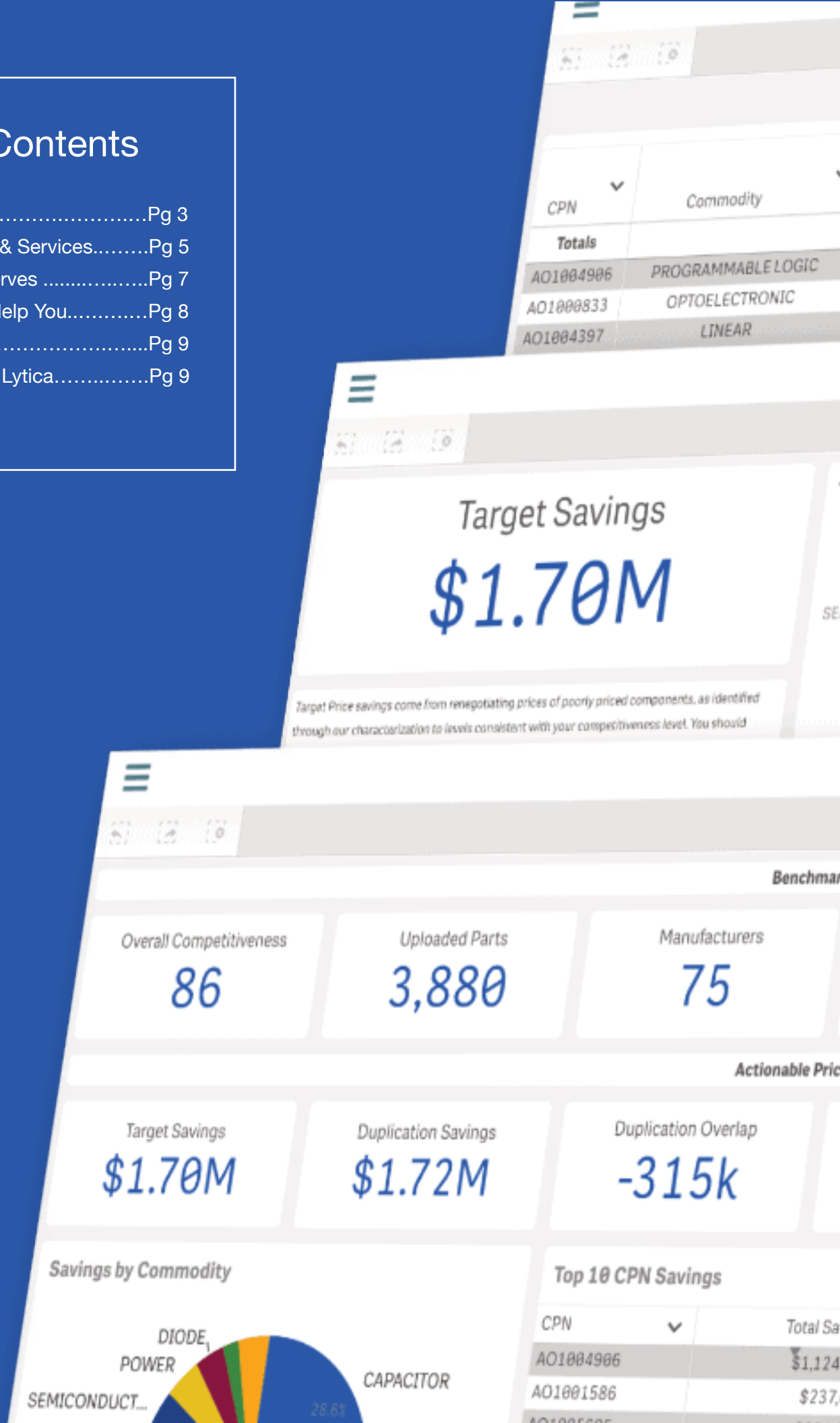


The world's only provider  
of electronic component spend analytics  
and risk intelligence using real customer data.

# Table of Contents

About Lytica .....	Pg 3
Lytica's Products & Services.....	Pg 5
Markets Lytica Serves .....	Pg 7
How Lytica Can Help You.....	Pg 8
Team & Culture .....	Pg 9
Get in Touch with Lytica.....	Pg 9

