly experimenting with how additive manufacturing could accelerate prototyping and design processes, allow on-site printing of spare parts and more. A less common—but potentially viable—alternative is to apply additive manufacturing as a supply chain security technology.

Researchers developed a way to [conceal magnetic tags bearing authentication details](#) inside hardware made with additive manufacturing. Each tag becomes a permanent and unique identifier, making this marking method potentially superior to alternative tagging methods that could fall off, become unreadable due to wear or tampering or have other shortcomings.

The team designed their approach to work with non-steel metal hardware. They said it does not affect the component's longevity or performance. After the tag is embedded in the part, people can scan it with a magnetic sensor device, such as a smartphone. Part of this group's work involved custom-building a three-axis magnetic sensor to map a component's surface and show which regions a person should scan to check for the anti-counterfeiting measure.

Although this work represents good progress, the researchers wanted to continue developing this innovation to bolster its security. For example, they considered future efforts requiring a person to take

a specific action before being allowed to access the magnetic tag. That dual-level protection would make it especially difficult to replicate or compromise.

Designing an Edible QR Code

All supply chain security technology must be both safe and effective. Safety is critical in consumable products. What if both the product and the anti-counterfeit measure were edible? Researchers created such a possibility with a QR code made from silk. They tested it with bottles of upscale whiskey since such products have a high alcohol content. One of their primary questions was whether the edible QR code would withstand such conditions.

Each edible code has identifying characteristics people can reveal with a scan from their smartphone. The researchers say their work could also apply to the health care supply chain, improving the authenticity of alcohol-containing medications.

The group chose fluorescent silk for the QR code, which is not visible to the naked eye and does not affect how the whiskey tastes. Creating these codes requires collecting the silk from the cocoons of a certain type of silkworm. People use that material to make biopolymers and encode patterns into it to make identifying material.

This edible tag was tested for 10 months and performed well when placed inside various types and price points of whiskey. Tests showed people could easily access the authentication content with their smartphones in numerous lighting conditions. Those results suggest real-world applicability. The team also believed this approach would suit the safety seals on pill bottles and packages.

Fascinating Options for Improving Supply Chain Security Technology

These examples show plenty of possibilities for making supply chains more secure with strategically applied technologies. Succeeding in this area will keep consumers safer while protecting manufacturers' brands and supporting their quality control efforts. ■

NEWPOWER Q&A



What is NewPower doing to differentiate itself in 2025?

Carleton Dufoe, Chief Executive Officer

NewPower continues to set itself apart by delivering innovative, customer-focused solutions that address today's complex supply chain challenges. Through significant investments in technology, infrastructure, and our proprietary EMPOWER™ platform, we provide real-time insights and strategic sourcing solutions. Our financial stability and long-term guarantees give customers the confidence to plan and forecast effectively, while our agility and proactive approach ensure we remain a trusted partner in empowering supply chains worldwide.



What new market trends are you seeing so far in 2025?

Matthew Fonstein, Chief Trading Officer

In 2025, a significant shift is occurring in supply chain management strategies, with customers taking greater ownership of their assurance of supply strategies and reducing reliance on EMS/ODM partners. This trend is driven by several factors:

- Increased supply chain volatility: Recent global events have highlighted the need for more robust and resilient supply chains.
- Desire for greater control: Companies are seeking to mitigate risks associated with over-reliance on third-party manufacturers.
- Regionalization of manufacturing: There's a move towards nearshoring and reshoring to reduce geopolitical risks and improve supply chain resilience.

This shift creates significant opportunities for NewPower to deliver value directly to customers across all commodities. By operating in the unique space between manufacturers, franchise distributors, and end users, NewPower is well-positioned to provide creative inventory management solutions that address these evolving needs.



How bullish/bearish are you for NewPower's business in 2025?

Patrick Deware, Vice President, Strategic Accounts

We are extremely bullish on NewPower's outlook for 2025. Over the past few years, we've consistently achieved record-breaking growth, and the trends we're seeing—such as increased demand for flexible sourcing, regional manufacturing shifts, and innovative inventory solutions—align perfectly with our strengths. Our ability to adapt to market changes, leverage technology, and provide tailored solutions ensures we are well-positioned for continued success in 2025 and beyond. This optimism is further reinforced by significant opportunities in sectors like AI, 5G/10G, automotive, industrial automation, oil & gas, and aerospace & defense, which are driving technological innovation and creating robust demand for high-quality components.



