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Connectivity Business Unit

Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL - CONNECTIVITY BUSINESS UNIT

The Fight Against Commoditization: Is a Bigger Solution Really Better?

By: Jonathan Bogush, Director of Connectivity

Most large multi-national manufacturers of connectivity components (cables, connectors, switches, etc.) are fighting against the same thing - the commoditization of their products. In many regards - a cable is a cable and a connector is a connector. The technological differentiators between brand A and brand B really aren't too considerable. As recruiters, we speak with many professionals with connectivity backgrounds and almost all of them tell us that their company is attempting to change the way they are perceived in the market - instead of being known as a component manufacturer they want to be regarded as a "solutions provider". But how does a manufacturer become a solutions provider? What are the challenges associated with making the transition?

On face value, companies want to offer a more top to bottom solution that makes sense to their customers. If a manufacturer provides a multi-faceted solution that includes cables, connectors, hardware, software, and services it can improve the margins on the sale but does it actually improve the relationship they have with their customers or with the employees tasked with selling the solution? For example look at structured cable manufacturers and their attempt to develop a DCIM offering through acquiring smaller software developers. There is no doubt that cable manufacturers providing an aggregate software management tool in conjunction with their cable is a great way to improve margins but what impact can it have on their organization long-term? We speak with dozens of individual contributors and strategic leaders involved with developing DCIM software into larger solutions sets and repeatedly hear that their efforts may not be worth the results they are seeing; not only is the adoption rate of DCIM technology soft but the intrinsic principles behind its sale are something that most direct or indirect cable sales people aren't equipped to articulate. So what remains is an underperforming product with a low ROI and legions of sales people that are no longer aligned with their company and the direction they are heading.

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So the questions remains - does providing a bigger, more robust solutions offering really strengthen a company and the people tasked with developing the business and evangelizing the solution? Or does it weaken a company's overall focus by forcing them to stray from their core manufacturing competencies and core value proposition to their customers? Would it make more sense for large manufacturers to focus more on creating strategic, go-to-market alliances as opposed to simply acquiring another company in hopes to adopt their technology and then figure out a way to sell it?

Obviously as recruiters we are in a unique position to ask these questions and we'd love to hear your thoughts on things. Reach out for a discussion on the state of solutions providing within your company and the unregistered costs that are incurred on your company's people and culture when trying to deliver the solution to your customer.

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- VP of Sales

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- Sr. Project Engineer - Fiber optic products
- VP/General Manager - multiple
- Process / Mfg Engineers

Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at connectivity@tyges.com. We look forward to working with you in the future.

Good luck in your current ventures and you'll be hearing from us next month!

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