DISTIMAN VS **ARROW**

WHY A DISTIMAN SITE IS BETTER THAN ARROW'S WEBSITE

INTRODUCTION
THE FACTS BEHIND THIS COMPARISON

I am a content manager hired by Cofan-USA to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 40 hours of effort, I launched **Cofan-USA.com**.

To prove and qualify my work, I decided to compare it with one of the monster's of the B2B tech industry, Arrow Electronics, the #1 electronics distributor with >$29 billion in sales and 19,000 employees.

. . . versus

- one person (designer & content manager)
- around for 40 hours of effort in excel and graphic design work
- and $750 per month for DISTiMAN's SaaS website platform

HOME PAGE COMPARISON
GOOGLE PAGE SPEED INSIGHTS

Design being a question of taste, is an argument we will bypass - and focus on performance of the home pages that have reasonably equivalent content and images on both home pages.

Arrow's speed test rated a Google page speed score of 51, where DISTiMAN's rated a 65. "Time to Interactive" was 3.9 seconds for Arrow, versus 2.2 seconds for DISTiMAN.
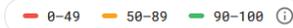
22% IMPROVED OVERALL SCORE
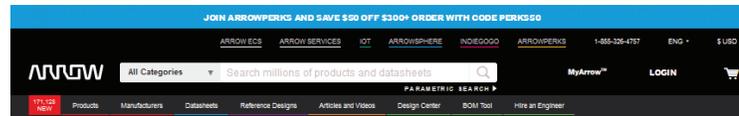## 1.7 SECONDS LESS TIME TO INTERACTIVE

NOTE:

DISTiMAN can perform roughly 40% faster utilizing optional Cloud Army / Sucuri Content Delivery Network (CDN) available for $250 per month.

51
https://www.arrow.com/

🔴 0-49   🟡 50-89   🟢 90-100 ⓘ

Lab Data

🟧 First Contentful Paint	1.0 s	🟧 Time to Interactive	3.9 s
🔺 Speed Index	3.0 s	🟧 Total Blocking Time	320 ms
🔺 Largest Contentful Paint 🚩	3.6 s	🟢 Cumulative Layout Shift 🚩	0.015

65
https://www.cofan-usa.com/

🔴 0-49   🟡 50-89   🟢 90-100 ⓘ

Lab Data

🔺 First Contentful Paint	2.2 s	🟢 Time to Interactive	2.2 s
🔺 Speed Index	2.3 s	🟢 Total Blocking Time	40 ms
🔺 Largest Contentful Paint 🚩	2.6 s	🟢 Cumulative Layout Shift 🚩	0.018

CONTENT MANAGEMENT
ONE-CLICK EDIT VS POSSIBLY LONG & INVOLVED PROCESS

The DISTiMAN platform offers a major advantage in ease of content management with it's **one-click edit** feature, enabling direct management of practically everything on the site with little or no html skill. Additionally, an admin menu allows creation of common items like press releases and news pages with one click.

Arrow's site likely requires an administrator interface and some level of training to find, edit and create items. It is more likely that an experienced designer must be involved, possibly requiring a multi-step process . . . versus enabling the content manager the ability to directly make their own desired changes.

I would argue that **DISTiMAN offers a 5-10X improvement** considering how challenges can multiply for every extra person involved in the content process (communicate, implement, review, correct, delays, etc. . .).

USABILITY - AT THE CATEGORY
DC FAN LISTING FROM ARROW - 13,077 / 342 PARTS

Searching for **DC Fans** on Arrow's site, I find 13,077 results with tables and filters that do not include any primary characteristics like size or voltage, so not helpful.

Eventually I figure out that I can use the search function to include dimensions and voltage, eg: **DC FANS 60MM 12V**, why these are searchable but not filterable seems like a design oversight to me.

Now I have 342 results, with filters that are still not helpful. Why is DC blower an option? Why is 24V an option? Then a dozen more filter options that fall off the right of the page, the only useful ones being "bearing type" and "width".

Then the table itself shows purchasing data, but no product data that is helpful to identify a technical "solution".

END RESULT IS THAT ARROW'S SELECTION PROCESS IS MOSTLY A FAILURE FOR A DESIGNING ENGINEER

USABILITY AT THE CATEGORY

DC FAN LISTING FROM COFAN - 254 PARTS

A much cleaner and intuitive look. A marketing message above the table with a link to their product catalog makes for a much better category introduction.

The table listing so simple and intuitive with all the primary characteristics. Left-hand filter and ability to filter and sort results by clicking column headers.

Secondary content displayed below the table for improved usability and increasing depth of content for better SEO page rank.

