

Real-Time Catalog Distribution. Up-To-Date Catalog Data at Every Distributor

**Presenters:**

Mike Budde, Jr., President, Budde Marketing, an Orbweaver Co.
Tim Fredricks, Strategic Channel Account Manager, Advantech
Maria Gillespie, Americas East & LATAM Commercial Sales Leader,
Medical Business Unit, TE Connectivity
Christoph Wolf, President, RECOM

Moderator:

Sannah Vinding, Founder & Host, Leadership in Manufacturing Podcast

JULY 9, 2026**KEY TAKEAWAYS**

- The full financial impact of inaccurate product data is difficult to ascertain—but can be significant.
- Managing design registrations often requires significant time spent manually obtaining accurate data.
- Automation is critical to achieving accurate data.

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OVERVIEW

Clean, accurate, automated product data is no longer simply an operational necessity; it has become a strategic business asset. Companies that continue to rely on fragmented, manual processes risk falling behind competitors that invest in automation, real-time data exchange, and standardized catalog management.

In an increasingly digital and AI-driven marketplace, trustworthy product information is becoming just as important as the products themselves, enabling stronger customer relationships, faster decision making, greater operational efficiency, and sustained competitive advantage.

[Orbweaver](#) specializes in data automation and real-time connectivity for the global electronics manufacturing and distribution supply chain. Orbweaver's catalog management platform eliminates manual processes such as downloading spreadsheets, reformatting files, and manual data entry by standardizing electronic component data, pricing, inventory levels, and order flow.

CONTEXT

The presenters discussed the financial impact of misaligned product data and explained how automation and standardization are critical to maintaining both accuracy and a competitive edge.

KEY TAKEAWAYS

The full financial impact of inaccurate product data is difficult to ascertain—but can be significant.

Different distribution partners maintain different product data systems and update schedules. As a result, even when manufacturers provide accurate information, data in distributors' systems is not always synchronized nor at the same speed, which creates discrepancies across partners.

Although individually a product inaccuracy might seem small, presenting many discrepancies across an entire catalog reduces customer trust and satisfaction. At the same time, correcting inaccurate market information, such as incorrect pricing, lead time, or availability information, often has a ripple effect across organizational departments.

Verifying misaligned product information typically pulls resources away, not only from sales teams but also from customer service and field teams. This means that rather than focusing resources on high-value actions, such as holding engineering discussions, following up on opportunities, and investing in conversion, these skilled employees must instead spend time working with internal resources to validate product data and resolve inconsistencies.

Having to spend time correcting critical information creates opportunities for competitors to step in with accurate information and win the business.

“Anytime you lose time, it’s critical. That’s the magic. It’s the core competency of the channel. And when you fail at that, or you take a step or a trip on that, it really drives a challenge . . . [which can cause you to] lose the time and trust and all of those really important things to the customer.”

– Maria Gillespie, TE Connectivity

In addition, there are other hidden costs companies are often not aware of. While hours spent on data correction can be measured, customers who decide to go with a different supplier due to inaccurate information rarely provide feedback, making it difficult to identify—much less quantify—sales opportunities that are missed before anyone even realizes they existed.

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Managing design registrations often requires significant time spent manually obtaining accurate data.

Design registrations play a critical role in protecting opportunities and supporting distribution growth; however, they require significant coordination across teams and partners. Managing design registrations goes beyond approving or rejecting submissions: a significant amount of time is spent manually determining which distributor is truly engaged in a

design opportunity, verifying project details, defining timelines, resolving ownership conflicts, and following up with registrations after approval.

Especially in cases where there are hundreds or thousands of registrations to manage, incorrect information makes the process extremely time consuming. It is therefore no surprise that organizations often end up managing information more than they do managing the opportunity itself.

The Competitive Advantage of Product Data Accuracy

Since its founding in the US in 2006, [RECOM](#) has built a reputation for data accuracy, working closely with manufacturers, distributors, and external partners to ensure accurate data. This allows RECOM's sales team to focus on helping customers find the right products, rather than reconciling discrepancies. RECOM's reputation has been valuable in generating inbound business, as it has drawn some customers to begin working with the company when information from another supplier was inaccurate.

In one example, two years ago, a RECOM competitor unexpectedly appeared on a sanctions list. This company had been supplying half the industry via private label parts. Fortunately, RECOM was prepared and ready to go with accurate data and digital tools, enabling the company to quickly provide partners with replacement recommendations and support customers during the transition. RECOM's rapid and detailed response strengthened customer relationships and enhanced the company's reputation.

“When the data is structured in the right way, it builds trust and relationships. . . That built a good reputation for us within the channel. . . Now, [customers] ask us first, before something happens.”

