

Delivering Smarter Commerce



B2B E-Commerce Interaction Levels and Innovations

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Agenda

- Market Perspective
- Interaction Levels
- Innovations & Examples

B2B Commerce is unique..

“There is **no one-size-fits-all application** for B2B commerce. Even within a specific industry, there can be factors that would affect the decision to choose one e-commerce strategy over another”

– *AMR Research, 2008*

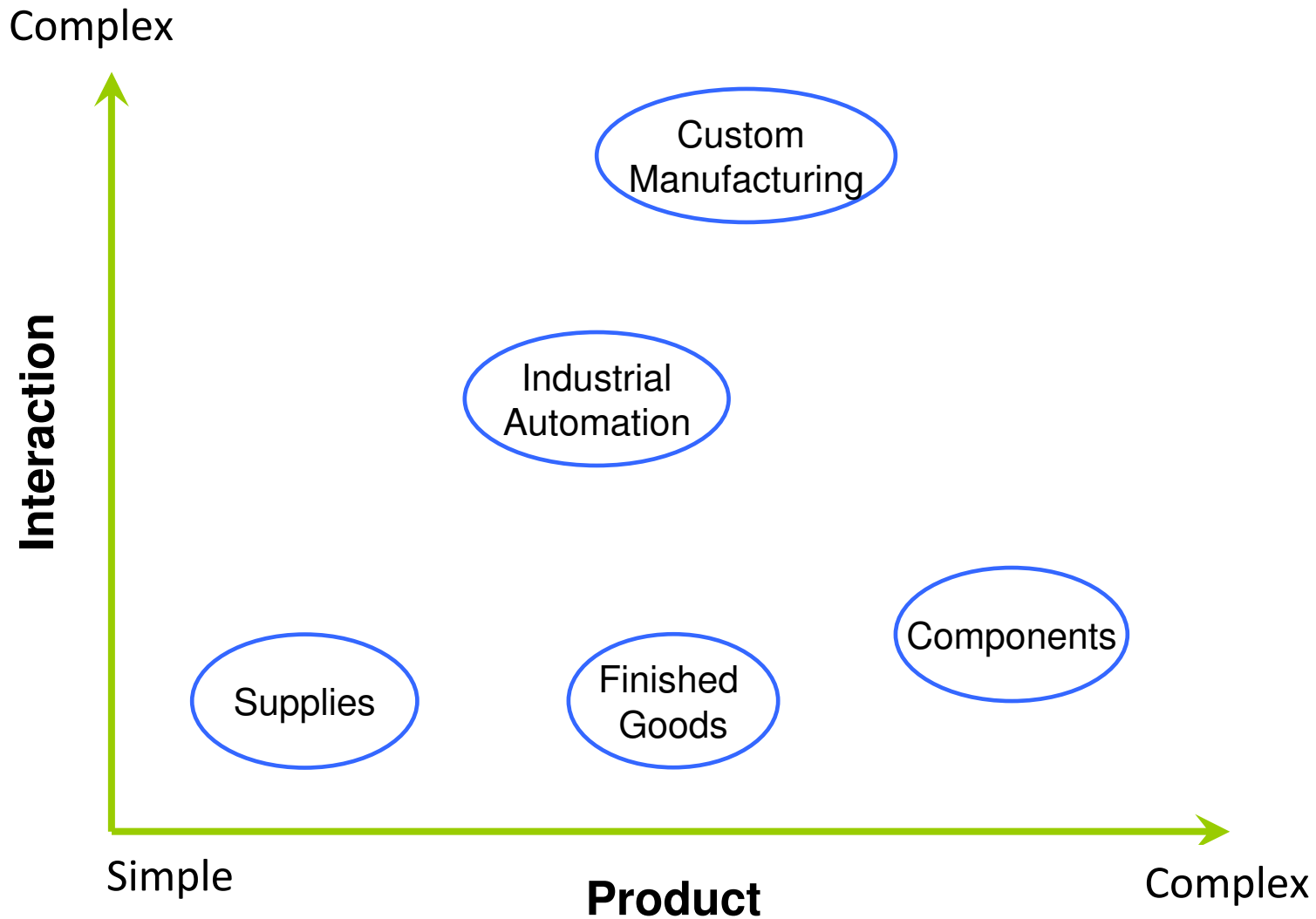


Factors Driving B2B Commerce Strategy

- **What** products you sell?
- **Who** do you sell to / through?
- **Where** do you sell?
- **How** do you sell?
- **Which** systems you integrate with?



Product and Interaction

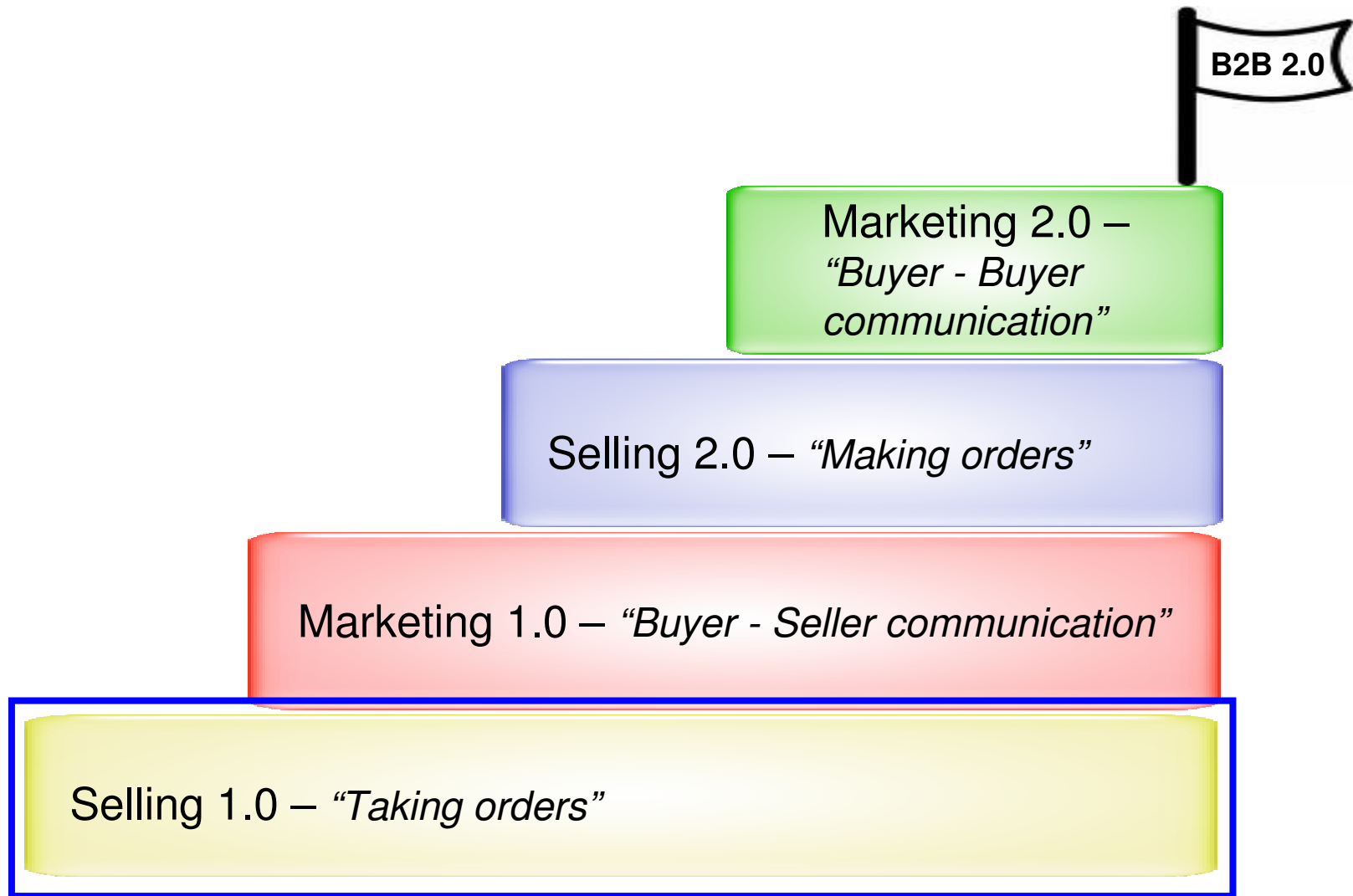


Focus on Interaction

“B2B companies that expect to continue to **differentiate purely on products are going the way of the dinosaur** — soon to be extinct.” — *Forrester Research*



B2B Commerce Interaction Levels



Selling 1.0 – “Taking Orders”

- Make it easy
- Educate buyers
- Attract with incentives



Making it easy to find products

FIND LAWSON HERE
Fleet Garages

Electrical Lights

- Plugs and Connectors
- Cord Reels
- Work Lights

Fleet Maintenance

- Circuit Protection
- Electrical
- Chemicals
- Fleet Lighting
- DOT Fittings
- Cutting Tools
- Stationary Maintenance

Oxygen/Acetylene Torches

- Work Order Assistance

Chemical Management

- Aerosol Racks
- Safety Cabinets
- Absorbents
- Personal Protection Equipment (PPE)
- Containers

Hydraulic Station/Crimper

- Hoses
- Fittings
- Adapters

Chop Saw/Abrasives

- Blades
- Finishing Accessories

Fastener Bin

- Range Bolts
- Floorboard Screws
- Fasteners
- Rivets
- Socket Products
- Bolts

Wheel & Rim

- Studs
- Brake
- Weights
- Nuts
- Valve Stems
- Patches

Pneumatic Line/Compressor

- FRL
- Fittings
- Air Tools
- Hoses
- Couplers & Plugs

Floor Care

- Cleaners
- Pressure Washer
- Patching
- Coatings

Tool Storage

- Mechanic's Hand Tools
- Wrenches
- Files & Cutters
- Screwdrivers

LAWSON Products

HOME ABOUT US PRODUCTS SHOP ONLINE CONTACT US FAQ MSDS SHIPPING SERVICES

REGISTER

Product Categories

- bolts
- hex head cap screws
- miniature fasteners
- nuts
- screws
- socket products
- washers

FASTENERS

Fasteners are an integral component of any maintenance operation. At Lawson we realize that fasteners are often subjected to extreme conditions. From every day repair needs to the most demanding problems, our wide selection of standard and Signature Series fastening systems is the solution to improved productivity and reduced downtime.