I WOULD ARGUE A >10X IMPROVEMENT IN USABILITY AS COMPARED TO ARROW

Clear ✖   Apply

Height (mm)

Width (mm)

Voltage

CFM

Bearing

Tachometer (Option)

Alarm (Option)

PWM (Option)

Thermistor (Option)

Analog (Option)

Clear ✖   Apply

Home / DC Fans (Next Gen) / Products

DC Fans (Next Gen)

20~254mm products

COFAN has been delivering axial fan technology for more than 25 years. All our DC Fans are safety qualified to UL/cUL 62368-1 and supported by our one year warranty. Our facilities are ISO 9001:2015, ISO 14001:2015, and IATF 16949:2016 certified. Our DC brushless motor technology delivers lasting performance with our two-ball bearing life expectancy (L10 at 40°C) of 30,000 ~ 100,000 hours. Test and inspection reports ship with every order to confirm our delivered quality.

Download our DC Fan Catalog

Image	Part No	PDF	Height (mm)	Width (mm)	Voltage	CFM	Bearing	Tachometer (Option)	Alarm (Option)	PWM (Option)	Thermistor (Option)	Analog (Option)
	AGE02006F		20	6	5	0.35-1.06	F	X	X			
	AGE02510		25	10	5,12	0.52-2.41	B,F	X	X	X		
	AGE03010		30	10	5,12	2.99-5.65	B,F	X	X	X		
	AGE03510B		35	10	5,12	2.10-5.51	B	X	X	X		
	AGE03820B		38	20	12,24	6.30-10.60	B	X	X	X		
	AGE03828B		38	28	12	9.44-19.16	B	X	X	X		
	AGE04010		40	10	5,12,24							
	AGE04020		40	20	12,24							
	AGS04020		40	20	12,24							
	AGE04015B		40	15	12,24							
	AGB04020B		40	20	12							
	AGB04028B		40	28	12,24							

Image	Part No	PDF	Height	Width	Voltage	CFM	Bearing	Tach	Alarm	PWM	Therm	Analog
	AGD12038B		120	38	12,24,48	190.5-212.6	B	X	X	X	X	X
	AGV12038B		120	38	12,24,48	195-234	B	X	X	X		
	AGB12038B		120	38	12,24,48	171.4-265.8	B	X	X	X		
	AGE15051B		120	38	24,48	263-472.5	B	X	X	X	X	X
	AGE12025		120	25	12,24	40.6-85.5	B,F	X	X	X		
	AGB14038B		140	38	12,24,48	212-310	B	X	X	X		
	AGF15051B		172	51	24,48	310.6-410.5	B	X	X	X	X	X
	AGE25489B		254	89	24,48	595-747	B	X	X	X	X	X

TECHNICAL SPECIFICATIONS FOR ALL OUR DC FANS:

Material: Frame, Impeller: Plastics, Aluminum, etc.
Operation Environment: Two ball bearing: -10°C~+70°C, Humidity: 35%~85%RH / FMB: -10°C~+50°C, Humidity: 35%~85%RH
Storage Temperature: -40°C +75°C (Humidity: 35%~85%RH)
Insulation Resistance: 5mA MAX. at 500 VAC 60Hz one minute (between frame and lead conductor)
Vibration Resistance Test: Applied 5.30Hz, 0.04 peak to peak amplitude, 30~500Hz, 2G peak amplitude for five minutes to all three axis/5.3Hz,0.04
Shock Test: Under the conditions of 60G, 22ms (1/2 sine), two times to all three axis

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CATEGORY COMPARISON
ARROW (159 PARTS) VS. DISTIMAN (254 PARTS)

PER GOOGLE PAGE INSIGHTS
DISTIMAN SCORES 38% FASTER OVERALL
DISTIMAN IS 16.3 SECONDS FASTER TO INTERACTIVE

29

https://www.arrow.com/en/products/search?cat=Process+Control

■ 0–49   ■ 50–89   ■ 90–100 ⓘ

Lab Data

First Contentful Paint	3.4 s	▲ Time to Interactive	19.3 s
▲ Speed Index	8.5 s	▲ Total Blocking Time	4,660 ms
■ Largest Contentful Paint 🔖	4.0 s	Cumulative Layout Shift 🔖	0.199

47

https://www.cofan-usa.com/dc-fans-next-gen

■ 0–49   ■ 50–89   ■ 90–100 ⓘ

Lab Data

▲ First Contentful Paint	3.0 s	Time to Interactive	3.0 s
▲ Speed Index	5.1 s	● Total Blocking Time	140 ms
▲ Largest Contentful Paint 🔖	3.6 s	● Cumulative Layout Shift 🔖	0.001

DISTIMAN

www.distiman.co

EASE OF MANAGEMENT
LET YOUR PRODUCT MANAGERS DESIGN THE TABLES / FILTERS

Arrow's category listing failed because their **design process is too far removed from their product managers**. Crippling the ability for PM's to directly mange their layouts.

