



San Clemente, Calif.
 +1 (949) 276-5988
 cjensen@newmo.com
www.newmo.com

Globalization and outsourcing are adding to the volatility of the electronics industry, increasing supply-chain and operational

risks. Today most companies are struggling with key areas of risks such as supplier interruptions, fluctuations in component pricing, and protecting their intellectual property—particularly when outsourcing to low cost regions. New Momentum offers supply-chain risk management software solutions that help manufacturers who make or use electronic components in their products mitigate these risks.

New Momentum's applications, which include Brand Protection, Supply Interruption, Partner Compliance and Asset Valuation address supply-chain risks such as: supplier's inability to fill planned delivery schedules in a timely fashion; visibility to demand fluctuations that lead to a supply shortage; warning of price variances that can negatively affect profit margins; protection of intellectual property from counterfeiting and sales through unauthorized channels; and client inventory valuation exposure that can have an adverse affect on earnings.

What's different about New Momentum's solution? A company's ERP (enterprise resource planning) and SCM (supply-chain planning) solutions are not enough to neutralize today's supply-chain and business risks. These solutions rely predominantly on internal data that summarize only a historical view, and provide little or no information on what is currently happening in the market. Unlike most supply-chain planning software, New Momentum's advanced Web mining technology allows it to constantly monitor the "open market," accumulating unstructured transactional data—a realtime snapshot of global buying and selling activity—that no one else provides.

New Momentum's Brand Protection application is an excellent example of the importance of integrating open market, unstructured data into a solid supply-chain risk management plan. Until New Momentum introduced its

SOLUTION CATEGORY

Supply Chain
 Services

TARGETED INDUSTRY

Computer, Electric, and Electronic Equipment
 Aerospace and Defense
 Transportation Equipment

PARTNER

PARTNER FOCUS

SAP	GRC
Microsoft	Business Software
Electronics Supply Chain	Industry Association

Brand Protection solution, the primary way companies attacked this problem was through semi-automated monitoring of commerce Websites, such as eBay. The volume of data, duplicate entries, lack of timely results, and inability to manage unstructured data in an automated fashion, made this kind of monitoring ineffective and resource consuming.

Now, New Momentum allows companies to "see" on a global basis many millions of open market data transactions from a wide variety of sources. This unstructured information is "cleansed" to eliminate duplicate entries and bogus part numbers then mapped to a company's specific needs. This avoids the traditional "fire hose" approach that requires the manufacturer to sift through mounds of generic information. All New Momentum solutions help companies increase revenue and avoid production shutdowns by minimizing supply-chain risks.