FEATURED Products

Stainless Steel Sockets and Anti-Seize Products

Stainless Steel Socket Head Capscrews Industrial Use Lubri-Temp Anti-Seize Food Services Glyde

Stainless Steel Flat Head Sockets Stainless Steel Button Head Sockets Stainless Steel Set Screws

Additional sizes have been added to the full offering of stainless steel standard sockets, flats, buttons, and set screws. **Stainless steel sockets** are used in a variety of industries including food services, maritime, petro-chemical and other highly corrosive environments. To assist in proper installation, you can partner **Lubri-Temp anti-seize** for industrial applications or **Glyde anti-seize** for food grade applications.

- Cathodes
- Writing Accessories

Educating Buyers

GET STARTED DEMO

The screenshot shows the Lawson Products Inc. website interface. At the top left is the Lawson logo. To its right is a 'Virtual Catalog (PDF)' icon. Further right is a search bar with 'part number' and 'keyword' fields and a 'GO' button. Below the logo is a navigation menu with links: HOME, ABOUT US, PRODUCTS, SHOP ONLINE, CONTACT US, FAQ, MSDS, SHIPPING, SERVICES. A 'LOG OFF' button is also present. A dropdown menu is open under 'PRODUCTS', listing: Company Profile, Press Releases, Media Relations, Investor Relations, and Website Features (highlighted with a red arrow). Below the navigation is a banner for 'Lawsonproducts.com' with the tagline 'The Right Part...at the Right Place...at the Right Time'. To the right of the banner is a 'QUICK ORDER PAD' with three rows of input fields for '# Pkgs.' and 'Part No.', and 'ADD TO CART' and 'MORE ITEMS' buttons. Below the banner is a 'PRODUCT FEATURES & SPECIALS' section with three product cards: '5 Piece Gear Wrench' (Part No: 16327), 'Throttle Body Cleaner' (Part No: 16403), and 'Pocket Thermometer' (Part No: FA5112). On the right side, there is a 'GSA Federal Government Register to Shop Online' section with links for 'Something Specials', 'Emergency Preparedness', and 'MSDS Sheets'. At the bottom right, there is a sign-up form for a 'FREE e-Newsletter' with an input field and a 'GO' button.

Training Videos

MyAerospace Service Center Ordering Training

Honeywell

MyAerospace eGain Training

Outline	Thumb	Notes	Search
Slide Title			Duration
▶ Slide 1			00:07
Objectives			00:24
Log Into MyAerospace			00:17
Slide 4			00:31
Apply for a Honeywell...			00:07
Email Confirmation			00:19
Verify ID and Passwo...			00:24
Access My Account			00:08
Personal Information			00:17
Address Information			00:07
Tools Access			00:11


7 Minutes 11 Seconds Remaining

Slide 1 / 24 | Stopped 00:00 / 00:07

Offer Incentives

First time to the site?

Do you already have an online account with Us? If so, you'll need to contact the primary owner of the account, to create a personal account for you. If you already have this information then please log in above to access the site. Still have questions? Please contact our customer service department at (800) 548-8043. Our Customer Service hours are: 8:00 a.m. to 5:30 p.m. Monday thru Friday.



WIRTZ BEVERAGE ILLINOIS


thank you
for placing your
4TH order

\$10.00

COUPON

Receive \$10.00
off your Fourth
order placed on the web

Are you new to the site? If your place of business does not have an online account currently established with us, then please continue to create an account by clicking the button below. The process is quick and easy. You will need your customer number [what's this?](#) and an invoice number from the last 90 days [what's this?](#) to create the account.


CREATE ACCOUNT

Try Points, Freebies, etc.

Product Specials

Save Money! Earn points for credit when you buy online!

Spend \$1,000.00 online* and earn 250 points that can be redeemed for credit towards your account!

Start earning points now!

[Login Now!](#) | [Not a registered user? Sign up!](#)

PROMOTION TERMS: Offer valid from April 20, 2009 through December 31, 2009. Online order must be a total of \$1,000.00 or more to qualify for points. Points may only be redeemed for credit. Points may be redeemed from June 2009 through December 31, 2009. Questions? Contact: Margaret Mahoney



FREE USB Travel Kit

If you're one of the first 50 customers to place an online order of \$100 or more!

Keep your laptop connected anywhere! Kit includes:

- o USB Optical Travel Mouse
- o 4 Port Slim Hub
- o VoIP Microphone
- o AM-A/F, Mini 5P and RJ-45



Enter campaign code W509 at checkout.

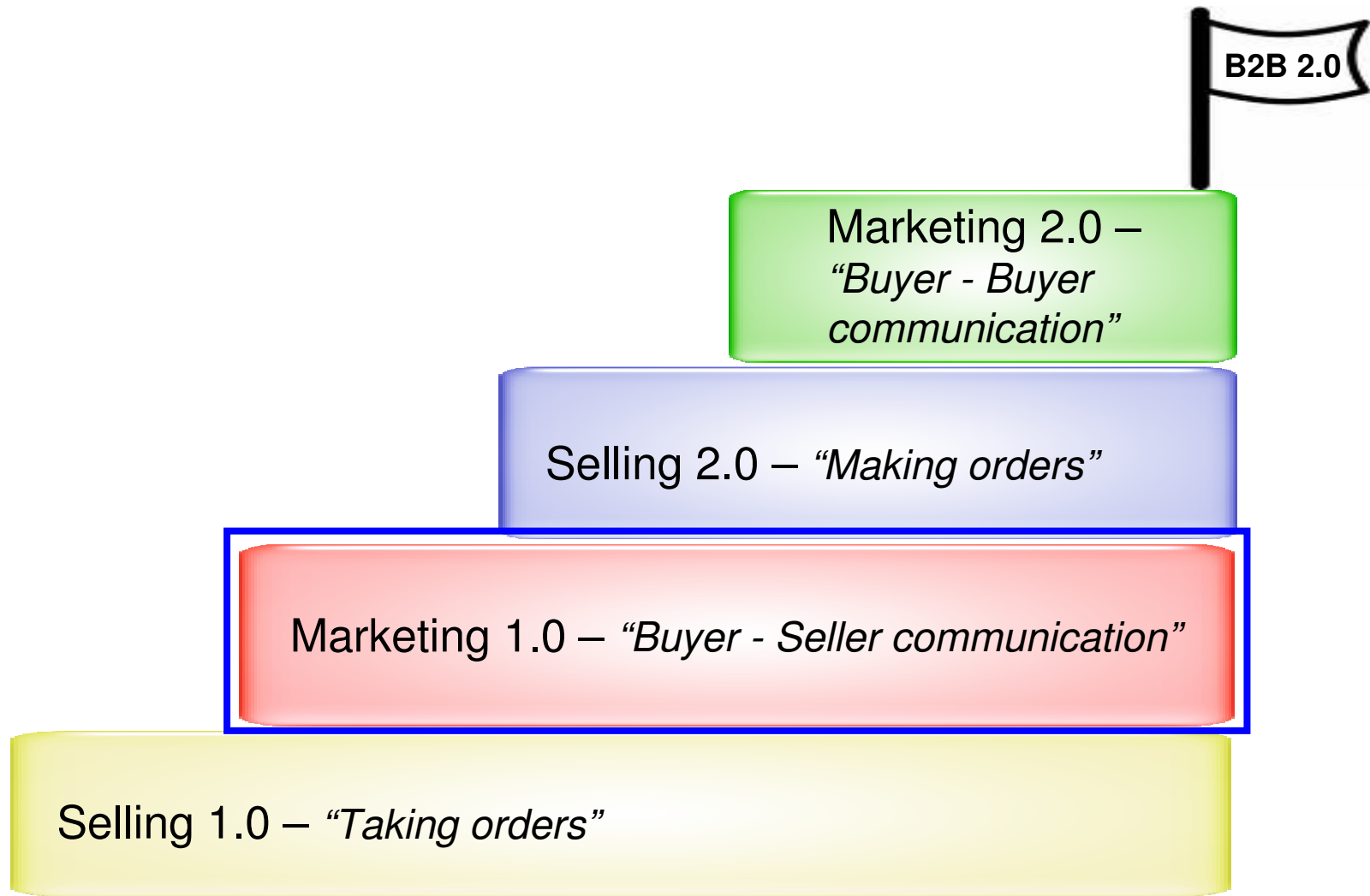
More Discounts

The screenshot shows the Conney Safety website interface. At the top, there is a navigation bar with contact information (Ph: 800.356.9100, Chat Live, Open 7am-7pm CT M-F) and user options (Login/Register, Cart 0 Items). The main header features the Conney Safety logo and three key benefits: "EASILY COMPARE FEATURES & PRICES", "SAME DAY SHIPPING", and "100% PRICE PROTECTION". Below this is a secondary navigation bar with links for Blog, Products, Free Catalog, Contact Conney, Customer Service, Safety Resources, Ask the Experts, and GSA.

The main content area is divided into two columns. On the left is a "PRODUCT SEARCH" section with a "QUICK ORDER" tab. It includes a search form with fields for "Item #", "Keyword", and "Category", and a "Search" button. Below the search form is a "BROWSE PRODUCTS" section with a list of categories: View All Categories, New Products, Direct Safety Brand Products, First Aid, Eye Protection, Hearing Protection, Head Protection, Respiratory Protection, Hand Protection, Protective Safety Clothing, and Arc Flash.

The right column features a "Current Promotion" banner. The banner is framed by a blue border and contains the text: "25% OFF YOUR ORDER OR 30% OFF YOUR ONLINE ORDER". To the right of the text is an image of various safety equipment, including a yellow caution sign, a fire extinguisher, a hard hat, and a "NO PARKING" sign. Below the banner, the promotion details are listed: "PROMO CODE: J02GW", "2 Days Only!", "Tuesday, July 1 - Wednesday, July 2", "Use Promo Code: J02GW to receive your discount", and "No minimum order required".

B2B Commerce Interaction Levels



Marketing 1.0 – “Buyer - Seller Communication”

- Serve different buyer personas
- Offer programs and services
- Engage with buyers



Serving the Personas

TOOLS BY TRADE

Quick Select:

Because of its commitment to superior quality and heavy-duty construction, Milwaukee products are made to meet the extreme demands of the professional user (electricians, HVAC, plumbers and general contractors). The innovation, quality and durability built into every tool also make Milwaukee products the best value in the industry, by far.