How does NewPower support manufacturers in adapting to supply chain trends like regionalization, resilience, and flexibility?

Jeff Hong, General Manager, APAC

Our global presence, with 14 offices worldwide, allows us to capitalize on the trend toward regionalization of manufacturing by offering flexible inventory solutions and seamless logistics. Our proprietary EMPOWER™ technology gives us a competitive edge, reducing component costs and enhancing PPV with real-time global price matching. As manufacturers focus on supply chain resilience and flexibility, our ability to provide tailored inventory solutions and excess inventory management becomes even more valuable. While acknowledging potential challenges like economic uncertainty and geopolitical risks, our strategic positioning and diverse offerings enable us to mitigate these risks effectively. Overall, NewPower is poised to lead the industry in innovation, adaptability, and customer-focused solutions, setting us up for continued growth and success in the dynamic world of electronic components distribution.

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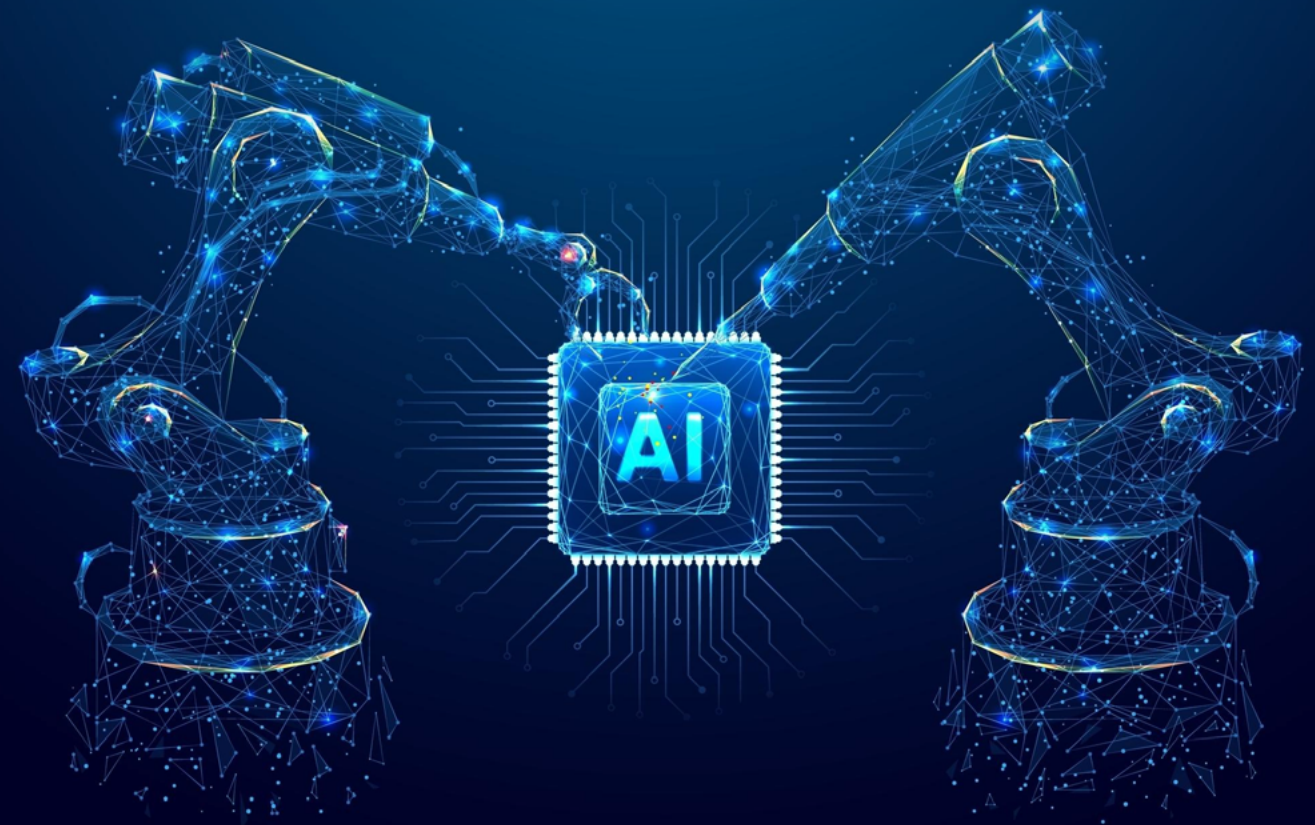
Perfect Parts Corporation has always been more than your average parts supplier. We source and test everything from raw materials to chemicals, copper, electronic components, and much more. Many manufacturers today are struggling to find pure materials and often receive batches that are contaminated. With China owning 80% of all the mines globally, it is important to have a partner with the ability to source, test, and ensure zero-defect products. With a ten-year track record of zero non-conformities, it's no surprise that Perfect Parts has become one of the leading global sources for materials and a top choice for ODMs, OEMs, and OCMs. Perfect Parts has mapped close to four hundred thousand mines globally. We created this software to help manufacturers find raw materials with higher purity levels.

