DISTIMAN



WHY A DISTIMAN SITE IS BETTER THAN NEWARK'S WEBSITE

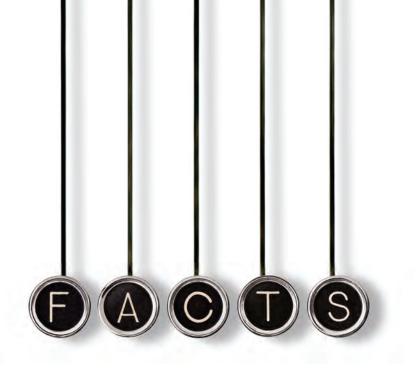


I am a content manager hired by APS (Advanced Power Solutions) to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 40 hours of content & design effort, I launched **advpower.com**.

To prove and qualify my work, I decided to compare it against one of the industry giant websites, Newark Electronics, the 10th largest electronics distributor internationally with over \$1.5 billion in sales and 1,500 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 USABILITY / DESIGN

Design is a question of personal taste so I will not try to persuade anyone that DISTiMAN's design is better than Newark's.

The purpose of this page to is to demonstrate equivalent elements, content and links.

MY CLAIM IS SIMPLY THAT HOME PAGE USABILITY IS GENERALLY EQUIVALENT

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HOME PAGE COMPARISON GOOGLE PAGE SPEED INSIGHTS - DESKTOP PERFORMANCE

NEWARKS's speed test rated a score of 42 while DISTIMAN rated a score of 64. DISTIMAN's time to interactive is only 2.1 seconds versus Newark's 5.6 seconds.

A 34% INCREASE OVERALL SPEED SCORE 2.6 X FASTER TO "TIME TO INTERACTIVE"



https://www.newark.com/





NOTE:

DISTMAN

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

CATEGORY COMPARISON USABILITY COMPARISON

NEWARK lists individual part numbers versus APS listing by product family. NEWARK is selling on-line while APS has chosen to sell via RFQ's. These distinct differences are design choices.

NEWARK

- Relies heavily on search filter (13 fields scrolling over 3 pages)
- Of the 13 filter fields, only 3-4 are of real value
- The table offers minimal info to elect the right technicak solution

APS / DISTIMAN

DIST MAN

- The table is so useful that available filter is disabled
- Parts are logically pre-sorted by power / watts
- All columns are sortable with a click of the header
- Primary characteristics listed in the table for quick selection
- Columns are ordered by logical priority for a designing engineer

WE WOULD ARGUE THAT DISTIMAN'S USABILITY IS 3-4 X BETTER FOR A DESIGNING ENGINEER

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Home / ITE C14 Desktop / Products

ITE External Desktop Power Supplies with C14 Inlets

DoE(VI) / EU ErP & CoC5 Compliance | IEC/UL/EN 62368-1 Safety Approvals

Browse our broad range of TE Modustrial ackernal power supply solitions in desktop paralages and TE 102 C24 fields for Class 1 openation. All our TE Industrial desk top power supplies feature Universal AC lingul, Hgb Efficiencies and reduced in-Acad power consumption for DEC(V). EU EP 6 DCc5 Compliance and se safety appored to ECDRVII. 62586-1. Safety standards for use in medical applications. Liste deviae our standards in models, pleas contrain: Ito is devias any modification enquinements you may inve.

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🧕 24 W	1	5~24			110 x 58 x 32,3mm	4.33 × 2.28 × 1.27*	0.1 W	90 %
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CATEGORY COMPARISON NEWARK'S 30 PARTS VS. **DISTIMAN 21 FAMILIES**

PER GOOGLE PAGE SPEED INSIGHTS **DISTIMAN SCORES 21.2% BETTER 3.1 SECONDS FASTER TIME TO INTERACTIVE**

https://www.newark.com/c/power-line-protection/power-supplies /ac-ac-external-plug-in-adaptor-power-supplies?brand=triadmagnetics

▲ Speed Index 2.8 s ▲ Total Blocking Time 1,31) ms
Largest Contentful Paint 2.2 s Cumulative Layout Shift 0	.004

https://www.advpower.com/power-supplies/ite-c14-desktopspower-supplies

52





PRODUCT PAGE COMPARISON USABILITY / INTUITIVE DESIGN COMPARISON

NEWARK's listing includes price and inventory while APS has chosen to sell via RFQ's. These distinct differences are design choices.

NEWARK

- First impression of the Newark page is a little confusing,
- the specs are listed in drop down fields and check boxes
- selecting values in one field disables all the others . . .???
- Technical docs is below the first page scroll
- Overview is even further below that

APS / DISTIMAN

DISTIMAN

- Product Family and short description in h1 tag at the top
- Pdf download at the top of the page
- Features below that using SEO keywords
- Primary Specifications below that
- Then a simple table of available parts and RFQ button
- Admittedly, I should spend a few more minutes to improve style

I WOULD ARGUE THAT DISTIMAN'S **USABILITY IS 2-3 X BETTER**

VAU12-2000							- 0	est Saller
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PRODUCT PAGE COMPARISON NEWARK VS. APS / DISTIMAN

PER GOOGLE PAGE SPEED INSIGHTS **DISTIMAN SCORES 3.8% BETTER 2.9 SECONDS FASTER TIME TO INTERACTIVE**



https://www.newark.com/c/power-line-protection/power-supplies /ac-ac-external-plug-in-adaptor-power-supplies?brand=triadmagnetics

First Contentful Paint	1.0 s	Time to Interactive	5.9 s
Speed Index	1.4 s	Total Blocking Time	1,220 ms
Largest Contentful Paint	2.0 s	Cumulative Layout Shift	0.004



https://advpower.com/power-supplies/apsu15a?s=706

A First Contentful Paint	3.0 s	Time to Interactive	3.0 s
A Speed Index	3.1 s	Total Blocking Time	60 ms
🔺 Largest Contentful Paint 🔳	3.2 s	Cumulative Layout Shift	0



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

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

DISTIMAN built in **one-click editing of categories** to empower product managers an ability to directly access the design of their categories. One-click opens up the interface shown at right.