SUB-SCANNER™ M12™ Cordless Detection Tool and M12™ Screwdriver Combo Kit

The 2290-23 M12™ cordless 2-tool combo kit includes the

[+ View Details](#) [BUY NOW](#)



ELECTRICIAN

▶ Electrician's Top Tool Choices



PLUMBER

▶ Plumber's Top Tool Choices



HVAC TECH

▶ HVAC Tech's Top Tool Choices



GENERAL CONTRACTOR

▶ General Contractor's Top Tool Choices



MECHANICAL CONTRACTOR

Offer Solutions and Services

Ph: 800.356.9100

Chat Live



CONNEY SAFETY

EASILY COMPARE FEATURES & PRICES | SAME DAY SHIPPING | 100% PRICE PROTECTION | COMPLETE LINE OF SAFETY PRODUCTS IN STOCK

Blog | Products | Free Catalog | Contact Conney | Customer Service | Safety Resources | Ask the Experts | GSA

PRODUCT SEARCH | QUICK ORDER

Enter Conney Item #, Direct Safety Item #, or Customer Item # and click "Search"

Item #

To search by keyword, first enter your keyword(s) then select product category (if known) and click "Search"

Keyword

Category

Search Tips

Ask Our Safety Experts:

- How do I get the most out of my safety budget?
- Which items should I include in my safety program?
- Is my business in compliance with OSHA regulations?

We Have the Answers

CONNEY COMPLIANCE SOLUTIONS
ON-SITE SAFETY AND ENVIRONMENTAL SERVICES

[CLICK HERE FOR MORE INFORMATION](#)

Reduce Costs with Conney Safety!

As the largest specialty distributor of safety and first aid supplies in the United States, Conney Safety is unique in our ability to help you reduce costs. Click here to find out how.

CONNEY SAFETY BLOG

30% OFF
YOUR ONLINE ORDER
USE CODE: J02GW

SUMMERTIME SAVINGS
GET A FREE COOLER WITH YOUR PURCHASE OF ELECTROLYTE DRINK MIX!
[CLICK FOR DETAILS](#)

WE HAVE VALVELESS N95 RESPIRATORS IN STOCK
INFLUENZA PREPAREDNESS

Become an industry expert

AVNET
electronics marketing

Support Across The Board™
1-800-408-8353

Home | **Design** | Services | My Account | About Avnet

Home | Line Card | Design Resource Center | Training/Events | Special Offers | Publications | Featured Products

EM Home Design

MAXIM
INNOVATION DELIVERED™

Maxim High-Brightness LED Design Solutions Seminar

View event details and register >>

Seminar Oct 2009

1 2 3 4 5 6 7

SPEEDWAY
DESIGN WORKSHOPS

Avnet SpeedWay Design Workshops™

These workshops provide hands on labs with real hardware and deep technical presentations to assist you in accelerating your learning curve.

View All

ON-RAMP
TECHNICAL SESSIONS

On-Ramp Technical Sessions™

Live, solutions oriented presentations and demonstrations conducted by Avnet subject matter experts on-site at your facility.

View All

BEHIND THE WHEEL

Behind the Wheel Product Demonstrations

On-demand development kit presentations highlight features, benefits, and technical specifications.

View All

Engaging with buyers

The screenshot shows the Fisher Scientific website interface. At the top, there is a navigation bar with the Fisher Scientific logo and links for 'SCIENTIFIC', 'SAFETY', 'HEALTHCARE', and 'SCIENCE EDUCATION'. A login section includes fields for 'Username:' and 'Password:', a 'LOG IN' button, and links for 'New User?' and 'Forgot Password?'. Below the navigation bar, there are links for 'Scientific Home', 'Browse by: Product - Supplier - Application', 'Help', 'Order Catalogs', 'MSDS', and 'Part of Thermo Fish'. On the left side, there is a 'Search' box with a 'Submit' button and a 'Custom Oligos' link. Below the search box, there is a 'Features' section with a list of links: Blue Crew, Clearance Center, How Blue Is Your Lab?, New Lab Start-Up Program, New Literature, New Products, New Suppliers, Promotions, Technical Webinars, and Think Green. Below the features section, there is a 'Products and Services' section with a list of links: Biofuels, Chemicals, Chromatography, Cleanroom, GSA Schedule, Food Diagnostics, Integration Services, LC/MS, Managed Services, and Request Product Catalog. The main content area features a large banner titled 'Show off your puzzle skills!' with the text 'Rearrange the puzzle pieces to create a product image. Then, register to win:'. Below this, there are two options: 'Electrophoresis Bundle' and 'Fisher BioReagents Bundle'. The banner also includes a cartoon character, Dr. Seymour Blue, and a grill. Below the banner, there is a section titled 'Where in the World Is Dr. Seymour Blue?' with text describing a photo contest where users can win a window cling by submitting a photo of Dr. Seymour Blue at a location. A hand is shown holding a window cling with Dr. Seymour Blue and the text 'blue is good' and 'Fisherbrand' in front of the Golden Gate Bridge. At the bottom right, there is a link for 'Get prize details »' and another link for 'Play the Slider Puzzle game and register to win »'.


Puzzle

Photo Contest

Promoting your brand



FREE Sporksball!



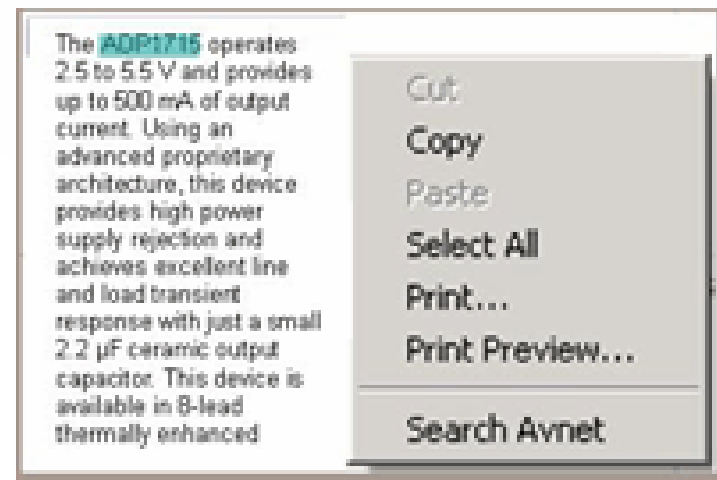
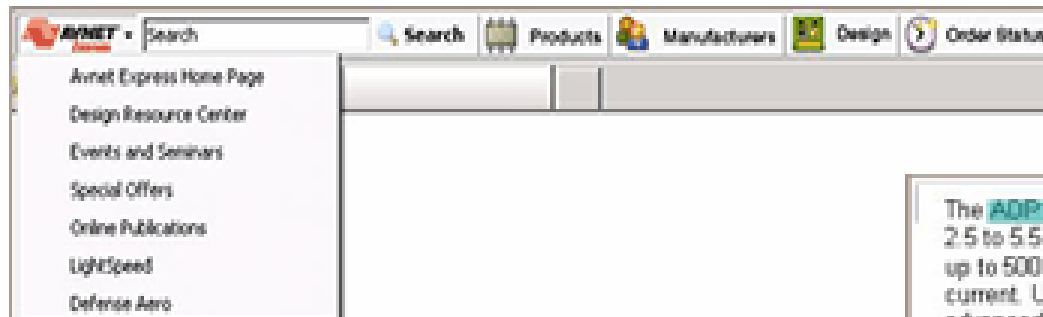
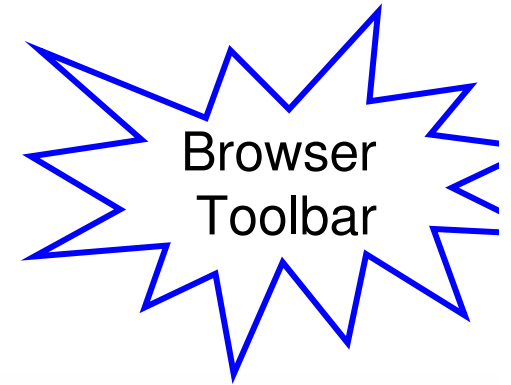
Yours with any \$350 order!
Use Squeal Deal Code PASS.
[Learn More!](#)

FREE Gift!



Yours with any \$350 order!
Use Squeal Deal Code USSP.
[Learn about this free gift!](#)

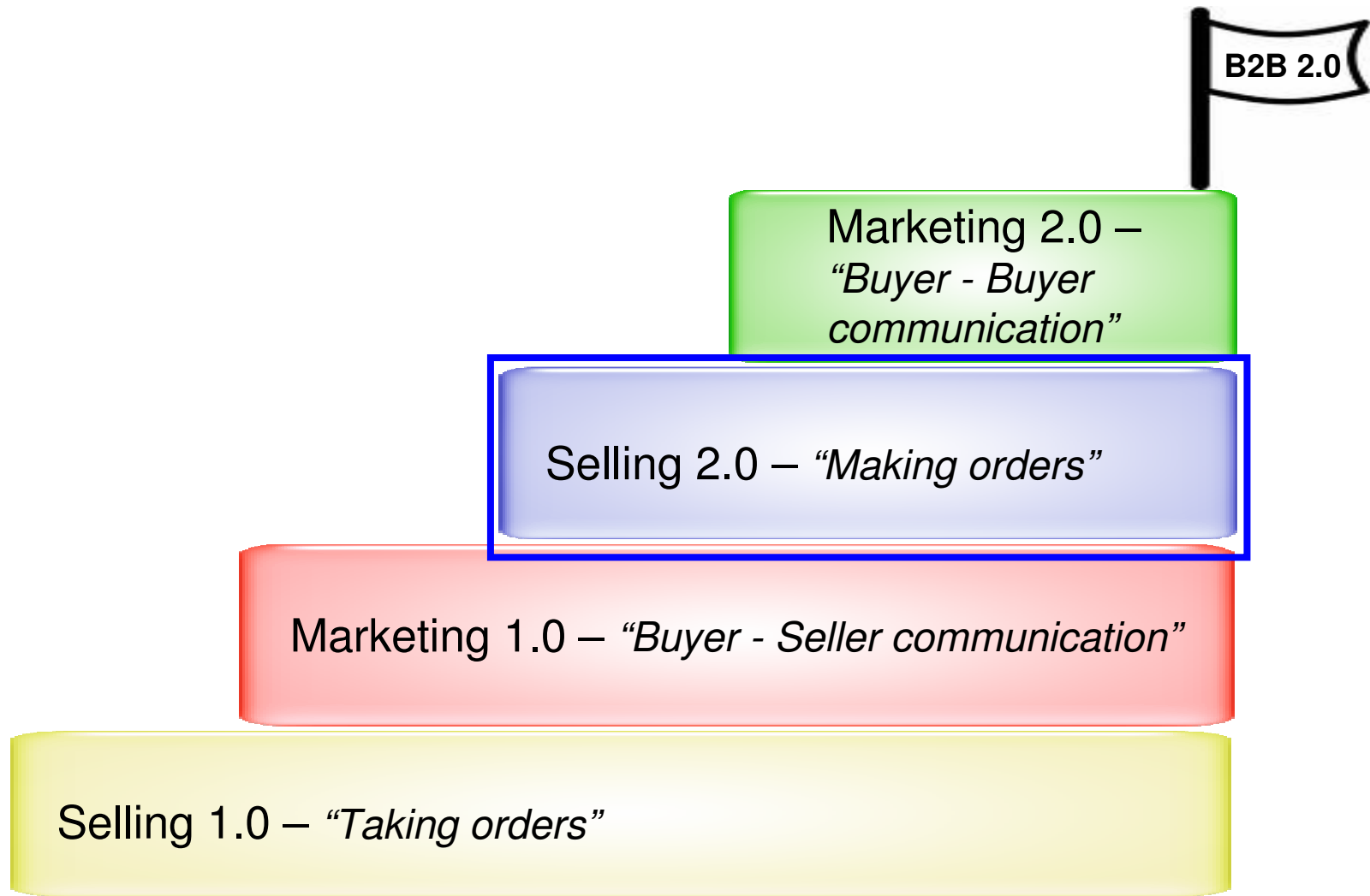
Differentiating your brand



What are you doing that is unique?



