

Real-Time Catalog Distribution: Answers to the Questions That Matter

Business & Strategy

BUSINESS CASE

What kind of companies use Orbweaver?

Orbweaver serves the electronic industry, Manufactures or Electronic Components and Distributors of Electronic Components.

Who does Orbweaver currently work with?

Please take a look at <https://www.orbweaver.com/connections>.

Is this a one-time setup or an ongoing service?

Ongoing. Less like a move, more like running water, once it's connected, it flows continuously. Orbweaver continuously syndicates your data as it changes. You're not unpacking boxes; you're plugged into a live supply.

We recently completed a full catalog update. Why does ongoing syndication still matter?

Realistically, your catalog stopped being perfect the moment you finished updating it.

Maintaining accuracy is an ongoing effort, prices change, parts go end of life, specs get revised. The only way to address those requirements at scale, across every distribution partner, is through automation.

How does Orbweaver help us win more design-ins?

Engineers design with parts they can find and trust. If your product data is accurate, complete, and current at every distributor, your parts surface when engineers are making design decisions. Orbweaver is the insurance vehicle that ensures all of your catalog data and attributes are being delivered to your distribution partners and being plugged directly into their system the way they are required.

Think of it this way: syndication means the data you see as a manufacturer is the data the outside engineering world sees when designing products.

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Business & Strategy (cont.)

BUSINESS CASE

We already send catalog files to our distributors. What does syndication solve that manual doesn't solve?

Imagine emailing a spreadsheet to 20 people. Every time a number changes, you have to re-send it to everyone, with no guarantee anyone is working from the latest version. Manual file distribution creates the same problem at scale: different formats, delayed delivery, no confirmation, and no mechanism for real-time updates.

Your organization, the market, and your distribution channel are all working from the same data.

When pricing or lifecycle data changes (end-of-life), how fast does that reach every distributor?

Picture a price tag that updates itself on every shelf in every store the moment the manufacturer changes it -- no one has to manually re-label anything. When a part is marked end of life or pricing is updated at the source, that change propagates to all connected distribution partners automatically. No manual re-export, no lag, no engineers designing around discontinued parts or buyers ordering at the wrong price.

What happens to our existing distributor relationships when we go live?

Nothing changes from the distributor's perspective. They continue receiving data through the channels they prefer. The shift is similar to switching from hand-delivering letters to email. The recipient still gets what they need, but now it arrives reliably and on schedule.

What does it cost to do nothing and keep managing data manually?

Picture a slow leak in a pipe. You don't see the damage all at once, but it accumulates quietly. Every hour spent reformatting files and chasing distributor updates is an hour not spent on revenue. The hidden costs (engineers designing around discontinued parts, buyers ordering at wrong prices, distributors dropping your line due to unreliable data) are harder to quantify but very real.

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Business & Strategy (cont.)

BUSINESS CASE

What makes Orbweaver different from just hiring someone to manage this internally?

Orbweaver creates scalability. It creates margin. It surfaces intelligence on your catalog data that can go unseen or are found in reactionary experiences.

How does pricing work?

Monthly service charge based on size of catalog and distribution partner refresh frequency.

Implementation & Operations

INTEGRATION & SETUP

How long does it take to go live?

Approximately 30-45 days from implementation start to live syndication across your distributor network.

What internal resources do we need to commit to implementation?

Your team's role is light. You introduce us to the team members who can point us in the direction of your data, and we work with them to pull that into a source of truth that automatically distributes to your distribution partners.

What does our team need to provide to get started?

To get started, the Orbweaver team needs samples of your data and an introduction to your distribution contact.

What happens during the 45-day onboarding period?

We have a very simple five step process that requires little on your part. Orbweaver handles all the heavy lifting.

The process moves in clear phases at which Orbweaver has a clear communication process to keep you aware as each phase is completed.

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Implementation & Operations (cont.)

INTEGRATION & SETUP

Who manages the relationship on the Orbweaver side?

A dedicated implementation manager who coordinates stand-up meetings based on your preference.

Our product data doesn't all live in one place. Pricing, attributes, and categories are spread across multiple files. Is that a problem?

Not at all. Picture a recipe that pulls ingredients from different shelves. Orbweaver assembles the dish. You don't have to consolidate everything first. We can import data from multiple sources and marry them together on our end.

What if our data is messy or inconsistent? Do we need to clean it up before we start?

No. We evaluate your sample data when we receive it and flag any gaps. If something is missing or inconsistent, we facilitate the conversation with your supplier (including a joint call if needed) to resolve it before moving forward.