DISTIMAN built in **one-click editing of the category** to empower product managers their ability to directly access the design of their categories. They can easily configure which columns and filters should be displayed. Snapshots of the interface are shown at right.

BASIC INFORMATION TAB - defines title and header images with a WYSIWYG editor for the description at the top of the category. Additional options for content above, below and within the table are included as well control of all styles (fonts, colors, borders, backgrounds).

CUSTOM FIELDS TAB - lets the product manager select which fields to display and in what order.

THIS EASE OF MANAGEMENT IS HOW DISTIMAN OBTAINS A USABILITY IMPROVEMENT OF >10X

Category Name * ❓	DC Fans (Next Gen)
Alias ❓	dc-fans
Parent Category * ❓	None
Status * ❓	⬤
Category Images ❓	⬆ Upload...
Banner Images ❓	⬆ Upload...
Core Fields ❓	-- Select/Add Field --

✛ | Height (mm) (number) 🗑
✛ | Width (mm) (number) 🗑
✛ | Voltage (text) 🗑
✛ | CFM (text) 🗑
✛ | Bearing (text) 🗑
✛ | Tachometer (Option) (text) 🗑
✛ | Alarm (Option) (text) 🗑
✛ | PWM (Option) (text) 🗑
✛ | Thermistor (Option) (text) 🗑
✛ | Analog (Option) (text) 🗑

DISTIMAN

CONFIGURATOR TOOLS!
ON A BASIC INEXPENSIVE WEBSITE!?!!

Some products have so many options that listing them in a table format is problematic. For example, if we were to create individual part numbers for every BGA Heatsink from Cofan, we would need to create 19,584 parts.

By using simple drop down selectors, we can allow a user to configure a part quickly and easily instead of navigating through 19,584 individual part numbers.

This standard feature of DISTiMAN is an outrageous value and something Arrow would be challenged to implement for one category, let alone multiple.

As a content manager, it took less than 10 minutes to create this product with all its configurator options, saving hours of time required to create 19,584 listings.

DOCUMENT 19,584 PARTS OR ONE CONFIGURATION, THAT IS A HUGE TIME & COST SAVINGS

Home / BGA Heatsinks / BGA Heatsink

BGA Heatsink

R.F.Q.   SAMPLE

COFAN'S BGA heatsinks are high efficiency cooling products designed to serve today's leading edge processor and memory chip applications. Our website makes it easy to quickly configure the right solution to meat your needs.

Download bga.pdf

Alloy	Aluminum or Copper
Finish	Anodized or Black Powder Coat (Consult for Custom Requests)
Type	Plate Fine, Cross Ctu (loose) or Cross Cut (Tight)
Footprint	17~49mm Baseplate Footprints (standard)
Heights	10~40mm height (standard)
Interface	Optional Thermal Pad
Mounting	Optional Screw, Spring-Loaded, Clip and Z-Clip Mounting Options

Use the fields below to configure your part number:

🛒 ADD TO RFQ CART

-- Select --	-- Select --	-- Select --	-- Select --	-- Select --	None	
Alloy	Finish	Type	Footprint	Height	Thermal Pad	Mounting

Please be sure to follow configuration rules in the Datasheet, we will confirm your configuration with the factory as soon as possible.

PRODUCT MANAGEMENT
DEVELOPER INTERACTION VS. ONE-CLICK EDITING

We can only guess how hard it is to manage product content for Arrow. We assume product managers are not given direct access and they must funnel change requests to a developer resource.

We assume that ever additional person involved in the complicates the process by a factor of 5, specifically:

- write up the change and send
- receive, interpret, implement he change
- communicate change was done
- look up, review and approve
- or repeat with additional corrections

DISTiMAN product pages offer **one-click** editing for any novice user to update / fix content. So the requester can one-click edit and save.

ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER

Home / DC Fans (Next Gen) / AGB04028B 40 x 28mm Axial DC Fan

Edit Product in Sellacious Backend

COFAN USA

Datasheet

AGB04028B 40 x 28mm Axial DC Fan

40 x 28mm Axial DC Fan

Features

- UL/cUL 62368-1 Approved Axial DC Fan
- Axial DC fan frame & impeller manufactured of PBT (UL94V-0)
- 2-Ball Bearing Axial DC Fan -10~C~70~C Operating Temperature Range
- Fluid Bearing Axial DC Fan -10~C~50~C Operating Temperature Range

Height (mm)	40
Width (mm)	28
Voltage	12,24
CFM	13.8-24.8
Bearing	B
Tachometer (Option)	X
Alarm (Option)	X
PWM (Option)	X

Cofan DC cooling fans feature high airflow, high reliability, and low noise proven with test reports in every shipment.

Part No	Bearing	Voltage	V Range	Rated Current	RPM	m3/min	CFM	mm/H2O	in/H2O	dBA		
AGB04028B12H	B	12	7.0~13.2	0.35	11000	0.53	18.7	23.4	0.92	51	R.F.Q.	SAMPLE
AGB04028B12L	B	12	7.0~13.2	0.14	8000	0.4	13.8	11.5	0.46	38	R.F.Q.	SAMPLE
AGB04028B12M	B	12	7.0~13.2	0.26	9500	0.45	15.9	17.6	0.69	44	R.F.Q.	SAMPLE
AGB04028B12U	B	12	7.0~13.2	0.55	13000	0.67	23.8	33.7	1.32	54	R.F.Q.	SAMPLE
AGB04028B12V	B	12	7.0~13.2	0.64	15000	0.7						
AGB04028B24H	B	24	14.0~26.4	0.2	11000	0.53						
AGB04028B24L	B	24	14.0~26.4	0.1	8000	0.4						
AGB04028B24M	B	24	14.0~26.4	0.15	9500	0.45						
AGB04028B24U	B	24	14.0~26.4	0.27	13000	0.67						
AGB04028B24V	B	24	14.0~26.4	0.29	15000	0.7						

Product: AGB04028B

Save | Save & Close | Save & New | Close

Currently editing for Seller: COFAN USA

- Basic Information
- Sellers
- Dimension
- Specifications
- Variants
- Inventory
- Pricing
- Shipping
- SEO
- Related Products
- Configurator
- Detail Page Options
- Detail Page Style

ID	755
Marketplace SKU *	CCB0989662211F6
Product Category	DC Fans (Next Gen)
Product Name *	AGB04028B
Parent Product	
Product SKU	
Short Description	
Primary Image	Upload... Add URL
Product Quantity Title/Label	Default (from language key)
Description	Edit ▾ Insert ▾ View ▾ Format ▾

PRODUCT CONTENT
...OR DRAG & DROP IMPORT MAPPING

When you need to update multiple parts, DISTiMAN's import mapping function is extremely useful. You can use our one-click exported file or your own spreadsheet.

When ready to import, DISTiMAN's import mapping auto-syncs matching headers and then "drag & drop" the remaining into their matching fields. You can then save your "import template" for re-use again at any time in the future.

A common everyday use is to import price and inventory data for e-commerce. I create an import map that matches the ERP export data which is exported to a network location. DISTiMAN automatically imports the file, automating daily price and inventory values with minimal effort or cost.

Live / API integrations with ERP systems are available with support from DISTiMAN as needed.

OPTIMIZATION
ON-PAGE SEARCH ENGINE OPTIMIZATION

WHAT YOU CAN CONTROL AND
WHAT WE HAVE ENGINEERED

Giving Product Managers direct access to content improves quantity, quality and timeliness of content. With a little guidance, you'll be able to write content with ideal key word densities and best use of content tags (hotlinks, meta title, meta description, heading, alt, title, image).

DISTiMAN programmatically manages the rest:

SEF - Search Engine Friendly urls

PAGE INTERLINKING - menus, breadcrumbs and more

MOBILE FRIENDLY - with Bootstrap, HTML5 & CSS3

HTTPS / SECURITY - secure connection for your customers

SCHEMA - structured data for all product content

SITE MAPS - auto-generated and published to the search engines

. . . AND SO MUCH MORE.

