

Power Inductors

Sales Cheat Sheet

VISHAY

The DNA of tech®

▶ WHERE TO HUNT

- **Target Customers:** all with power applications, target reference designs, and AI-related
- **Door Opener Questions:**
 - Are you seeing any radiated EMI issues?
 - Are you seeing any layout constraints due to footprint or height?
 - Are you derating ferrite or seeing performance shifts with temperature?
 - Are you hitting power loss, saturation, or thermal limits?
 - Use the Unfold
- **Pain Point Triggers:**
 - We have radiated EMI problems / failing EMC → point to IHLE®
 - We have size limitations or need lower profile → point to IHLP / IHLL
 - We have saturation / derating / thermal problems → composite vs ferrite selection training is a key theme
 - We are moving to GaN / SiC → composite inductors are positioned for GaN / SiC switching and higher frequency filtering needs
- **Target Applications:**
 - High power, high efficiency, AI / server, SSD, DDR memory modules, core voltage regulation, POL and micro-POL, DC/DC converters, EMI-sensitive systems, filtering, industrial controls, and renewable energy

▶ HOW TO SELL: Sell the Solution, not the component

- *“Vishay Power Inductors is more than just IHLP® — we compete with the toughest competition and win on performance, quality, cost, and delivery. We have the largest portfolio of composite inductors.”*
- Composite power inductors → we have the largest portfolio of composite power inductors, new footprints, new families, OOC options
- IHLE® → when EMI risk or compliance pressure is present
- IFSC, IFCL, IFDC, IFLR, IDCS → ferrite inductors for cost-effective, broad-range solutions
- Flexible standard products → baseline designs that can be optimized, tested, sampled, and released fast and at low cost!
- High performance materials → we are a technology leader with cutting-edge core materials and in-house design/simulation/benchmark ability

▶ HOW TO CLOSE: Advancing the opportunity

“Identify design centers, engage engineering contacts, and use product marketing to engage divisional engineering.”

- Engage: engineering + product marketing / FAEs early on
- Use: IHLP® calculators + MADMIX benchmarking to confirm selection
- Offer: datasheets, benchmark testing, and samples
- Commit: fast turnaround, low lead times, competitive prices, OOC