B2B Commerce Interaction Levels



Selling 2.0 – “Making Orders”

- Offer promotions
- Run campaigns
- Develop new sales channels



Buy Two, Get One Free



BUY TWO, GET ONE FREE

Thermo Scientific HyClone Media



Your search for a great deal is over! [Learn about the latest Thermo Scientific HyClone Media Promotion *](#)

BOGO and Seasonal Promotions

Support Breast Cancer Research

Lab Coupons

Heat Stress

2009 ARRA Stimulus

Buy one case of Best Glove's Pink Exam Gloves, get one box FREE!

A portion of the proceeds will be donated to benefit breast cancer research.

Learn More »

Support Breast Cancer Research

Lab Coupons

Heat Stress

2009 ARRA Stimulus

Heat Stress

It's hot! Stay cool with great deals on hot weather safety products.

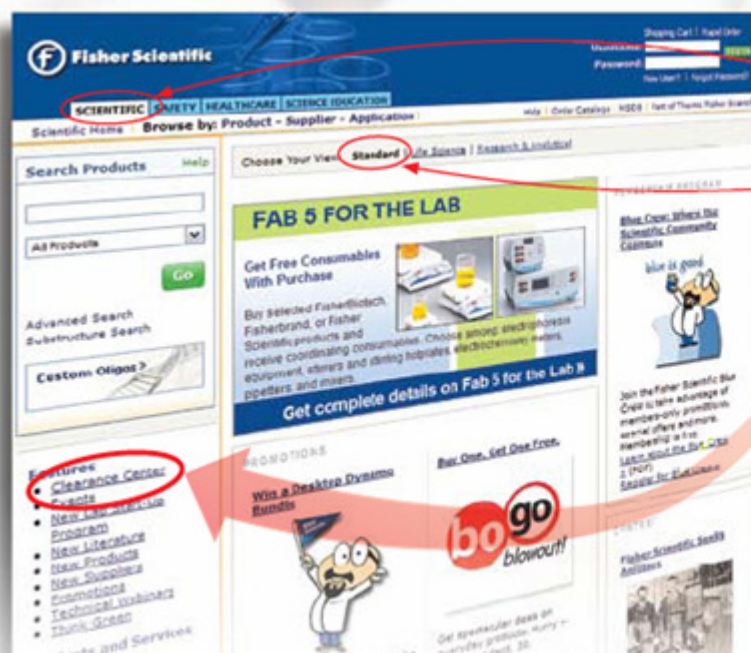
Save up to 30% now »

Clearance Sale 30% off!

GREAT OPPORTUNITY
CLEARANCE

While Supplies Last, Purchase Select Acros Organics at 30% Off!

VISIT OUR CLEARANCE CENTER AT WWW.FISHERSCI.COM TO CHOOSE FROM OVER 10,000 ACROS ORGANICS PRODUCTS.



How to find the products:

On the Fisher Scientific home page select the "Scientific" tab then choose "Standard" from the "Choose Your View" options. Find the products you want by selecting "Clearance Center" from the "Features" list. Click on the "Acros Organics" link to access the Clearance search.

Search the available Acros Organics by entering keywords such as:

- Product name
- Acros part number
- CAS number
- Description

Searches can also be limited to a desired price range.

Clearance Sale 50% off!

Welcome.

Your partner for a clean and safe workplace.
1-800-HOT-HOGS® (468-4647)

Home
Product Categories
MSDS & Tech Resources
Catalog Request
About Us
Contact Us

Barnyard Clearance

Product Categories

- [Absorbents](#)
- [Ash & Trash](#)
- [Drums & Containers](#)
- [Drum Accessories](#)
- [Facility Maintenance](#)
- [Gloves](#)
- [GripZone™ Floor Safety](#)
- [Janitorial Supplies](#)
- [Leak Diverters](#)
- [Parking Lot Supplies](#)
- [Personal Safety/PPE](#)
- [Plant Safety](#)
- [Spill Containment](#)
- [Spill Kits](#)
- [Spill/Drain Barriers](#)
- [Storage & Handling](#)
- [Stormwater/SPCC](#)
- [Wipers & Rags](#)

Hurry while supplies last! Great bargains, but they'll go fast!

Sorry, PIG® Preferred Discounts and Guaranteed Availability do not apply. Selection and quantities limited. Prices shown already include 50% savings.

<p>Absorbents</p> <p>Poly-Back Elephant Mat Pads in Dispenser Box, Disposable Towels</p>	<p>Parking Lot Supplies</p> <p>Grease Gutter™ Rooftop Grease Protection System, Sign for Portable Barricade</p>
<p>Facility Maintenance</p> <p>Tramex™ Moisture Encounter PLUS, Tramex™ Roof & Wall Moisture Scanner, BUMPERWRAP™ Protective Wrap, Filter Cart, and more!</p>	<p>Personal Safety/PPE</p> <p>Responder® Level A Suit, Delta II™ Harness, ExoFit™ XP Harness, Fixed Beam Anchor, and more!</p>
<p>Floor Safety</p> <p>Anti-Slip Glow-In-The-Dark Tape, Safety Cone Barricade, Sign for Portable Barricade, Salt</p>	<p>Plant Safety</p> <p>Lock-Out Box, SignGrabber Sign Fastener Kit, Time Dependent Badge, Strap Clips, and more!</p>

Special Categories

New Products!

Opening up new sales channel

Sears
Life. Well Spent.

[Sears Credit Cards](#)

Shop Departments ▼

[MySears Community](#) | [Shopping Helpers](#) | [E-mail Signup](#) | [Weekly Ad](#) | [Catalog](#) | [Gift Ideas](#) | [Gift Cards](#) | [Gift F](#)

Automotive > Electrical Systems > Distributor & Accessories > 1995 Toyota Camry : DISTRIBUTOR ROTOR

BOSCH®
JC Whitney®
EVERYTHING AUTOMOTIVE

Be one of the first to shop our **New JC Whitney Web**

Industry Leading 1-Year Guarantee!

Home | Truck/SUV/Van | Motorcycle | Jeep | Car | Classic VW | Sport Compact | RV/Camper | ATV/UTV | Pa

FREE SHIPPING on orders of \$75 or more! Use Code **SAVENOW**

YOUR VEHICLE: 1995 Toyota Camry [change vehicle](#)

JCW Shop > "BOSCH DISTRIBUTOR ROTORS" > 1995 Toyota Camry > DISTRIBUTOR ROTORS

BOSCH®
DISTRIBUTOR ROTORS
Fits: 1995 Toyota Camry
Our Low Price: **\$5.99**
Availability: **Item will ship in 1-4 days**

Ship

\$5.99

ITEM DESCRIPTION
Toyota Camry 1995 - 1995

Distributor Rotor
Engine Type: L4 2.2L 2164cc
To:07-31-95, Excl. California

Each **\$5.99**
Ships in 3 days

Sears.com is becoming one-stop-shop



Online Marketplace for Category Expansion

Introducing **Walmart Marketplace**
more
of what you're looking for — **for less**

[Home](#) | [Baby](#) | [Sports & Fitness](#) | [Apparel](#)

The banner features a grid of 28 small product icons arranged in two rows of 14. The top row includes items like a red cooler, a white metal rack, a black watch, a black and white bag, a red bag, a black lantern, a black stroller, a red bag, a stack of white towels, a yellow mug, a black and white photo, a red boot, a blue bag, a pink bag, and a silver mug. The bottom row includes a brown bag, a black bag with 'EAST' text, a black metal rack, a yellow bag, a black stroller, a red and white bag, a pink bag, a green bag, a red bag, a blue shoe, a red bag, a yellow bag, a green bag, a brown bag, a green bag, and a blue bag.

Selling through top retailer

Walmart Save money. Live better. Shop College 09 Sports & Fitness FIND Cart (0)

Store Finder Local Ad Gift Cards & Registry Track Orders My Account Sign Out Help

See All Departments Sports & Fitness Exercise & Fitness Exercise Machines & Fitness

Be the first to [review](#) this product.