Perfect Parts can help with generating part data and simulation for data modeling in CAD software. By modeling the components, systems, sub-systems, and end-to-end systems, engineers could potentially, in theory, model a B-52 end-to-end in CAD. With our unique and accurate data being used, it will bridge the gaps in digital twin technology from concept to modeling to production. Perfect Parts has AI and ML that uses SM and LM data samples needed to test ML processes on a large scale for part data generation for LLM's, accuracy, simulation, and modeling. Only then can sourcing, testing, logistics support, and standards management be done. Our teams can generate data accurately across sources and millions of datasheets in real-time.

The digital twin technology, which encompasses modeling, sourcing, testing, and design, holds enormous potential to advance programs and projects for those who adopt and master this technology as the foundational steps for appropriate AI and ML advancement and quite possibly the basis of what is utilized as the foundation of AI and ML learning for new AI chip logic. We have successfully deployed AI and ML on both large and small data samples and obtained zero defects post-generation and audit to accurately address the simulation and part generation. With a focus on providing value-added services and advanced web tools, Perfect Parts will change the way you design and procure components for your organization.



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By SUPPLY CHAIN CONNECT EDITORIAL STAFF

Digital Transformation is Top of Mind for Procurement Managers in 2025

A new report reveals just how important advanced options like artificial intelligence, business analytics and the Internet of Things are for today's procurement leaders.

Chief procurement officers (CPOs) are playing an increasingly bigger role in high-level decision-making within their companies, and this higher-profile status is driving procurement teams to seek out digital solutions to some of their most pressing challenges.

In *The 2025 Annual Procurement CPO Report*, ProcureCon unveils some of the top digital transformation trends and issues that are claiming CPO mindshare right now and delves into some of the main issues that are keeping them up at night. Based on input from supply chain, procurement and risk management professionals, the survey revealed a “shift” in the strategic importance of CPOs within organizations.

For example, the majority of respondents (53%) say CPOs are playing a more substantial role in high-level decision-making, up from 46% who said that last year. The survey also highlights the growing emphasis on technology and innovation in procurement, with 66% of respondents identifying the use of artificial intelligence (AI) in procurement processes and decision-making as a “high priority” for CPOs in the coming year.

Key Report Findings

Some of the other findings from the ProcureCon survey include:

- 53% of respondents say procurement becomes involved in the purchasing process once purchasing requirements and specification are defined.
- 66% say leveraging AI in procurement processes will be a high priority for the CPO in the next 12 months, while 55% say the same about improving speed-to-value and return on investment (ROI).
- 64% say their maverick spend key performance indicators (KPIs) have improved over the past 12 months, while 49% say the same about their purchase price variance KPIs.
- 82% have identified or prioritized potential use cases of AI for their procurement teams.
- 90% have considered or are already using AI agents to optimize procurement operations.
- 60% say their CPOs will be one of multiple leaders heading technology initiatives over the next 12 months.
- And, 65% are just “somewhat confident” in their ability to effectively leverage AI over the next 12 months.

Tasked with New Priorities

The modern procurement department faces numerous challenges in its quest to further digitize and automate its operations. It's being tasked with new priorities relating to technology implementation, yet still has to oversee traditional procurement responsi-

(Continued on page 53)



1 What new market trend are you seeing so far in 2025?

As we enter 2025, electronics manufacturers are doubling down on supply chain resilience. In particular, customers in North America and Europe are increasingly favoring distributors that can offer local responsiveness and flexible delivery. We're also seeing sustained demand growth in segments such as industrial automation, AI inference chips, and new energy automotive electronics—driving concentrated procurement of high-reliability components in these areas.