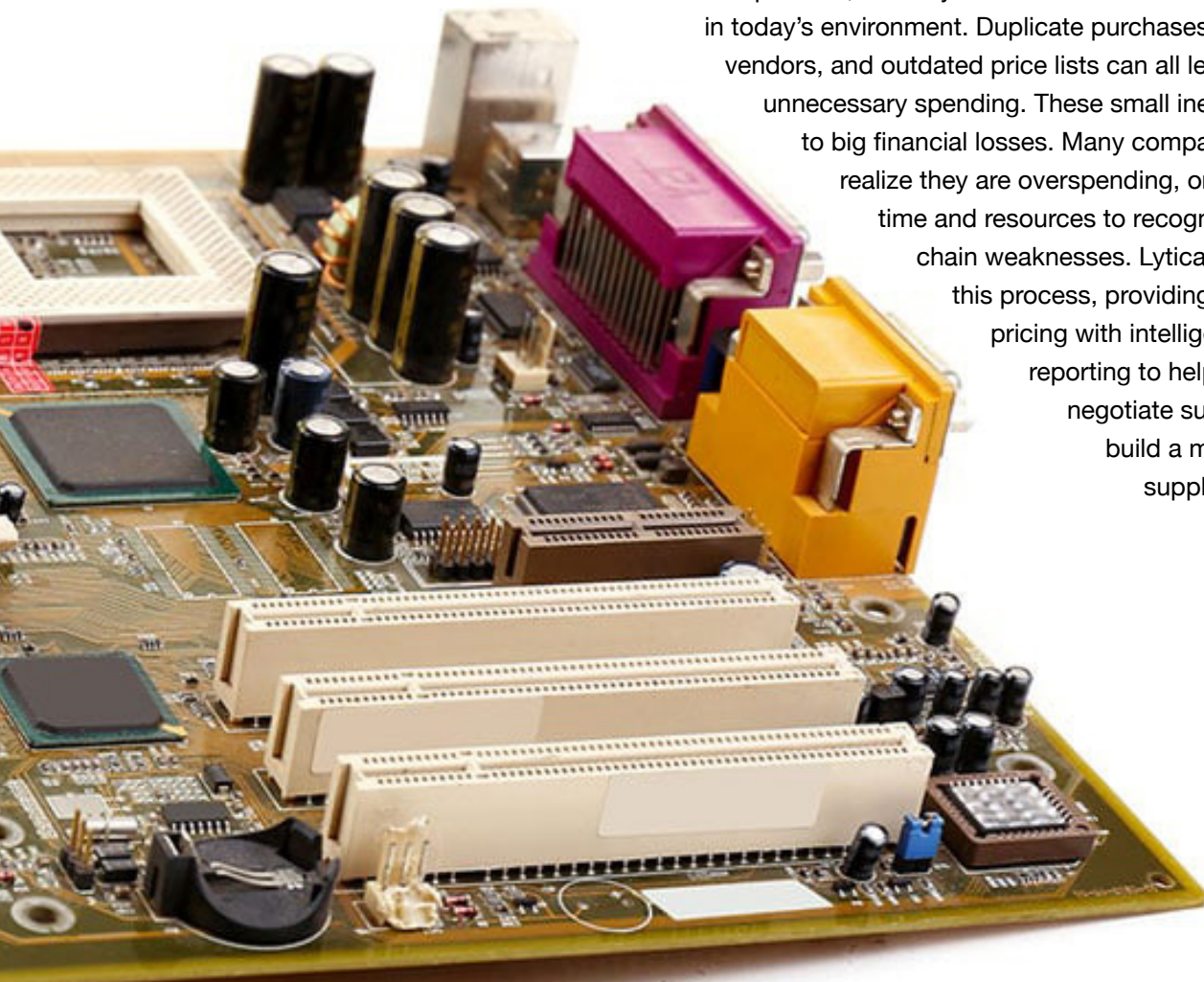


# About Lytica

Lytica aims to make the global electronics supply chain more transparent and accessible, providing customers with the data, insight, and analysis they need to improve their procurement and build more resilient supply chains.

Lytica solves a common supply chain problem that has plagued the industry for ages: lack of price transparency. Through Lytica's powerful SupplyLens Pro platform and its trove of real-world pricing data, fair pricing for electronic components – historically a secret – is now within reach. Lytica gives buyers access to accurate component pricing for their specific vertical based on real consumer data. Continually updated in real time and uniquely personalized for each customer, Lytica helps align buyers with the right price per part, saving both time and money during negotiations.

With so many variables in the supply chain, and an exponential amount of products requiring electronic components, it's easy to overlook inefficiencies – especially in today's environment. Duplicate purchases, different vendors, and outdated price lists can all lead to unnecessary spending. These small inefficiencies add up to big financial losses. Many companies either don't realize they are overspending, or don't have the time and resources to recognize their supply chain weaknesses. Lytica streamlines this process, providing fair component pricing with intelligent analysis and reporting to help customers negotiate successfully and build a more resilient supply chain.



Why settle for inaccurate risk assessments or struggle through pricing negotiations when you can tap into true market intelligence based on real pricing data for electronic components?

Hundreds of companies have trusted Lytica's platform with their data. Security is top priority at Lytica and we ensure customer data is always protected. Data is used anonymously and in aggregate to improve the intelligence of our supply chain models.



### Lytica SupplyLens™ Pro Platform

**Component spend analytics and risk intelligence at your fingertips using real customer data.**

SupplyLens provides OEMs and EMS companies access to the world's largest database of electronic component pricing with millions of actual prices paid by real customers. Clients are able to achieve unrealized component savings, make their supply chains more resilient, and enable a more efficient procurement function. The customer's actual spend information is used to qualify their competitiveness to similar companies within the market. SupplyLens identifies opportunities where customers can potentially save millions of dollars in cost reduction by negotiating more favorable pricing targets or qualifying the best alternative components available.