\$1,150.00 **Endurance F** [Product Details](#)

csn stores shop easy

Summary Ratings Shipping Returns Customer Service About Us

New Retailer (No Ratings)

Retailer Scorecard [Learn More](#)

Ratings	Past Month	Past 3 Months	Past 12 Months	All-Time
5 stars	0	0	0	0
4 stars	0	0	0	0
3 stars	0	0	0	0
2 stars	0	0	0	0
1 star	0	0	0	0
Total	0	0	0	0
Average	-	-	-	-

About Us: Based in Boston, CSN Stores was founded in 2002 and has grown rapidly into a Top 3 online U.S. retailer of home and office goods with 400+ employees. Beyond providing unparalleled selection and customer service to our U.S. customers, CSN Stores has o... [More...](#)

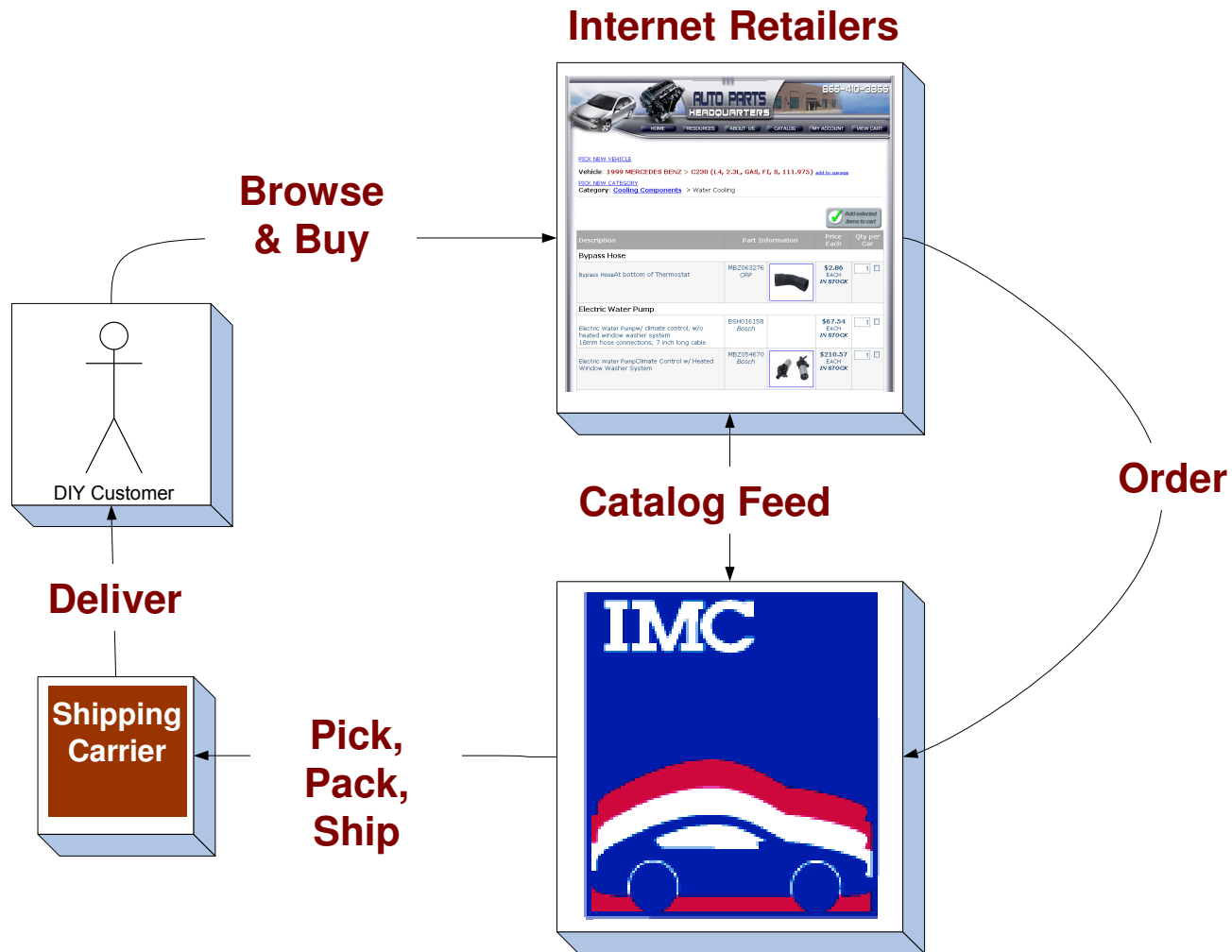
Customer Service: (800) 584-4348 or email us at questions@csnstores.com. Need help? Have questions about a product or need more information before placing an order? At CSN Stores, our mission is to make your shopping experience easy. That's why we provide you with all the information you need.

Buy Online (What's this?)	Price	Shipping
CSN Stores.com Retailer Info New Retailer No Ratings	\$1,150.00	See estimated arrival date See Shipping and Return Policy

ADD TO CART

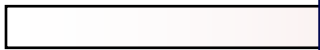
Shipped and Sold by: CSN Stores.com

Leasing Catalog for New Revenue Stream



Navigating the channel conflict

700+ Dealers



The image shows a stack of three overlapping screenshots of the Mazda website. The top screenshot is the Mazda corporate homepage with navigation links: VEHICLES, SHOPPING TOOLS, OWNERS, MAZDASPEED, INSIDE MAZDA, ZOOM-ZOOM. The middle screenshot is a dealer page for 'D. DAHLE MAZDA OF' with the same navigation and a 'GENUINE MAZDA ACCESSORIES' section. The bottom screenshot is a 'MY ACCESSORIES LIST' page with a sidebar containing 'ACCE...', 'MY A...', 'Total I...', 'Total P...', 'Total I...', 'MY AC...', 'Total Item', 'Total Price', 'Total MSRP', '0.00', 'Installation not included', 'Track', and 'Terms'. The main content area has a 'view my accessories list' link and a grid of car models with their respective accessories: Mazda3 4-Door, Mazda3 5-Door, MAZDASPEED3, Mazda5, MAZDA6 Sports Sedan, Mazda6 5-Door, MX-5 Miata, RX-8, CX-7, Tribute, CX-9, and B-Series Truck. A 'HAVE A QUESTION? CLICK HERE FOR HELP' button is at the bottom.

End Consumer



Plugging into retailer sites

TigerDirect.com 800-800-8300 The Back To School Deal Center. [Click Here](#) FREE CATALOG | MY ACCOUNT

Search For: Keyword or Item # Sign up for our deal alerts. Email Address

Computers Electronics PC Parts Accessories Back to School Track My Order Rebate Center Help Cart 0 Item Total \$0.00

SAVE UP TO 40% BACK TO SCHOOL Deals! Gear Up Today!

CABLES

SUBCATEGORIES

- Accessories (40)
- Adapters / Splitters (240)
- Audio / Video Cables (269)
- CD-ROM/DVD Audio Cables (2)
- Firewire Cables (13)
- HDMI Cables (156)
- IDE/EIDE Cables (19)
- KVM Cables (39)
- Modem Cables (13)
- Monitor Cables (138)
- Network Cables (512)
- Phone Cables (2)
- Power Cords (39)
- Printer Cables (21)
- PS/2 Extension Cables (8)
- USB Cables (130)
- SCSI Cables (5)
- Serial ATA Cables (76)
- New Arrivals (6)

SHOP BY PRICE

Select Price Range

SHOP BY BRAND

Select Brand

ALL CATEGORIES

Category Q&A

- Accessories
- Audio
- Barebone Kits
- Bluetooth

CABLES

The Tornado PC to PC Data Transfer Cable
Once connected to two PCs, users can quickly drag-n-drop their files and file folders from one machine to the other.
Only \$24.99

Ultra 500HI 6' 1080p HDMI Male to Male Black/Gold
You can depend on Ultra for the industry's finest HDMI 1080 cables that deliver the ultimate performance for the highest resolution HDTV reception.
Only \$29.98

TIGER'S TOP SELLERS

- Ultra 500HI 6' 1080p HDMI Ma
- The Tornado PC to PC Data Tr
- Sabrent USB-DSC5 IDE/SATA Ca
- Cables To Go 50-Foot HD15 Mo
- Cables To Go 1000-Foot Cat5e
- Atlona AT-HDAIR PC to Monito
- Ultra A-Male to B-Male USB 2
- APC HDMI15-3M Pro Interconne
- Cables To Go 25-Foot HD15 UX
- Cables To Go 500ft Cat5e Net

Also Available:

[Overstock - Cables](#)

Corporate Government & Educational Sales [CLICK HERE](#)

SHIPPING SCHEDULE [CLICK HERE](#)

LAST-CHANCE DISCOUNT!
THOUSANDS SOLD AT \$399...
SAVE \$20 NOW...

AMD 3GB LOADED 15.6-INCH LAPTOP **\$199** Shipping

\$379⁹⁹

My Account

Welcome!
[Log in](#) or [Create Account](#)
[Invoice Copies](#)

Your Shopping Cart

0 Items
Total: \$0.00

Have You Had Your Fiber Today?

Service Through Every Connection

Cables To Go 6-Foot Male A/B USB 2.0 Cable
Cables To Go 13172 Male A/B USB 2.0 Cable Bundle - 6FT
Only \$9.99

Ultra High Resolution 6-ft HD15 SVGA Monitor Cable
Ultra High Resolution 6-ft HD15 SVGA Monitor Cable - 1920 x 1200
Only \$24.98

Cables To Go 6-Foot HDMI Cable
Cables To Go 6-Foot HDMI Male/Male HDTV Cable - Velocity, High Bandwidth 10.2 Gbps
Only \$29.99

Arkview USB-DH88 USB 2.0 to DVI/VGA/HDMI Adapter
Arkview USB-DH88 PC-to-TV Multi-Display Video Adapter - USB 2.0 to DVI/VGA/HDMI, 1400 x 1050
Only \$54.99

36

Connecting with rich marketing content

TigerDirect.com **800-800-8300**
 The Back To School Deal Center. [Click Here](#)

Search For: [Sign up for our deal alerts.](#)

[Computers](#) [Electronics](#) [PC Parts](#) [Accessories](#) [Back to School](#) [Track My Order](#) [Rebate Center](#) [Help](#) [Cart](#)

STAY CONNECTED! JOIN US: Follow Us on Twitter Become a Fan on Facebook Be a Friend on MySpace