2 How are geopolitical events, the rising costs of business and the labor shortage impacting your organization?

Geopolitical uncertainty has prompted us to strategically strengthen our multi-regional warehousing and delivery capabilities, with a particular focus on accelerating localized operations in North America and Europe. This helps enhance both the stability and resilience of our overall supply network.

Amid continued fluctuations in global logistics costs, we have worked to optimize transportation channels and coordinate regional resources to help reduce the impact on customer lead times and cost predictability. On the workforce side, we continue to invest in automation systems while promoting hybrid work models and cross-regional collaboration—ensuring steady gains in operational efficiency and service responsiveness.

3 What new ESG (environmental, social, and governance) initiatives or plans have you put in place?

This year, WIN SOURCE has made continued progress in both sustainability and supply chain governance. We have long supported environmental initiatives and recently sponsored the “Trees for the Future” program, with plans to continue backing meaningful environmental efforts in the future.

As part of our efforts to support responsible resource use, our Excess Store platform helps customers efficiently manage surplus inventory—reducing waste and encouraging circularity in the supply chain. On the digital governance front, we offer API solutions that allows customers to connect directly with our database—accessing real-time pricing, inventory availability, and product specifications, and submitting inquiries automatically to streamline procurement.



We also partner with universities to support the development of young engineering talent and promote industry-wide knowledge sharing.

4 What other challenges are you working through and how are you overcoming them?

One ongoing challenge is adapting to evolving procurement behavior. Customers are placing smaller, more frequent orders and expecting faster turnaround, which places higher demands on inventory planning and responsiveness. We're continuously refining our inventory structure and regional resource allocation to improve agility and ensure the availability of critical components.

We've also enhanced our in-house digital platform, WinLink Solution Hub, designed specifically to support engineers and procurement professionals. WinLink provides real-time access to inventory, product data, and pricing updates, enabling users to efficiently build BOMs and address sourcing challenges. For complex projects or specific customer needs, we also offer tailored support to ensure our services align with real-world requirements.

5 What do you see ahead for the rest of the year (any new trends, challenges, opportunities, etc.)?

Looking ahead to the second half of the year, we anticipate continued demand growth in AI server infrastructure and automotive electronics. This is likely to create new supply pressures on high-end components such as high-speed connectors and power management ICs.

At the same time, global trade policy remains uncertain. We're responding by investing further in supply chain flexibility and expanding our local service teams—especially in key customer regions—to accelerate responsiveness and reduce risk.

About WIN SOURCE :

WIN SOURCE is a leading electronic components supplier, offering innovative procurement solutions that ensure rapid access to real-time product insights and seamless support for customers worldwide. With a mission to redefine exceptional customer service, WIN SOURCE combines advanced e-procurement systems with a customer-first approach to eliminate delays and simplify global sourcing challenges.

bilities (e.g., sourcing, supplier negotiation and identifying cost-saving opportunities). This balancing act isn’t always easy to achieve, but technology can be an effective enabler.

According to the survey, leveraging AI in procurement processes and decision-making is a core priority for 66% of respondents for the next 12 months. “This strong focus on AI adoption reflects the growing recognition of its potential to transform procurement operations,” ProcureCon says in its report. “CPOs are likely seeing AI as a key enabler for improving efficiency, enhancing decision-making capabilities, and gaining a competitive edge in an increasingly complex supply chain environment.”

Other key priorities that are top of mind for CPOs and supply chain/risk managers:

- 55% of respondents want to improve speed-to-value and ROI for their organizations.
- Delivering on ESG (environmental, social and governance) and sustainability goals was considered a high priority by 48% of respondents and a moderate priority by 46%.
- Nearly all (93%) of survey respondents view reducing operational costs as either “high” or “moderate” priority.

- The survey also revealed that supplier quality rating (26%), supplier risk score (23%), and procurement ROI (22%) were the performance indicators that worsened the most over the past 12 months.

