



1000 N. Main Street
Mansfield, TX 76063, USA
mouser.com

(817) 804-3800

For Immediate Release

Mouser Launches All-New Intelligent Bill of Materials Management Tool

February 21, 2012 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced its all-new Bill of Materials (BOM) Tool on its award-winning website Mouser.com. This innovative [BOM Tool](#) transforms customers' imported bill of materials into an industry-leading part research and purchasing platform.

Mouser's new BOM Management Tool is available to anyone with a My Mouser Account, enabling users to import a new BOM or view BOMs saved in their account. "Our goal was to build the most intelligent Bill-of-Materials tool for our industry, making the materials management process less burdensome for engineers and buyers," explains Hayne Shumate, Mouser Vice President, Internet Business. "It remembers not just your preferences, but the layout of your spreadsheets, your naming conventions, and the product selections you have made previously. Instead of only matching exact manufacturer's part numbers, it can analyze partial part numbers and descriptions using a relevancy engine so that the best options can be offered." Currently, other industry BOM tools come up short by showing no results were found.

Unlike tools on other sites, engineers and buyers can choose what product data they want in which columns and export everything into their original spreadsheet with their own custom formatting intact. Currency, formatting, RoHS options, and other preferences are remembered, allowing each user to create a truly personalized experience and speed their processing the next time. If a customer does not have a spreadsheet, they may paste data directly into the tool. Ultimately, customers will spend less time reformatting data and resetting preferences.

"Our newest BOM Import Tool is yet another way Mouser provides a speed-to-market advantage for design engineers," adds Kevin Hess, Mouser Vice President of Technical Marketing. "Our business focus is on design engineers and buyers who want the widest selection of semiconductors and electronic components to build their new designs. We're always striving to identify new ways where Mouser can further streamline and simplify the design process by speeding the research and delivery of the newest products and advanced technologies. We are pleased to be able to offer this major upgrade."

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With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools. For more information, visit <http://www.mouser.com/bomtool/>.

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 325,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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Further information, contact:
Larry Johannes, Mouser Electronics
Vice President Strategic Marketing
(817) 804-3534
larry.johannes@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com