ALL CATEGORIES

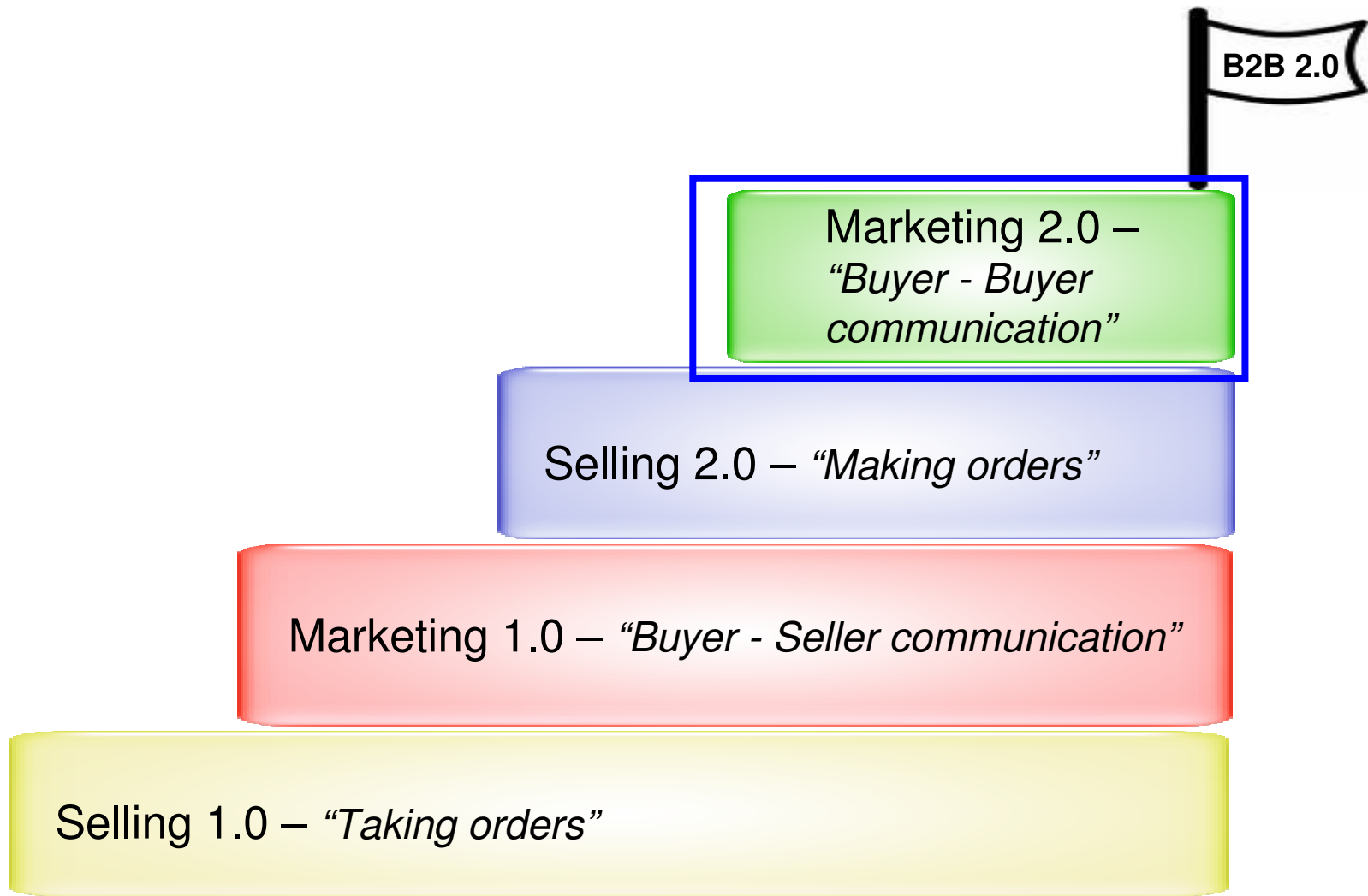
- Accessories
- Audio
- Barebone Kits
- Bluetooth
- Cables
- Camcorders
- Cameras
- Computer Cases
- Computers
- CD / DVD Burners
- Cellular Phones
- Communications
- Components
- Cooling Products
- CPUs (Processors)
- Desktop PCs
- Digital Photo Frames
- DVD Movies
- Electronics
- Flash Memory Cards
- Furniture
- Gaming
- GPS Navigation
- Hard Drives
- Hard Drive Enclosure
- Home Theater
- Housewares
- Ink & Toner
- Keyboard / Mice / Input
- Laptops / Notebooks
- LCD TVs / HDTV / Plasma
- Media (CD DVD Tape)
- Memory / RAM
- Microsoft
- Modems

FIBER SOLUTIONS

[What Is Fiber?](#) [Information on Fiber](#)

Multimode Fiber Optic Cables					
	1m	2m	3m	5m	10m
LC-LC	33172 \$21.99	33173 \$23.99	33174 \$24.99	33175 \$26.99	33177 \$32.99
LC-MTRJ	33181 \$24.99	33182 \$25.99	33183 \$29.99	33184 \$39.99	33186 \$50.99
LC-SC	33154 \$18.99	33155 \$19.99	33156 \$20.99	33157 \$21.99	33159 \$34.99
LC-ST	33163 \$20.99	33164 \$21.99	33165 \$22.99	33166 \$23.99	33168 \$38.99
MTRJ-MTRJ	33127 \$21.99	33128 \$24.99	33129 \$27.99	33130 \$30.99	33132 \$43.99
MTRJ-SC	33145 \$22.99	33146 \$28.99	33147 \$31.99	33148 \$33.99	33150 \$42.99
MTRJ-ST	33136 \$22.99	33137 \$27.99	33138 \$28.99	33139 \$32.99	33141 \$42.99
SC-SC	09113 \$16.99	09114 \$17.99	09115 \$19.99	09116 \$22.99	09167 \$34.99

B2B Commerce Interaction Levels

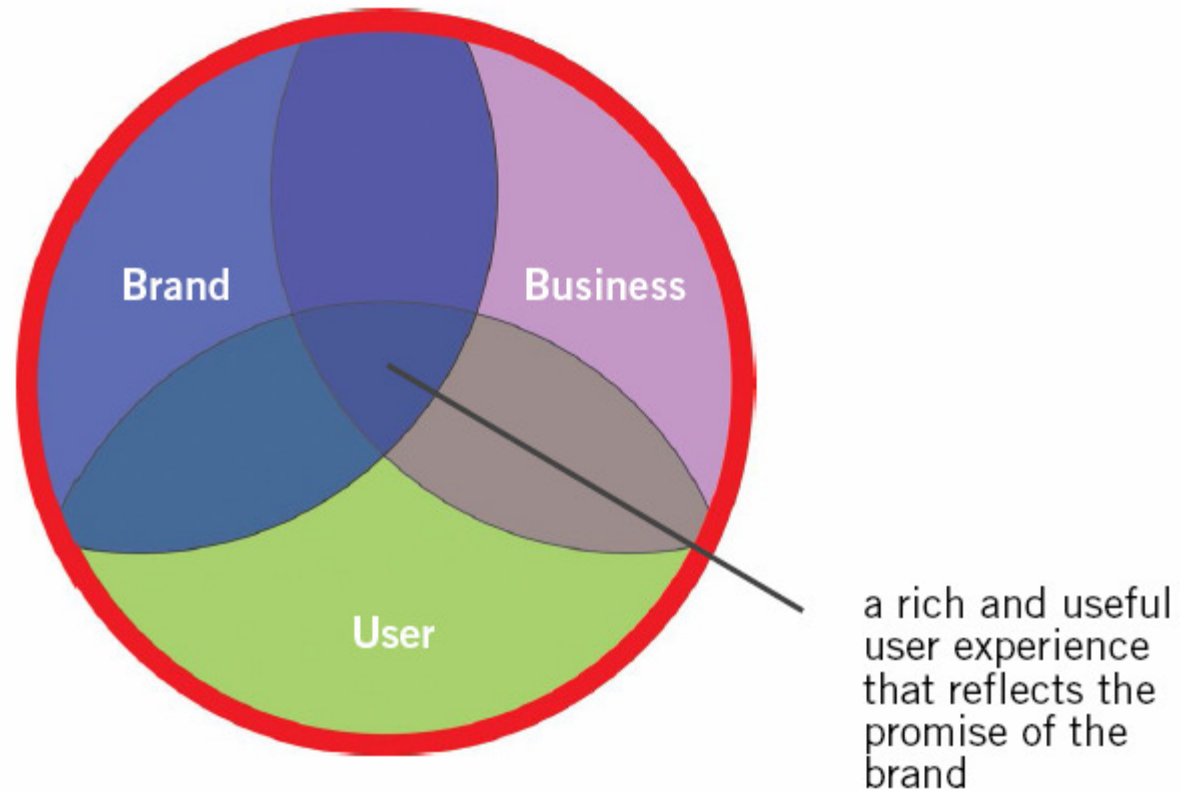


Marketing 2.0 – “Buyer - Buyer Communication”

- Nurture community around your brand
- Protect and promote brand
- Listen for feedback



Web 2.0 for B2B Brands



Source: *Web 2.0 for B2B Brands, Siegel Gale*

Building community around the brand

The screenshot shows the Avnet website interface. At the top, there is a navigation bar with the Avnet logo, the slogan "Support Across The Board™" with the phone number "1-800-408-8353", and links for "Login/Register", a shopping cart, and "Americas". Below this is a secondary navigation bar with "Home", "Design", "Services", "My Account", and "About Avnet". A search bar is located on the right. A third navigation bar lists various categories: "Home", "Line Card", "Design Resource Center", "Training/Events", "Special Offers", "Publications", "Featured Products", "Product News", and "Community Forum".

The main content area features a large banner for "STMicroelectronics MEMS Seminar" with an image of a MEMS gyroscope and other components. Below the banner is a "View event details and register" button and a "Seminar Sep 2009" tag. A numbered list (1-7) is visible below the banner.

Three featured sections are shown: "Avnet SpeedWay Design Workshops™", "On-Ramp Technical Sessions™", and "Behind the Wheel Product Demonstrations". Each section includes a brief description and a "View All" button.

On the right side, a sidebar with a blue border contains a "Design Resource Center" section with a sub-section for "Development & Evaluation Design Kits/Tools". Below this is a vertical list of navigation items: "Training/Events", "Technical Forums", "Special Offers", "Featured Products", "Publications", and "Manufacturers (Line Card)". At the bottom of the sidebar is a "Follow us on Twitter! AvnetDesignWire" button.

At the bottom of the page, there is a "Technology Information & Featured Offerings" section with links for "Analog", "ASIC", "Communication", "Defense Aero", "Displays", "Electromechanical", "Embedded Processors", "HighBrightness LEDs", "Interconnect", "Dev/Eval Kits & Tools", "Logic & Timing", "Memory", "Microcontrollers", "Passive & Discrete", "Power", "Programmable Logic", "RF & Microwave", "Sensors & Transducers", and "Standard Products".

Building a strong community around the brand

The screenshot shows the Avnet Technical Community website. At the top, there is a navigation bar with links for Home, Design, Services, My Account, and About Avnet. A search bar is located on the right. Below the navigation bar, there are several forum categories listed in a table format. On the right side, there is a sidebar with sections for Announcements and New Solutions.

Category	Title	Posts	New
Browser	Avnet Applications Team Technology Blogs Latest Article - Capacitor Resonance and Bypass Capacitors - Part I	23	23
	Memory Blogs Latest Article - Phase Change Memory	1	1
	Microcontroller Updates Latest Article - New NEC Development Kit	3	3
Introduction (1 Item)			
	Welcome and Forum Info Latest Topic - how can I unsubscribe from email notifications?	14	14
General Discussion (1 Item)			
	General Technical Discussion A board to discuss topics on general products, applications or solutions. Latest Topic - Operating an FPGA at maximum speed	52	52
Technology Discussions (4 Items)			
	Memory Latest Topic - VHDL module of SDRAM	11	11
	Microcontrollers Latest Topic - Delorme	27	27
	Power Latest Topic - What is POE+?	14	14
	Programmable Logic Latest Topic - SATA Cores	26	26

Announcements

Welcome to the Avnet Technical Community!

