

Press Release

EBV Elektronik Continues to Evolve its Vertical Market Structure

Munich/Poing, 27th February 2019 - EBV Elektronik, an [Avnet](#) company (Nasdaq: [AVT](#)), announces that it has redefined its go-to-market vertical market structure in order to optimise the accessibility and utilisation of its market segment services for customers. The new market segment structure has been paired down from seven to five key segments focusing on: Industrial; Automotive & Aerospace; City & Infrastructure; Healthcare & Personal Devices and Light; and Home & Building.

EBV adopted this vertical market segment approach as a strategic pillar to align the business to better meet the changing needs of specific customer types. Over the years, EBV expanded this strategy by building vertical marketing support into its sales organisation in addition to its existing customer and supplier support teams, enabling the company to interconnect the entire ecosystem. Continuing to reshape and refocus this market segment structure has been a key differentiator that drives business efficiency and market success.

“Over the last few years, we have observed quite a lot of change in both our supplier and our customer base. Our agility has helped us to differentiate our business and expand our footprint at customer sites by focusing on the fast growing markets and spotting new application opportunities,” explains Frank-Steffen Russ, Director Vertical Segments EMEA at EBV Elektronik. “Our unique vertical market approach has underpinned our collaboration with our suppliers and helped us leverage the latest technologies for our customers.”

The scope of the vertical segments:



Industrial applications include real time plug and play networks, TSN, smart factory automation, Industry 4.0, digital motor control, robotics utilising AI, and IoT in industrial and smart farming.

Automotive & Aerospace trend applications include ADAS, autonomous and connected vehicles, electrical vehicles (power train solutions), in-vehicle power distribution architecture (incl. body electronics), aircraft systems (incl. flying cars) and space.

City & Infrastructure applications cover energy generation, distribution, transportation and storage as well as grid automation, e-charging infrastructure, metering and data connectivity infrastructure. Also urban mobility applications including traffic management, smart parking, public transportation plus environmental applications like air quality, waste, water and wastewater management.

Healthcare & Personal Devices incorporates personal care, medical and wearable applications such as eHealth, medical, wearables, portable devices, travel accessories, tracking of possessions, people and animals.

Light, Home & Building applications focussing on general lighting as well as LED-based, IR-based and laser-based applications, home and building automation and home appliances.

About EBV Elektronik

EBV Elektronik, an Avnet (NASDAQ:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 240 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 65 offices in 29 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com. Further information about Avnet is available via www.avnet.com.

Press Contacts:

Anja Woithe
Senior PR Manager, Avnet EMEA
+49 (0) 8121 774 459
Anja.woithe@ebv.com