Identifying Useful Technologies

These and other survey results highlight the ongoing challenges in supplier management and performance measurement. “CPOs may need to reassess their supplier evaluation and risk management strategies, as well as how they measure and communicate procurement’s value to the organization,” says ProcureCon, which expects technology selection and implementation to continue being important topics moving forward.

“Not only does the [procurement] function play a role in identifying useful technologies,” it adds, “but it can also provide insights into how key technologies can transform the business, as well as their procurement processes.”■

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Q&A

UniBetter®

1. What new market trend are you seeing so far in 2025?

In 2025, AI servers, data centers, robotics, and new energy vehicles (NEVs) are driving explosive growth. As a leading electronic components distributor, we see these trends anchored in semiconductor innovation:

AI Servers: Surging demand for FPGAs requires agile supply chain solutions—a core strength of our global partner network.

Data Centers: Liquid cooling adoption (40% cost savings) aligns with our expertise in sourcing high-efficiency power modules and thermal management components.

Robotics: LLM-driven automation relies on edge AI chips, where our rapid prototyping support accelerates time-to-market.

NEVs: China’s 60% global NEV dominance hinges on localized AI chips, which we enable through our 7000+ global partnerships.

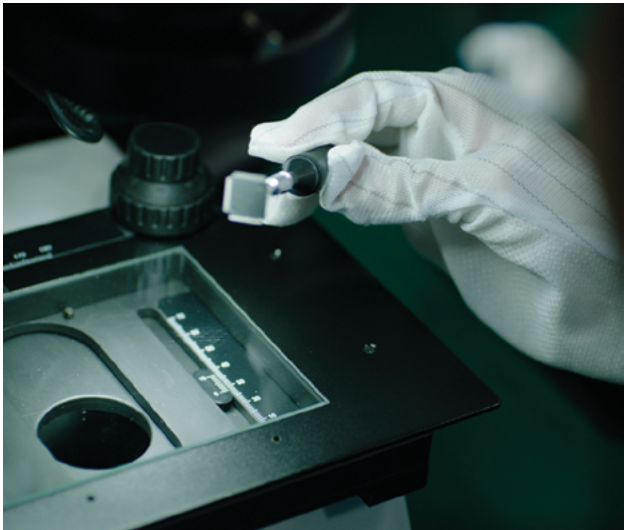
Our advantage lies in cross-industry scalability, ensuring clients access cutting-edge chips while mitigating shortages and cost volatility.

2. Where do the opportunities lie right now and how is your company leveraging them?

Currently our customers are facing significant cost pressures and extensive new product development, we remain dedicated to delivering cost down solutions through rigorous cost control measures. Our approach is primarily characterized by leveraging our advanced SAP system to efficiently facilitate cross-over solution and supply chain optimization. For new product development, we provide one-stop procurement service, ensuring a rapid 2-hour quotation turnaround and a 24-hour shipping commitment.

3. What specific challenges are you facing due to the new tariffs?

The new tariff policy is expected to lead to revenue reduction for export-oriented enterprises and a subsequent decline in demand. Clients may face direct cost increases, necessitating continuous efforts to optimize supply chains and achieve cost efficiency, while simultaneously improving customs clearance efficiency. Additionally, exchange rate fluctuations triggered by the policy will disrupt standard price calculation. To address tariff-related challenges prudently, enterprises must prioritize in-depth policy analysis and establish agile processes to identify tariff-impacted product categories—a task that presents significant operational complexities.





By SUPPLY CHAIN CONNECT EDITORIAL STAFF

5 Top B2B Procurement Challenges and Trends for 2025

A new Amazon Business report explores procurement's growing role in overall corporate strategy and the key challenges buyers are facing in these increasingly vital roles.

Once viewed as a purely operational necessity focused on cost reduction and ensuring supply, procurement has stepped into the strategic spotlight and is impacting overall corporate strategy and growth. No longer a back-office function, procurement continues to become a critical driver of competitive advantage, innovation and sustainable growth.

Amazon Business explores procurement's increasingly-important role—and the challenges that come along with it—in its new [2025 State of Procurement Data: The Smart Business Buying Report](#). The report delves into the top 2025 business imperatives with a focus on B2B procurement. Here are five top findings from it:

1. There are roadblocks and historical stereotypes to break through. While over half of respondents (59%) to Amazon Business' survey expect their 2025 procurement budgets to grow, many still struggle to overcome perceptions that pro-

curement isn't a strategic organizational function. Longstanding challenges may hamper innovation and include efficiency and complexity; costs and budgets; and supplier relationships, each of which presents a barrier to evolving procurement's impact in the year ahead.