BASIC INFORMATION TAB - defines title and header images with a WYSIWYG editor for the description at the top and bottom of each category as well as control of all styles (fonts, colors, borders, backgrounds).

CUSTOM FIELDS TAB - lets the product manager select which fields to display and drag-/drop them into any preferred order.

THIS EASE OF MANAGEMENT IS HOW DISTIMAN OBTAINS SUBSTANTIAL USABILITY IMPROVEMENTS

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PRODUCT MANAGEMENT DEVELOPER INTERACTION VS. ONE-CLICK EDITING

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

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

- write up the change and submit

IST:MAN

- receive, interpret, implement the change
- communicate the change implemented
- look up, review and approve the change
- and maybe repeat with additional corrections

DISTIMAN product pages offer **one-click** editing for any user to directly update / fix content.

ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER

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-		APSU12A Desktop Po Supplies			
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Parent Product			*		Orientation	Straight		
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PRODUCT CONTENT ... OR DRAG & DROP IMPORT MAPPING

When you need to update multiple parts, DISTIMAN's import mapping function is extremely useful. Our one-click export file can get you started, or use your own spreadsheet.

When ready to import, DISTiMAN's import mapping auto-syncs matching headers to the system, regardles of order on the spreadsheet. Non-matched fields can simply be "dragged" into the appropriate places, called "Import Mapping". You can then save your "import map" for re-use again at any time in the future.

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

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DISTIMAN

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).

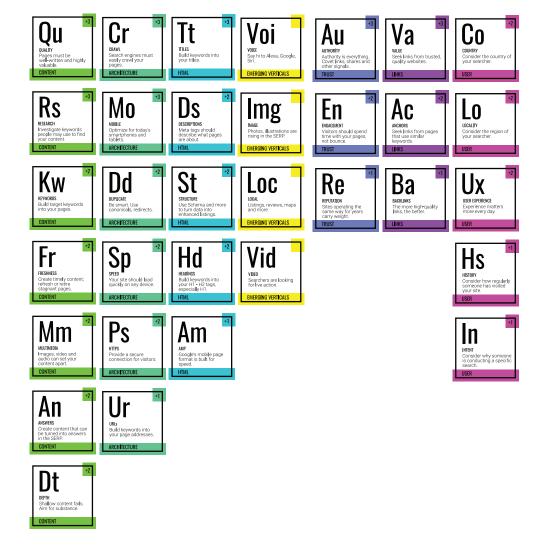
DISTIMAN programmatically manages the rest:

- 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.

DIST MAN

PERIODIC TABLE OF SEO FACTORS



ON-PAGE SEO TECHNIQUES STACKED AGAINST OTHER EXTERNAL DESKTOP POWER SUPPLY MANUFACTURERS

For a more accurate Test of on-page Search Engine Optimization, we are comparing against similar manufacturers focused on the same product type.

Advpower.com - SEO Checker

Overview of the SEO Check



PDF Export

Cui.com - SE	O Checker		B POF Export	O Sign up for free!
Overview of the SEC	O Check			SEO Score
III	Meta information			
Applied of Arthrough American	Page quality	62%		
	Page structure	81%	No. of Concession, Name	
	Link structure	77%		70%
at the	Server	23%		70%
Links	External factors	395		SEO Score Wildert
© Response time	I File size	Twords	Ta Media files	& Number of links
0.87 s	164.80 kB	626	49	95 internal / 5 external

Overview of the SE	O Check			SEO Score
	Meta information			
	Page quality	63%		
	Page structure	a be an	195	
	Link structure	25%		69%
	Server	54%		05 /18
	External factors	37%		SEO Score Wilsoer
@ Response time	(P File size	TWords	Media files	& Number of links
10.22 5	99.50 kB	1549	16	126 Internal / 22 external

O Sign up for free!

SEO Score

Xppower.co	m - SEO Che	ecker	B PDF Export	O Sign up for free!
Overview of the SE	O Check			SEO Score
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@ Response time	Æ File size	TWords	Media files	& Number of links
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FEATURE	ARROW	DISTIMAN	DIFFERENCE
CAPABILITY	Millions of SKUs	Millions of SKUs	Equivalent
Home Page speed score - Desktop - Mobile	38 12	57 35	+34% Improvement +191% Improvement
CATEGORY PAGE SPEED SCORE	42	47	+11.9% Improvement
CONTENT MANAGEMENT EASE OF USE	Likeley 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
SEO SCORE VS COMIETITORS	and ongoing	Assuming >\$1M+	\$750 per Month Estimate well 95% savings
TIME	Months? / Years? >3 Million parts	One person < 100 hrs ~13,000 parts	Estimate well over