– Christoph Wolf, RECOM

Although the revenue gains immediately following the incident were modest, customer growth and new design opportunities have increased significantly since, as RECOM established a strong reputation for dependable information.

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Automation is critical to achieving accurate data.

Clean registration data significantly decreases the time investment that is required in managing data and allows the conversation to shift from ownership debates to the best strategies to win new business. However, many manufacturers currently analyze data 30 or more days post-sale, causing companies to miss valuable development opportunities.

In the future, having real-time data exchange capabilities that fully align catalog information, inventory, pricing, and point-of-sale data between manufacturers and distributors would allow teams to quickly identify new customers and rapidly engage in follow-up to maximize sales.

“Opening scalable options within these data streams is something our company has been working toward—and so has Orbweaver. Collectively, I think we’re going to have a chance to get this industry and all the partners exchanging this information into a more automated data stream.”

– Mike Budde, Jr., Budde Marketing, an Orbweaver Co.

The key to achieving clean, accurate, and real-time product information lies in automating the data transfer process, yet the automation gap remains one of the industry’s largest opportunities for improving efficiency.

Orbweaver Improved External Catalog Delivery and Internal Processes at Advantech

Before implementing automation, assembling product data at [Advantech](#) was a manual process across three organizational silos. This meant pulling data from different product managers as well as pricing teams, which took longer than desired. In addition, pricing data files were not always in the same format and more time was required to standardize the information. By the time data was shared with customers, it was already outdated. Distribution partners also reported broken links, inconsistent formatting, and incomplete data.

The lack of uniformity across the channel—from the product side to the point-of-sale data exchanged between distributors and manufacturers—also sometimes led to mismatched part numbers, which would bring the entire process to a full hard stop while the inconsistency was reconciled.

These issues led Advantech to Orbweaver. A cost analysis showed that adopting the Orbweaver catalog management platform would cost less than developing and maintaining a solution internally, so the team moved ahead with implementation.

The Orbweaver implementation revealed significant issues in the company’s product data, including inconsistencies in or missing product images, descriptions, classification codes, country of origin, and more. This led the team to establish standard operating procedures for product data creation and maintenance, which when applied across the Orbweaver platform significantly improved the quality of data Advantech shares with its partners.

“This is a time of mergers and acquisitions, but that data resides somewhere and it needs to be kept up to date—and it needs to be usable. . . [Orbweaver] was able to take all of our data from disparate systems and put it out into one usable format that is customized for our partners’ needs.”

– Tim Fredricks, Advantech

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ADDITIONAL INFORMATION

To learn more, visit: [Orbweaver](#)

BIOGRAPHIES

**Mike Budde, Jr.**

President
Budde Marketing, an Orbweaver Co.

Michael Budde Jr. is President of Budde Marketing Systems, a long-standing leader in POS reporting, channel analytics, and data management for the electronics industry. Known for his deep expertise in clean data and channel intelligence, Michael has spent years helping manufacturers turn fragmented distributor reporting into actionable business insight across global markets.

**Christoph Wolf**

President
RECOM

Christoph Wolf is President of RECOM Power, where he works closely with customers and engineering teams focused on power conversion, industrial automation, and next-generation electronics design. With years of global leadership experience in the power electronics industry, he brings a practical perspective on reliability, scalability, and the real-world challenges manufacturers face as technologies continue to evolve.

**Tim Fredricks**

Strategic Channel Account Manager
Advantech

Tim Fredricks works closely with manufacturers and channel partners at Advantech, helping them implement edge, automation, and AI technologies in real-world environments. He brings a practical, field-driven perspective on what it actually takes to move from concept to deployment, cutting through the noise and focusing on what works.

**Sannah Vinding (Moderator)**

Founder & Host
Leadership in Manufacturing Podcast

Sannah Vinding is an engineer, go-to-market leader, and host of the Leadership in Manufacturing Podcast, where she leads conversations with executives across the electronics, manufacturing, and supply chain industries. Her background spans engineering, product marketing, and digital growth, with a focus on helping technical organizations communicate complex products more clearly and improve how information moves across teams, systems, and channel partners.

**Maria Gillespie**

Americas East & LATAM Commercial
Sales Leader, Medical Business Unit
TE Connectivity

Maria Gillespie is a commercial sales leader at TE Connectivity with over two decades of experience across electronic components, distribution, product management, supply chain, and sales leadership. She currently supports TE's Medical Business Unit across the Americas East and LATAM region.

Previously, Maria led TE's Channel Sales East Region, giving her firsthand experience with distributor partnerships, catalog data challenges, and the downstream impact of outdated or manual processes.