2. There's room for optimization. The survey respondents almost universally agree that there's room for optimization in their procurement operations. "To support operational enhancements, it will be key to generate stronger data, insights, and analysis over the next year or two, according to 64% of decision-makers and 73% of senior leaders," Amazon Business says in the report. "The increasing importance and visibility of AI-powered experiences and data analytics practices highlight the sector's shift toward a more proactive and value-added role in driving organizational growth and resilience."

3. Supplier partnerships rule. Procurement

(Continued on page 57)

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teams’ ability to focus on strategic goals while staying compliant hinges on having suppliers prepared to act as true partners. Many procurement teams are turning to external support to manage complex operations: 72% for strategic activities, 66% for transactions and 46% for tech support. “However, some of procurement’s biggest challenges also stem from the suppliers to which they outsource,” the report notes, “specifically, suppliers’ inability to support digital procurement and a lack of clear communication and support from suppliers.”

4. Impactful purchasing rises in importance.

Amazon Business says new procurement priorities are emerging, driven by digital transformation and the need for stronger collaboration between procurement and other business units. Responsible purchasing remains top of mind, it adds, with a clear majority of decision-makers (80%) saying their organizations have mandates or goals for working with certified suppliers. “Respondents are most interested in funneling even more purchases to suppliers that follow sustainable practices, followed by local and small businesses,” the report says.

5. Supply chain disruptions remain top of mind.

According to the report, supply chain disruptions and delays are top concerns for procurement professionals right now, with one-third of respondents identifying these issues as a “major risk.”

Survey respondents also point to increased competition and inflation as key challenges over the next two years. “Additionally, new regulations and laws present ongoing hurdles that procurement teams must navigate,” Amazon Business says, “further complicating their efforts to build resilient supply chains.”

Other Key Points of Concern

Digital transformation is another point of concern for procurement departments. The proliferation of AI, difficulties integrating new technologies with existing systems and cybersecurity threats are all rising concerns. “In fact, cybersecurity is now considered one of the top risk factors alongside inflation,” it adds, “as organizations recognize the increasing vulnerability of their digital procurement infrastructures.”

According to the 2025 State of Procurement Data report, today’s procurement teams navigate both traditional and new challenges, such as supplier relationships and technological adoption, while aiming to streamline operations overall. “Insights from nearly 3,500 leaders indicate that digital transformation and AI-powered data analytics are central to achieving operational efficiency and strategic impact,” Amazon Business says. “However, a lack of full inclusion in top-level decision-making forums highlights an opportunity for procurement to further elevate its organizational influence and impact.” ■

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ADI American Distributors

ADI American Distributors has been providing electronic Components, EMS services and logistics solutions for the aerospace, defense, medical, industrial, and marine industries for more than 36 years. We stock millions of electronic components on three continents for distribution to integrated global supply chains worldwide. We also specialize in EMS services and can deliver high or low-volume, high-reliability, and high-mix orders of high-quality products on time. Our ability to fulfill legacy products orders means our customers can maintain reliable systems and component inventories without seeking multiple vendors.



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Headquarters: Randolph, NJ
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TOP 50 GLOBAL Electronics Distributors



