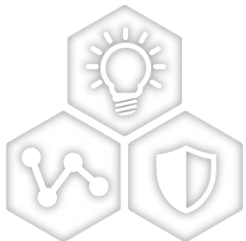


# Microchip Channel Partner Training



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A Leading Provider of Smart, Connected and Secure Embedded Solutions



SMART | CONNECTED | SECURE

**DCEM**

Sep/22/2022

# 7 NO's – Channel Business Integrity

## 1. No Brokers Deal

- Distributors must obtain Proof-of-Purchase; otherwise, it will be treated as broker activity:
- All distributors are held responsible for validating business type of customer before submitting info to create a new customer entity and respective Registrations/Quotes. Registrations/Quotes will not be processed for Brokers/Unauthorized Sales Representatives unless the transaction is pre-approved by Regional Manager
- All distributors must validate with end customer order before releasing products to forwarders/importers and documented
- It's of distributors' full responsibility to make sure goods delivered thru forwarder/importer are well received by registered customers
- Products leak to brokers/non-registered customers thru forwarder/importer is of "NO EXCUSE" from Distributor

## 2. No Fake POS

- All distributors have to meet POS Compliance: 3<sup>rd</sup> party audit has begun

## 3. No Quote without Authorization

- NNR/TSS Initiative: If without validated and approved opportunity/registration, No QTN

## 4. No Lies

## 5. No Mis-Conducts

## 6. No Secrets

## 7. No Betrayal (背叛)

- **Registration must be approved then able to get Microchip ESE support**
- **Update key project timely – you may loss your registration if it expired**
- **Don't register development tool in the registration ( Not 1:1 with other TSS parts , Normally higher price )**

# Other Important notice to all Channel Partners

- **TSS request flow for non-franchised product lines**
  - Check with DCEM for first stage review
  - DCEM has to submit to Taiwan Regional Manager for approval
- **Inventory Transfer**
  - Follow the guidance (Current version V12 in Aug/04/2022)
    - Both Guidelines and Approval form
- **Megatrend and Functions must set correctly in Model-N**
  - More than one Function for an Opp# is **often and reasonable**
  - Block diagram also required for all new registration
  - Upload block diagram in .pdf format
- **No broker deal**
  - If you don't know the business, don't touch
- **CRP Flag request for PSP order – Submit to ISR if < \$100K & PRD > 90Days**
  - Any request > \$100K still require eSign approval

# Functions, Industrial Seg., Megatrends

## ▼ Project Information

Program:	EMTA BCM55040+BCM3390S+Si32392+LX7309+PD69101 for US Telecom(P/N: CMU6) (Hsinchu)	Board:	TBD
* <b>Project Description:</b>	10G EPON PSE device BCM55040+BCM3390S+Si32392+PD69101 RD Martin Hsu, 03-5727000 ext.14235	* <b>Funnel Stage:</b>	2 - Client Refines Project Functional Requirements
* <b>Functions:</b>	Power Conversion, Sensors and Signal Chain	* <b>Total Project Stage:</b>	Concept
* <b>Industry Segment:</b>	Communications & Network Infrastructure 🕒	* <b>Boards/Yr:</b>	200,000
* <b>Sub Segment:</b>	Networking	Total Value:	\$300,000.000
* <b>End Equipment:</b>	Network Systems	* <b>Product Lifetime (Years):</b>	1.0
* <b>Expected Order Date:</b>	Sep 2023	Linked Quotes:	🕒
Car Maker:	None	Linked to Opp #:	<input type="text"/> 🔍
Model Year Start:	(None)	Megatrends:	None
Model Year End:	(None)		
MCHP Confidential Comments:			

## ▼ Project Information

Program:	Video-over-IP Management Switch	Board:	main board
* <b>Project Description:</b>	Microsemi: Part Number: VSC7449-01 + VSC8522 Port configuration 28*SFP +12 copper + 4*SFP+ * Application: Video-over-IP Management Switch * Business Type (OEM/ODM/OBM): ODM & OEM * Project Name: MirTS * OEM/ODM End customer: MIRCONN * Project Current Status (Evaluation/Design/SR/PR/MP) Design * When to Sample Run: 2020/8/15 * When to Mass Production: 2020/12/1 * Annual Forecast QTY by Month: 600pcs	* <b>Funnel Stage:</b>	2 - Client Refines Project Functional Requirements
* <b>Functions:</b>	Wired Networking	* <b>Total Project Stage:</b>	Concept
* <b>Industry Segment:</b>	Communications & Network Infrastructure 🕒	* <b>Boards/Yr:</b>	7,200
		Total Value:	\$586,800.000
		* <b>Product Lifetime (Years):</b>	5.0
		Linked Quotes:	🕒
		Linked to Opp #:	<input type="text"/> 🔍
		Megatrends:	5G

# Selectable Megatrends

- 5G
- ADAS/Autonomous Driving
- AI/Machine Learning
- Data Centers
- Edge Computing/IoT
- Electric Vehicles
- Sustainability

# New customers registration request

1. For any new customer request, should be supporting for Demand Creation.
2. For every request, the **name cards should at least include one of the R/D functions**, following titles could be considered:
  - R/D Engineer
  - Hardware Engineer
  - Software Engineer
  - Hardware Manager
  - Software Manager
  - System Engineer
  - R/D Manager / Director

Without any of the above functions, the request will be rejected.

3. If there are no name cards for these functions, need to get one of the R/D contact information like Name & phone no at least.
4. Any new customer request for CM, it is ok to skip the above functions but need to submit LOA from end customers and follow the TST flow.
5. For any new registered CM, it is not allowed to register any Demand Creation project unless providing one of the above R/D functions and approved by DCEM &/or CEMs.
6. Fill all required customer information in “new customer request form (Excel Format)”
7. Please also attach the survey result in “商工登記資料查詢系統”

# The Website of 商工登記查詢服務

Language

舊版



經濟部商業司

## 商工登記公示資料查詢服務

請輸入名稱或統一編號或工廠登記編號

查詢

[訂閱公示異動資料\(訂閱/登入\)](#)

[介接公司、商業登記開放資料API](#)

[下載財政部全國營業\(稅籍\)登記資料集](#)

**必選** 搜尋資料: ☒ 名稱或統一編號或工廠登記編號 ☐ 地址 ☐ 公司代表人 ☐ 公司董事或監察人或經理人 ☐ 跨域  
查詢(如: 產品等)

**必選** 資料種類: ☒ 公司 ☐ 分公司 ☐ 商業 ☐ 工廠 ☐ 有限合夥

登記現況: ☐ 僅顯示核准設立 ☐ 其他 ☒ 全部顯示

[進階查詢條件\(選擇縣市或所營事業\)](#)

政府對企業整合  
單一服務入口網

你或你的家人或朋友是公司負責人嗎?





# Do you think this is a potential demand creation customer?

章程所訂外文公司名稱

資本總額(元)	1,000,000
實收資本額(元)	1,000,000
每股金額(元)	10
已發行股份總數(股)	100,000
代表人姓名	楊麗玲
公司所在地	臺北市士林區忠誠路1段112號6樓 <a href="#">電子地圖</a>
登記機關	臺北市政府
核准設立日期	100年06月17日
最後核准變更日期	106年05月19日

所營事業資料

- F113030 精密儀器批發業
- F113070 電信器材批發業
- F113990 其他機械器具批發業
- F119010 電子材料批發業
- F199990 其他批發業
- F213040 精密儀器零售業
- F213060 電信器材零售業



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***“Drive Design Wins to Revenue”***