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## **DISTRIBUTOR & SUPPLIER FOCUS: GLOBAL OBSOLESCENCE SOLUTIONS**



a ROCHESTER ELECTRONICS  
INDUSTRY PUBLICATION HIGHLIGHT ARTICLE

# GLOBAL OBSOLESCENCE SOLUTIONS

Electronic technology continues to accelerate. The up-side is faster, more capable systems. The down-side is that semiconductor manufacturers need to constantly assess their products and discontinue those with decreasing volume

Every year the amount of end-of-life (EOL) notices rises significantly and will continue as newer technologies are developed. What about systems that cannot be so easily redesigned with the latest technology? The cost of redesign and/or recertification can be staggering. How can an electronics OEM properly manage its bill-of-materials for products entering the EOL and aftermarket cycles?

OEMs face an array of challenges:

- Being properly alerted when an EOL notice is issued
- Assessing EOL part alerts to their BOMs
- Having the financial means to place an EOL buy
- Managing EOL inventory in their facilities
- Ensuring proper inventory management, storage and handling

In many cases, OEMs do not have the financial capability to place an EOL buy or they are not alerted that a device on their BOM has been



Rochester has over two billion finished devices in stock and ready to ship [www.rocelec.com](http://www.rocelec.com)



Rochester manufactures over 20,000 device types

discontinued. Once products are no longer available from standard distribution, OEMs sometimes turn to brokers, also known as independent distributors, to source products. Unfortunately, this can be fraught with problems, including substandard products with quality issues and counterfeit products, which cannot be completely visually inspected or verified. The bottom line is that unless product is purchased from a manufacturer's authorised distributor or direct from the manufacturer, you cannot assure traceability, certification and product quality.

The good news is that many manufacturers have an authorised obsolescence solution to support their customers continuing aftermarket requirements for discontinued products. Rochester Electronics has been contractually authorised by over 40 manufacturers, including AMD, Analog Devices, Fairchild, Freescale, Intel, Infineon, Intersil, National, Texas Instruments and many more.

Rochester boasts the world's largest in-stock inventory of semiconductors. Over two billion finished devices and over 10 billion die in stock, all 100 per cent traceable and certified by the original manufacturer. Rochester offers continuing manufacturing of over 20,000 part types, in a variety of package styles and tested to commercial, industrial, military and space level flows. Product availability can be checked online or by calling the company's sales professionals.

- Only authorised obsolescence distributor/manufacturer
- Largest in-stock inventory, two billion and growing
- All product, 100 percent traceable and OEM certified
- Largest aftermarket manufacturer, over 20,000 part types
- Long term supply solutions for EOL purchases and inventory management
- Re-creation design group of critical products
- Worldwide customer support

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