Company	Locations	Employees	Founded	Headquarters	2024 Global Revenue
1. Arrow Electronics, Inc.	140	21,520	1935	Centennial, CO	\$27,923,324,000
2. WPG Americas Inc.	63	5000	2005	Scottsdale, AZ	\$27,400,000,000
3. Avnet	250	15,462	1921	Phoenix, AZ	\$23,757,000,000
4. Wesco **	50 countries	Approx. 6700	1922		\$8,500,000,000
5. TTI, Inc., Consolidated	150	9300	1971	Fort Worth, TX	\$7,860,000,000
6. Future Electronics *	160	5,500+	1968	Pointe-Claire, QC Canada	N/A
7. DigiKey	14	4,715	1972	Thief River Falls, MN	\$3,500,000,000
8. Smith	25	900	1984	Houston, TX	\$2,600,000,000
9. NewPower Worldwide	14	155	2014	Nashua, NH	\$2,255,000,000
10. Newark Farnell	-	3300	1934	Richfield, OH	\$1,476,000,000
11. Heilind Electronics	-	-	1974	Wilmington, MA	\$1,146,379,000
12. Master Electronics	17	652	1967	Phoenix, AZ	\$593,000,000
13. WIN SOURCE ELECTRONICS	13	318+	1999	Shenzhen, China	\$568,000,000
14. FDH Electronics	9	700	1970	Oklahoma City, OK	\$382,000,000
15. bisco Industries	52	630	1973	Anaheim, CA	\$375,800,000
16. RS Americas	-	9000+	1937	Fort Worth, TX	\$369,000,000
17. Rochester Electronics, LLC *	19	800+	1981	Newburyport, MA	Privately Held
18. Transfer Multisort Elektronik (TME)	12	1500	1989	Łódź, Poland	\$303,031,506
19. Powell Electronics	8	240	1946	Swedesboro, NJ	\$300,000,000
20. PEI-Genesis *	22	800+	1946	Philidelphia, PA	Privately Held
21. Shenzhen Unibetter Technology Co.,Ltd.	7	244	2009	Shenzhen, China	\$240,000,000
22. Shenzhen Shengyu Electronics Technology Limited	4	-	2016	ShengZhen, China	\$235,211,831
23. Richardson Electronics, Ltd.	24	427	1947	LaFox, IL	\$226,000,000
24. Rand Technology	9	300	1990	Irvine, CA	\$200,000,000
ARS Electronics Company Ltd.	10	220	1998	JiNing, China	\$200,000,000
25. Chip 1 Exchange	18	550	2001	Neu-Isenburg, Germany	N/A
26. Galco Industrial Electronics	-	243	1975	Madison Heights, MI	\$168,286,000
27. Astute Electronics Ltd.	22	395	1989	Stevenage, United Kingdom	\$165,000,000
28. Flying Technology Co., Ltd.	10	270	2010	Hong Kong, China	\$150,000,000
Alantys Technology	14	230	2001	Argenteuil, France	\$150,000,000
29. ICSOLE TECHNOLOGY LIMITED	3	95	2016	Shenzhen, China	\$135,000,000
30. Cytech Systems Limited	6	120	2013	Hong Kong, China	\$125,000,000
31. Flame Enterprises	2	62	1969	Chatsworth, CA	\$120,000,000
32. ÖZDİŞAN ELEKTRONİK A.S.	6	315	1980	Istanbul, Turkey	\$118,000,000
33. Hughes-Peters	8	160	1921	Dayton, OH	\$113,000,000
34. Marsh Electronics	8	138	1935	Milwaukee, WI	\$98,466,444
35. Flip Electronics	4	100	2015	Alpharetta, GA	\$95,600,000
36. Ample Solutions	8	286	2008	Singapore	\$90,000,000
37. Steven Engineering	3	119	1975	South San Francisco, CA	\$88,595,000
38. Rebound Group	40	405	2003	Newbury, United Kingdom	\$88,538,651
39. Anglia Components Plc	1	140	1972	Cambs, United Kingdom	\$87,000,000
40. All Tech Electronics, Inc.	2	36	1993	Hawthorne, NY	\$85,300,000
41. Classic Components Corporation	20	140	1985	Torrance, CA	\$80,000,000
42. Brevan Electronics	2	63	1983	Nashua, NH	\$78,300,000
43. Falcon Electronics	3	19	1994	Commack, NY	\$62,700,000
44. Air Electro Inc.	1	85	1952	Chatsworth, CA	\$57,000,000
45. Area51 Electronics	4	61	1999	Irvine, CA	\$56,243,180
46. IBS Electronics	10	150	1980	Santa Ana, CA	\$54,000,000
47. NASCO AEROSPACE & ELECTRONICS	1	30	2021	St Petersburg, FL	\$53,074,179
48. THJ(HK) TECHNOLOGY LIMITED	3	-	2012	Shenzhen, China	\$52,000,000
49. Freedom USA	4	52	1999	Odess, FL	\$48,000,000
50. Supreme Components International Pte Ltd	14	75	2001	Singapore	\$44,995,406

* Publisher's Estimate ** Wesco's 2024 Annual Report

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