

# eFuses, Load Switches

Protected Smart Power Switching

VISHAY

The DNA of tech™

## ▶ WHERE TO HUNT

**Look-alike Targets:** NVIDIA, Microsoft, Meta, Google, AWS, SuperMicro, Intel, AMD, Broadcom, Qualcomm, Dell, HPE, Lenovo, Delta, Emerson, Simens, Philips, Schneider, GE, Micron, Honeywell, Boston Scientific, Abbott, SpaceX, Nokia

### **Door Opener Questions:**

- Does your design require protected power switching?
- What are the voltage and current levels you need to support?
- Which protection features are required? (OCP, OVP, OTP, reverse current, inrush control, etc.)
- Does your system need digital telemetry or monitoring?
- What is your required package?
- Is the switching device placed at the input or output stage of the circuit?

**Server, AI, data center, computing:** power I/O, hot swap, CPU / GPU board, PCIes I/O, data storage, cooling, NAC, OCP module I/O

**Industrial control & automation, medical:** instrumentation, test sockets, smart sensors, fabrication equipment, energy storage, robotics, metering, imaging, patient monitoring, portable POS terminals

**Telecom:** power I/O, functional blocks, system power management

## ▶ HOW TO SELL: Higher Performance with Pin-Compatible

**“Vishay eFuses deliver a cost-effective, fully integrated protection solution that increases power density, expands SOA margin, and enhances overall system reliability — all while remaining pin-compatible with competing devices.”**

- Low resistance for higher power density and solution efficiency
- Intelligent control to enhance SOA and dynamic power capability
- Adaptive protection for safety and fault management
- Precision current and temperature monitoring for solution accuracy
- Reliable supply supported by NC / NT manufacturing sites

## ▶ HOW TO CLOSE: Positioning Products and Services to Address the Design Need

**“We provide product, application, and design support to help customers optimize performance while improving efficiency and reliability.”**

- Pull in support early: tech support email, division market development, and regional FAE
- Enable the customer: reference designs, design circuit calculator, application evaluation boards, customer circuit and layout review
- Reinforce with resources: selector guide, infographics, toolkits, videos, tailored follow-ups