### Lytica Spend Benchmarking

**Comprehensive competitive spend and risk analysis of your electronic component spend data.**

Gain true insights into savings opportunities with Spend Benchmarking, which draws on the world's largest and only independent database with millions of electronic components of actual prices paid by real customers. Customers can securely upload electronic component spend data to receive a comprehensive spend and risk analysis with negotiating advice down to a part number level.



### Lytica Price Estimator

**True market price insights and valuable electronic component risk information.**

Price Estimator is based on real customer data. Distribution column pricing, manufacturer suggested pricing and internet aggregated pricing are not part of our database or used in any statistical models. How easy is it? Simply enter a Manufacturing Part Number (MPN) to unlock the true competitive advantages of this plugin – market pricing, lifecycle, alternatives and component risk information.



### Lytica M&A Intelligence

**Best of the best savings opportunities and risk analysis.**

Mergers & Acquisitions Intelligence allows a merging company to be ready on day one with best of the best savings opportunities and risk analysis. As a trusted and independent party, Lytica gets involved during the due diligence stage to allow an impartial assessment of potential savings available to the proposed new combined company. After the deal is closed, Lytica M&A Intelligence provides a clear plan for supply chain teams to start realizing 'economy of scale' savings close to the first day of the newly merged company.



## Lytica Should-Cost

**Bring new products to market using realistic and actionable pricing data.**

Bring new products to market using realistic and actionable pricing data with Should-Cost. Instead of estimating costs using inflated list prices or inaccurate public domain pricing, Should-Cost enables access to real customer data insights and adds enhanced device matching techniques, identifying pricing outliers and recommending targets, and much more.



## Lytica Trends

**Track Supplier and Manufacturer performance over time for a negotiating leverage.**

Trends provides a historical view of a customer's performance allowing a historical analysis by quarter and tracks the Supplier and Manufacturers performance with time to aid in negotiations. This creates significant negotiation leverage with Manufacturers and Suppliers while greatly reducing negotiation preparation time and uncovering new areas of potential risk and savings opportunities.



## Lytica SPC

**Reduce process variation and drive continuous improvement.**

Lytica Statistical Process Control (SPC) reduces process variation and improve overall process performance for production material using price normalization. This is enabled by Lytica's proprietary Market Competitiveness factor, which assigns each customer a score signifier that serves as a measure of how the supply chain sees that company. SPC can help customers save money on direct materials and indirect costs, improve supplier relationships strengthen procurement teams, and identify root causes of underperforming processes.



## Lytica SupplyLens Pro API

**24/7 access to Lytica's real-time market intelligence.**

Join some of the largest companies in the world in gaining a competitive advantage with our API's 24/7 access to Lytica's real-time market intelligence for electronic components. The SupplyLens™ Pro platform API is compatible with most ERP & PLM systems. This capability offers two-way communications with your enterprise system provider including SAP, Agile, ENOVIA and others. This allows our customers to leverage our real market pricing intelligence, drawing on the world's largest and only independent database with millions of electronic components of actual prices paid by real customers.

# Markets Lytica Serves



PC/Consumer  
Electronics



EMS  
(Electronic Manufacturing Services)



Medical



Communications  
& Video



Automotive



Industrial



Military/Aerospace

# How Lytica Can Help You

The electronic components supply chain is the least transparent commodity market on earth. Billions of dollars are needlessly lost every year as large companies buy component parts — while contending with dirty data, legacy information systems and lack of skilled resources — leaving little visibility on price and a lack of insight or analysis.

Supply chains are only getting more complex as technology becomes more digitized -- and the demand for flexible planning and quick optimizations become table stakes. Lytica gives you unprecedented insight into the market as a whole and allows us to analyze and rank your standing in the marketplace by commodity classification. Backed by real metrics and built by supply chain experts, Lytica helps analyze to uncover inefficiencies in pricing and offer suggestions to save you money and strengthen your next negotiation



# Our Culture

## **Determination**

We move quickly. We're bold and take calculated risks. Perseverance and hard work never go out of style. We're successful and we stand tall and think big.

## **Innovation**

We are curious. We encourage creativity and innovation. Go for it! We stay strongly connected with the real world as the "truth is out there".

## **Teamwork**

We're a team. Teams win, not individuals. We trust and support each other while having ownership and accountability. We do what we say we will do.

## **Respect**

We respect and care for our employees and customers. We're all human. We value diversity and celebrate our differences.

## **Fun**

We like to have fun, so don't lose your sense of humor. We will work with passion and energy. It's not work if you love what you do.



**Get in Touch**  
[sales@lytica.com](mailto:sales@lytica.com)

## **About Lytica**

We provide customers with the data, insight, and analysis they need to improve their procurement and build better, stronger, more resilient supply chains.