Will my distribution partners need to do anything on their end?

Minimal. Each partner tells us their preferred connection type (SFTP, API, or otherwise) and the format they want to receive data in. We handle the setup from there. Same as giving a delivery driver an address and drop-off instructions. Your partners tell us how they want to receive the package, and we take it from there.

Can we control which data goes to which distributor?

Yes. It works like a permissions system. You set the business rules once for who gets what, and the platform enforces them automatically every time data moves. You have full control over what data goes to which partners. Nothing is distributed without your configuration.

Can we add or remove distribution partners after we go live?

Yes. The process is repeatable by design. Once one supplier or partner is live, the same steps apply to the next. You work through your list incrementally, at whatever pace makes sense for your business.

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Implementation & Operations (cont.)

INTEGRATION & SETUP

What if we add new products or product lines? How does that get handled?

Orbweaver picks up new product lines as part of your catalog and automatically sends them into your distribution partners' systems of record in the format each partner requires.

What reporting or visibility do we get into how our data is performing?

Your business has full access to the files and to how often your distribution partners are updated. You'll also receive login credentials that provide visibility into this, along with reporting.

Technical

DATA DISTRIBUTION

Does Orbweaver handle both product data and pricing?

Yes. Orbweaver distributes both product data and pricing data. Orbweaver's infrastructure is designed around a point-to-point engagement, which means your catalog and pricing is unique to each distribution partner. Orbweaver brings in one catalog, applies your business rules per distribution partner, and sends it to that partner in exactly the format they require.

What file formats does Orbweaver support for catalog data?

Orbweaver is file and format agnostic. An international translator of every file and format in the electronics supply chain. Bring what you have; we handle the conversion.

Can Orbweaver pull directly from our ERP, or does it require a manual export?

Orbweaver can connect directly to your database, or in common practice a separate database outside your main system is established for us to connect to. For organizations with less established technical frameworks, manual inputs are available. You can drop in Excel catalogs and the system performs as if it were directly connected.

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Technical (cont.)

DATA DISTRIBUTION

What connections does Orbweaver already have in place?

Orbweaver has hundreds of connections already in place. Connections to Software Solutions (ERP & PIM's), Distribution Partners, Part Aggregation Engines (Octopart & Findchips), and Component Manufacturers. Full connections list available at <https://www.orbweaver.com/connections>.

Should I share my catalog data with distributors via API?

Best practice is to distribute via structured flat file, not API. Here's a useful comparison: transmitting a catalog via API is like making a separate trip to the grocery store for every item on your list. A flat file gets everything in one run. API-based catalog transmission can take 15+ hours to complete. A flat file takes around 3.

How does Orbweaver handle data normalization across different distributor format requirements?

We map your inbound data to our internal model, then build a format-specific transform for each receiving partner. Your data goes in once, in your format, and arrives at each distributor in exactly the format they need. When data comes across multiple files, attributes in one, pricing in another, we use part numbers to marry the files together before anything goes out.

A universal adapter is the right mental model, one plug on your side, the right connector on every other end.

Is localization supported (multi-language, multi-currency, or regional pricing)?

Yes. Multi-language and multi-currency translations are native to the product.

What are the data volume limits, if any?

Orbweaver is designed with scale in mind and can support any business volume.

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Technical (cont.)

DATA QUALITY & ACCURACY

What security standards does Orbweaver comply with?

SOC-2, DFARS, ITAR, and GDPR compliant. Encrypted point-to-point connections with purpose-built scalability for high-volume electronics data environments.

How do we know our catalog data is arriving accurately at every distributor?

Orbweaver works closely with your distributors during testing and on-boarding to ensure that data expectations are met. This includes preferred connection types, frequencies, and file formats, data content and customizations, and proper error handling.

What happens if data fails to sync or an error occurs?

Alert notifications are sent to Orbweaver's support team whenever an error occurs. If the issue can be addressed internally, the team will quickly remedy and re-run the data. If the issue is outside of our control, our team reaches out with detailed information to help further debug.

How does the platform handle duplicate part numbers or conflicting data across multiple source files?

Orbweaver uses multiple data points to help minimize the risk of duplicate part numbers. In addition to part numbers, we often use manufacturer names, connection names, and additional pieces of data to help create real uniqueness for the part data.

How granular is the error reporting? Can we see exactly which field failed and why?

Errors are highly customizable to help identify data issues and narrow in on root causes for issues. By default, error and warning total counts help us quickly identify the general health of a data run. Detailed reports of individual errors can also be generated to further debug.