This is the place for customers to ask questions, exchange ideas, and share knowledge about Avnet's products and services.

X-Fest is a global series of free technical seminars offering practical training for engineers.

Register for X-Fest Now!!!

New Solutions

"Avt3S400A_Eval_Micr oblaze_V10_1_03" tutorial Spartan 3A Evaluation Kit	benoit
Creating Schematic Symbol Spartan3A-DSP DaVinci Board	alex123
Regarding Virtex 5 LXT Board Other Avnet Boards	RCGwoda
Confused about google-mail list and avnet forum Spartan 3A Evaluation Kit	totti
PSoC firmware v1.1 and AVProg 3.41 Spartan 3A Evaluation Kit	michals

Twittering for better design

twitter Home Profile Find People Settings Help Sign out

AvnetDesignWire

Follow

Avnet and STMicroelectronics Present: MEMS Seminar, Attend a free, half-day design seminar, Visit: <http://bit.ly/3HkaE>
about 12 hours ago from Twaitter

FREE Events: Power Management & LED Drivers Seminar Series, STM32 Connectivity Line 32-bit MCUs Seminar Series, Visit: <http://bit.ly/ANafc>
about 13 hours ago from Twaitter

Video Product Demo: Lattice XP2 FPGA Video Transfer Kit, Transfer High Speed Video Between Devices, Visit: <http://bit.ly/TShdl>
11:31 PM Sep 4th from Twaitter

Video Demo: Evaluate and Prototype with the Spartan-3A FPGA Evaluation Kit, Watch this Short Product Overview, Visit, <http://bit.ly/ywqXN>
12:30 AM Sep 4th from Twaitter

Video Product Demo: Lattice ProcessorPM Power Manager, Mixed Signal Power Management Device, Visit: <http://bit.ly/JQWvT>
6:00 PM Sep 3rd from Twaitter

Name Avnet DesignWire
Web <http://em.avnet.c...>
Bio Avnet is dedicated to the engineering community

102 following 260 followers

Tweets 146

Favorites

Actions
block AvnetDesignWire

Following

View All...

RSS feed of AvnetDesignWire's tweets

Customer moderated for unbiased community

The screenshot shows the Cadence Community website. At the top, there is a navigation bar with links for 'Log In', 'Register', 'Resource Library', 'Worldwide', and a search box. Below this is a secondary navigation bar with categories: 'Products & Solutions', 'Services', 'Support & Training', 'Alliances', 'Community', and 'About Cadence'. The main content area is titled 'Blogs' and features a large red banner for a featured blog post: 'Industry Insights Blog Aims for Broad Perspectives' by Richard Goering. Below the banner are two smaller blog entries: 'Things You Didn't Know About Virtuoso ADE' by Stacy Whiteman and 'What's Good About Eye Masks in PCB SI? You'll Need SPB16.2 to See!' by Gerald 'Jerry' Grzenia. On the right side, there is a sidebar with several sections: 'Search Community', 'Cadence Members' (with a 'LOG IN' button), 'Meet the Bloggers', 'Blog Categories' (highlighted with a blue box), and 'Popular Tags'. The 'Blog Categories' section lists various topics such as 'Industry Insights', 'System Design and Verification', 'Functional Verification', 'Logic Design', 'Digital Implementation', 'Custom IC Design', 'RF Design', 'PCB Design', 'IC Packaging and SiP Design', and 'Manufacturability Signoff'. The 'Popular Tags' section shows tags like 'Custom IC Design', 'DAC', 'digital implementation', 'e ESL', and 'Functional'.

Connecting with the brand and products

The screenshot shows the homepage of 'The Pig Blog'. The header features the 'pig' logo and the text 'The Pig Blog - Your partner for a clean and safe workplace'. A cartoon pig character is on the right. The main content area has a post titled 'Mercury spill closes airport' dated 'Wednesday, August 26th, 2009'. The post includes a photo of a man, a quote, and an image of mercury spill kits. The left sidebar lists categories and recent posts. The right sidebar lists bloggers and an archives section.

Categories

- Business (34)
- Customers (18)
- Emergency response (14)
- Environmental (43)
- Facility maintenance (24)
- Inside New Pig (33)
- Leak & spill control (19)
- Map-A-Spill (24)
- Material Handling (7)
- Other (21)
- Others' products (13)
- Our products (46)
- Pigs (44)
- Safety (81)
- Slip & fall prevention (4)

Recent Posts

- DOT, why not just use the haz-mat spill data that I do?
- Why you're safer with our static-dissipative absorbent mat
- Resin pig stolen from barbecue stand
- Grants mean hydrogen-powered material handling for store chain
- Pigs and friends rescued from wildfire
- How to ship bacon-scented perfume

Mercury spill closes airport Wednesday, August 26th, 2009

 Ever wonder if one of the overhead compartments on your plane contained 20 pounds of toxic metal?

Me either.

But I may ponder that on my next flight, now that I've heard about [the guy with mercury in his suitcase](#).

Maybe I'll start packing a [Mercury Spill Kit](#) in my own carry-on ...



Image © Cerae - Fotolia.com

Related posts:

- [Mercury spill and pilfering wreaks havoc at high school](#)

Bloggers

-  **Sparky**
One fine swine
[Read posts](#)
-  **Karen**
Tech expert
[Read posts](#)
-  **Keith**
News hog
[Read posts](#)
-  **Kevin**
Safety dude
[Read posts](#)
-  **Kitty**
Customer fanatic
[Read posts](#)
-  **Tammie**
Loose cannon
[Read posts](#)

[Meet our bloggers](#)

Archives

- ▶ September 2009
- ▶ August 2009
- ▶ July 2009
- ▶ June 2009
- ▶ May 2009
- ▶ April 2009
- ▶ March 2009
- ▶ February 2009
- ▶ January 2009

OEM – Consumer Interaction

Customer Reviews for Fantom Drives 1TB USB 2.0 / eSATA Silver GreenDrive External Hard Drive GD1000EU - Retail
 Newegg.com's Product Ratings and Reviews feature enables Newegg.com customers to help each other make informed buying decisions.

Price: \$99.99
[ADD TO CART](#)
[ADD TO WISH LIST](#)

Review Summary (289 Reviews):

Rating	Count	Percentage
Excellent	201 Reviews	70%
Good	38 Reviews	13%
Average	10 Reviews	3%
Poor	9 Reviews	3%
Very Poor	31 Reviews	11%

MicroNet

Filter Results: (keywords) Sort by date posted 10 Per page

Reviewer	Product Review
VIVO Tech Level: somewhat high Ownership: 1 month to 1 year <i>This user purchased this item from Newegg</i>	★★★★★ Excellent Drive Pros: Fast and sleek with professional design. It is whisper quiet and doesn't get hot and it was easy to use. just plug and play. Cons: Doesn't come with eSata cable. Still waiting for the mail-in rebate to come. Other Thoughts: Fantom Drives GreenDrives yield average drive power savings of 4-5 watts over competitors' drives while maintaini savings equates to reducing CO2 emission by up to 60 kilograms per drive per year - the equivalent of taking your car off the road fo 1 out of 2 people fo
Killroy Tech Level: high Ownership: 1 month to 1 year <i>This user purchased this item from Newegg</i>	★★★★★ Great Drive Pros: Very quiet, energy efficient harddrive i have owned my first one for close to a year and have had nothing but good things to sa

OEMs responding consumer reviews

<p>N/A</p> <p>Tech Level: somewhat high Ownership: less than 1 day <i>This user purchased this item from Newegg</i></p>	<p>9/2/</p> <p>DOA</p> <p>Pros: Quick shipping, as always, newegg keeping up their good quality service.</p> <p>Cons: Nothing angers me off more than a DOA. Now to deal with the whole process that ensues. Great.</p> <p>Manufacturer Response: Thank you for your feedback. It's always a disappointment when a drive arrives damaged or defective. To help curtail that we make every attempt to ensure that the drives we use are of the highest quality and reliability. Each drive we ship is tested by our qualified technicians before it ships. That said, even the most diligent quality assurance measures cannot ensure that drive receives the best possible care and handling while on its way to you. If you believe that your drive has arrived in a damaged or defective state we urge you to contact us at (800) 800-DISK (option #2) or e-mail customercare@fantomdrives.com</p> <p>Did you find this review helpful?</p>
<p>syj1</p> <p>Tech Level: high Ownership: 1 month to 1 year <i>This user purchased this item from Newegg</i></p>	<p>8/20/2</p> <p>Consistent, Solid</p> <p>Pros: High quality build -feels solid -survived trips across the country and to Japan and back, backing up all the way Fast eSATA connection makes large backups less of a pain, and the inclusion of USB provides a solid alternative.</p> <p>Cons: Sort of heavy due to the construction, but that's part of being solid. Pretty much great for the price</p> <p>Other Thoughts: Rebates consistently bring this thing <\$100, and I've seen it as low as \$75 before, so definitely wait for a good deal to come around.</p> <p>3 out of 3 people found this review helpful.</p>
<p>Wade Sticht in OC CA</p> <p>Tech Level: high Ownership: 1 month to 1 year <i>This user purchased this item from Newegg</i></p>	<p>8/18/</p> <p>Avoid this at all costs!</p> <p>Pros: The drive was cheap and worked flawlessly for several months.</p> <p>Cons: The drive would not power up one day (out of the blue), so I returned it for repairs and hopes at data recovery. The company quickly sent out a new drive without my data. When I called asking for my original drive, they offered to sell it to me for \$99! I reported them to the Better Business Bureau, then called to give someone a chance to resolve the situation. The guy who called back was extremely impolite and abusive, and refused to give me contact information for the company's president, owners, etc. They are holding years of my data hostage. I will never buy from them again and I advise the same to anyone.</p> <p>Other Thoughts: Don't be fooled with the somewhat favorable ratings and the low price of this unit. Is your data disposable? Can you do without years of videos, and financial information? Don't buy one unless you buy another for redundant storage. In fact, you may want to buy even more so they can keep underqualified, unprofessional customer service representatives.</p> <p>Manufacturer Response: We are sorry to hear of your problem. It's always a disappointment when hard disks fail, even more so when treasured personal mementos are lost as a result of this disk failure. That said, Fantom Drives is proud of its commitment to customer service and our practices in this matter are no exception. Our policy regarding data recovery is clearly outlined on our site. At no time did Mr Sticht request data recovery services; had he done so we would have informed him of his options before he sent the drive in for service. We are contractually obligated to each of the major hard disk manufacturers to return failed/defective drives to them for destruction/disassembly</p>