Qu +3 QUALITY Pages must be well-written and highly valuable. CONTENT	**Cr** +3 CRAWL Search engines must easily crawl your pages. ARCHITECTURE	**Tt** +3 TITLES Build keywords into your titles. HTML
Rs +3 RESEARCH Investigate keywords people may use to find your content. CONTENT	**Mo** +3 MOBILE Optimize for today's smartphones and tablets. ARCHITECTURE	**Ds** +2 DESCRIPTIONS Meta tags should describe what pages are about. HTML
Kw +2 KEYWORDS Build target keywords into your pages. CONTENT	**Dd** +2 DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE	**St** +2 STRUCTURE Use Schema and more to turn data into enhanced listings. HTML
Fr +2 FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT	**Sp** +2 SPEED Your site should load quickly on any device. ARCHITECTURE	**Hd** +2 HEADINGS Build keywords into your H1 - H2 tags, especially H1. HTML
Mm +2 MULTIMEDIA Images, video and audio can set your content apart. CONTENT	**Ps** +2 HTTPS Provide a secure connection for visitors. ARCHITECTURE	**Am** +1 AMP Google's mobile page format is built for speed. HTML
An +2 ANSWERS Create content that can be turned into answers in the SERP. CONTENT	**Ur** +1 URLs Build keywords into your page addresses. ARCHITECTURE	
Dt +2 DEPTH Shallow content fails. Aim for substance. CONTENT		

ON-PAGE SEO TECHNIQUES
STACKED AGAINST OTHER DC FAN MANUFACTURERS

For a more accurate Test of on-page Search Engine Optimization, we are comparing against similar manufacturers focused on the same product type using Seobility.
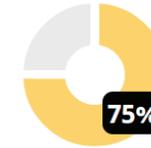
Most companies sacrifice usability to gain improved on page SEO. Our on page SEO beat every competitor while delivering the best in usability.

Note - should take 6-8 weeks for Cofan to actually overtake their competitors on the search engines (by March 2020).

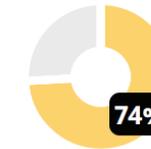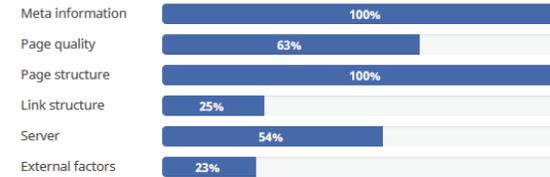## DISTIMAN BEATS IT'S LEADING COMPETITORS IN SEO VALUE WITHOUT SACRIFICING USABILITY
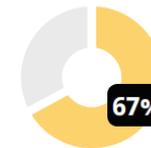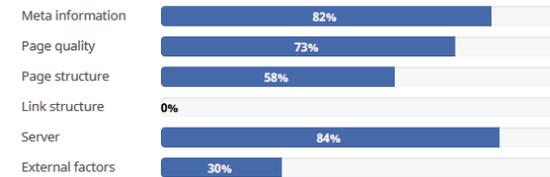
seobility

DISTIMAN / COFAN-USA.COM

Meta information	100%
Page quality	57%
Page structure	100%
Link structure	71%
Server	54%
External factors	23%

75%
SEO Score Widget

YSTECHUSA.COM

Meta information	100%
Page quality	63%
Page structure	100%
Link structure	25%
Server	54%
External factors	23%

74%
SEO Score Widget

ORIONFANS.COM

Meta information	82%
Page quality	73%
Page structure	58%
Link structure	0%
Server	84%
External factors	30%

67%
SEO Score Widget

COMMAIRROTRON.COM

Meta information	80%
Page quality	81%
Page structure	91%
Link structure	63%
Server	0%
External factors	32%

59%
SEO Score Widget
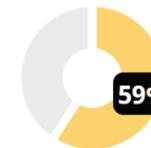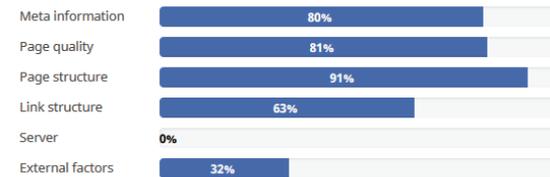
DISTIMAN

IN SUMMARY
DISTIMAN VS. ARROW WEBSITE

FEATURE	ARROW	DISTIMAN	DIFFERENCE
CAPABILITY	Millions of SKUs	Millions of SKUs	Equivalent
HOME PAGE SPEED SCORE	51	65	+22% Improvement
CATEGORY PAGE SPEED SCORE	29	47	+38% Improvement
CONTENT MANAGEMENT EASE OF USE	Likely requires developer support	One-click or Mapped Imports	I would argue >10X easier
USABILITY	Not very Intuitive or easy to find solutions	much easier to find or configure solutions	I would argue >10X easier
CONFIGURATORS	n/a	built-in	no comparison
OPTIMIZATION	good	great	Worth Tens of Thousands in Social Media Marketing Value
COST	Assuming >$1M+ and ongoing	$750 per Month	Estimate well over 95% savings
TIME	Months? / Years? >3 Million parts	One person < 40 hrs ~23,000 parts	Estimate well over 95% less time

DISTiMAN