

Inductors Division

Custom Magnetics

VISHAY

The DNA of tech™

▶ WHERE TO HUNT

Target Customers: all aerospace, military, space, medical, industrial, and automotive customers

Door Opener Questions:

- Do you have a magnetics requirement (inductor or transformer) for which you are not able to find a suitable COTs solution?
- Show the Inductors Unfold
- Are you experiencing any challenges with your existing magnetics suppliers — quality, delivery, responsiveness, or price?

Target Applications

AMS: power systems, infotainment, space, radar, missile, motor controls, communications, night vision

Medical: implantables, energy platforms, defibrillators, monitors, MRI, imaging, hearing, patient monitoring, haptic feedback

Industrial: power controls, analytical, industrial controls, charging systems, haptic feedback

Automotive: DC/DC conversion, OBCs, motor drives, power steering, electronic braking, haptic feedback

▶ HOW TO SELL: Sell the Solution — our extensive capability

“Vishay’s Custom group brings years of design and solution experience located in seven manufacturing and NPI centers Globally.”

- Custom products — developed specifically to meet customers needs
- Customizable standard products — easily customizable baseline platforms to save time and cost
- Industry-specific solutions — space, automotive, industrial, military
- Emphasize ability to support samples — timing varies based on raw materials required
- Explain our extensive experience in high reliability applications in life-critical medical and AMS applications

▶ HOW TO CLOSE: Advancing the opportunity

“Establish the relationship between Vishay Engineering and the customer.”

- Get division product marketing engaged early
- Drive responsiveness
- Follow up with engineering and program management frequently