OEM – Consumer Interaction

The screenshot shows the Western Digital website's product page for the WD TV. At the top, there is a navigation bar with the Western Digital logo on the left and links for 'Shop WD', 'About WD', 'Where to Buy', 'Partners', 'Press Room', and 'Language' on the right. Below this is a search bar. A blue navigation menu contains links for 'External Storage', 'Home Entertainment', 'Internal Storage', 'Solid State Storage', 'Solutions', and 'Support'. The breadcrumb trail reads 'Home > Home Entertainment Overview > WD TV'. The main content area features a large image of the WD TV device with its remote control. To the right of the image, the product title 'WD TV' is followed by 'HD Media Player' and 'High-definition multi-media adapter'. A sub-headline reads 'Turn your USB drive into an HD media player'. Below this is a descriptive paragraph: 'Store your HD content on a USB drive. Plug the drive in and play HD movies, digital music and family photos on your TV. It's as easy as 1-2-3.' A 'New features!' badge indicates version '1.02' and a 'download product update' link. The model number 'WDAVN00' is listed. At the bottom of the main content area, there are 'WDStore Buy Now' and 'SHARE' buttons. Below the main image is a row of five smaller images showing different views of the device. At the bottom of the page, a navigation bar includes tabs for 'Overview', 'Photos', 'Specifications', 'Reviews and Awards', and 'Buy Locally'.

Combined with a My Passport portable drive (sold separately), this player is the most convenient way to play HD movies or user-generated videos, listen to high-quality digital music and show high-resolution slideshows of your family photos on your TV. Also works with popular USB drives, and digital cameras, camcorders, and portable media players that can be recognized as mass storage devices.

Key Features

Optimized for My Passport and My Book storage, works with many other USB storage devices - Play content from most popular USB drives, and digital cameras, camcorders, and portable media players that can be recognized as mass



Connecting with consumers for feedback

WDTV FORUM

HOME HELP SEARCH LOGIN REGISTER

Welcome to the WDTV Forum. Learn how to use your WDTV Media Player and play almost any media file.

WDTV Forum - WDTV Media Player

Forum Groups		Subject
	WDTV Official Information Official Updates and Information from Western Digital	WDTV Software Update 1.02.10 NEW < 1 2 ... 5 6 >
	WDTV General Discussion Anything and everything about the WDTV that is not covered in the other forums	WDTV Official Site
	Homebrew / Custom Firmware All Discussions about modifying the factory firmware	Western Digital Confirms New WDTV-2 < 1 2 3 4 5 >
	** Bug Reports ** Individual threads dedicated to letting WD know about bugs Moderators: 3dxx, Zorander, b-rad.cc	WDTV Software Update 1.02.08 < 1 2 3 4 5 >
	** Feature Requests ** Individual threads dedicated to letting WD know about feature requests Moderators: 3dxx, Zorander, b-rad.cc	Reverting the firmware back to a previous version
	WDTV Video Discussion about Video SPECIFIC to the WDTV	WDTV Software Update 1.02.07
	WDTV Audio Discussion about Audio SPECIFIC to WDTV (DTS, AC3, Dolby Digital, True HD, mp3 etc	WDTV Software Update 1.02.06
		WDTV Software Update 1.02.04
		WDTV Software Update 1.02.03
		WDTV Software Update 1.02.00
		New Official Firmware Release For April
		WDTV Software Update 1.01.02

141 Topics | on September 09, 2009.

Executive blog to display commitment

Honeywell

Adrian's Corner

[« Happy New Year! | Main | Honeywell Aerospace Swings into Action at the FBR Open »](#)

January 09, 2009

Customer Portal Update



Maura Shaffer, Vice President - eBusiness

In April 2008, the Customer and Product Support, eBusiness team was reinvigorated with new leadership to be more focused on leveraging technology to provide our Aerospace customers with more options to get information and to contact us, besides our 800 number into our Customer Support organization. We are responsible for managing the content and functionality of our customer web portal, our contact center technology, customer master record data and electronic data interchange. As I summarized our results for 2008 I think we made some significant headway that I wanted to share with you. Some of the changes we made in 2008 include:

Web Portal Improvements:

- New home page with improvements in navigation and usability
- Significant improvement in data quality for online order status. This includes adding scheduling agreements, waybill info, and ship dates on SAP orders with multiple line items for over 70 sites. We are also sending order acknowledgements and a daily order status email of your open orders. Shipment confirmations will be sent to you starting in the next few weeks.

August 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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Navigation

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- [About Adrian](#)
- [Leave a Comment](#)
- [Guidelines](#)
- [Privacy Statement](#)

How often would you like me to post?

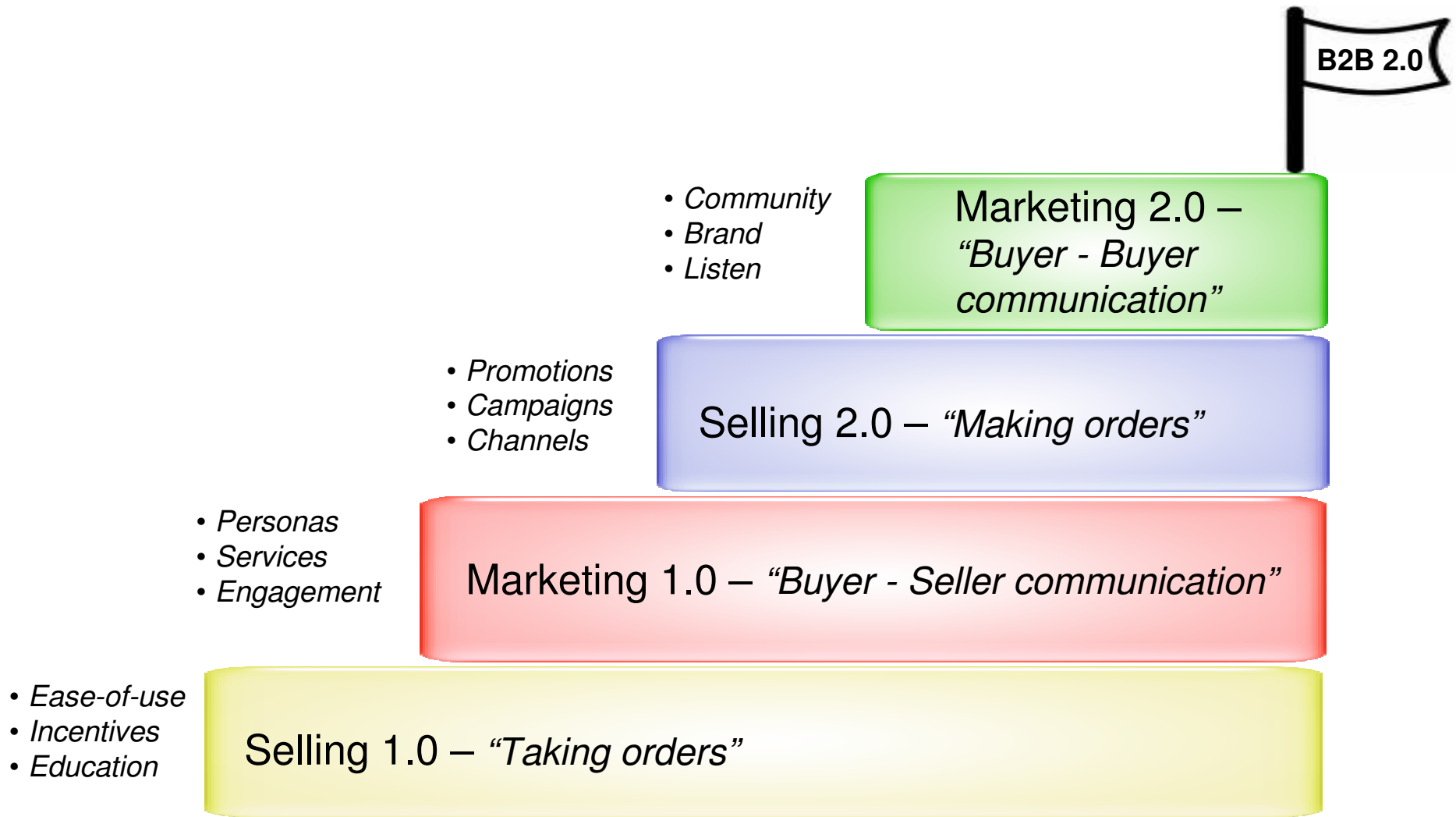
Weekly

Bi-Weekly

Monthly

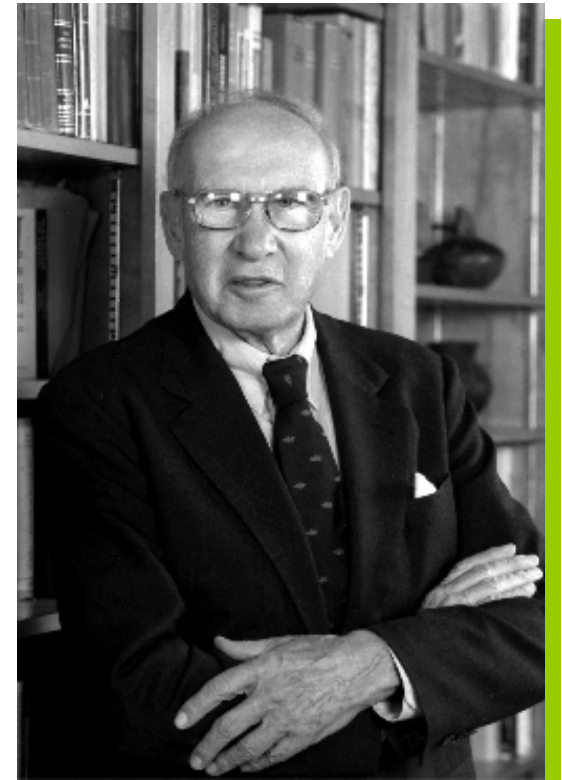
Create Free Polls

B2B Commerce Interaction Levels



Final thought..

“A business has **two – and only two – basic functions: marketing and innovation**. Marketing and innovation produce results; all the rest are costs.”
– *Peter Drucker, Father of Modern Management*



Peter Drucker (1909 – 2005)