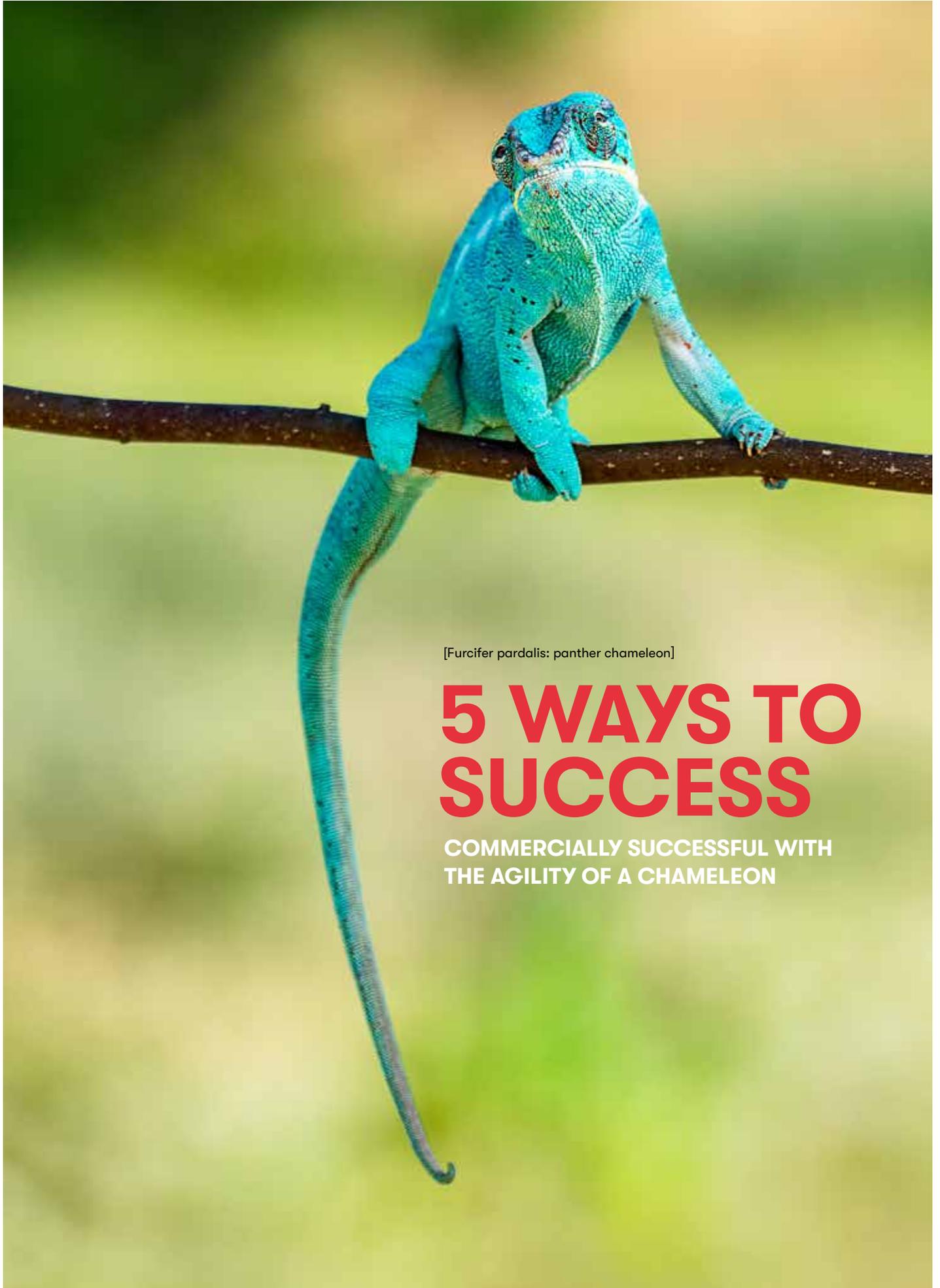


# NEXT LEVEL

In Dialogue with RS COMPONENTS DACH

ISSUE 2020/21



[Furcifer pardalis: panther chameleon]

## 5 WAYS TO SUCCESS

COMMERCIALY SUCCESSFUL WITH  
THE AGILITY OF A CHAMELEON

### **Right on schedule**

The expansion of the distribution centre in Bad Hersfeld moves on to the next phase.

### **Highly motivated despite Corona**

Even in hard times, our employees are available for you at all times!

### **One stop shop**

Market places as chances for flexible procurement planning – even from home.

### **Growth despite crisis**

An interview with Matthias Müller of GÖPEL electronic.



## RS COMPONENTS – BY YOUR SIDE



Dear readers,

Almost a year after social and economic life was forced to bow to the dictate of Covid-19, we are still living with the uncertainty the virus introduced into our everyday lives and the global markets. The continuous threat not only puts a lot of pressure on commercial actors, but also leaves its mark on many socio-political levels. We are living in extraordinary times that put a lot of pressure on people within all organisations. The months of working from home and the lack of physical contact between colleagues put our employees to the test. But the extensive lockdown as well as the so-called “back to normal” could not discourage our employees, who mobilised throughout the group to stand by our clients in these uncertain times. We are sure that you too were able to benefit from this unrestricted availability.

Among other things, we put our efforts towards advancing the expansion of our distribution centre in Bad Hersfeld despite the restrictions. We are right on schedule!

In this issue of Next Level we want to give you a glimpse into our lives during this special time and share our experiences and learnings with you. More importantly, we want to use this opportunity to say thank you! Together we took on the year's challenges and we owe much of the year's success to your trust and loyalty! Together we will continue to find solutions and ways for shared success in the year 2021.

For the new year we wish you and your families all the best, and more than ever, good health.

Your

Andrew Lucas, Interim Managing Director DACH

## AGILE IN CRISIS

IN THIS ISSUE, DISCOVER HOW AGILITY HELPED RS AND ITS PARTNERS TO MASTER THE CRISIS.



“More than a hundred years ago Charles Darwin explained transformation of species. Have you noticed that his principle of selection can be applied to businesses Today? The most agile will master the crisis better. Whether it's companies like Trigema, who quickly changed their production from t-shirts to masks, or the small restaurant around the corner that puts up plexiglass walls to accommodate customers safely. Those who are able to adapt as quickly and flexible as the chameleon changes its skin colour have the best chances.”

FRANCETTE KURT, EDITORIAL MANAGER

# HIGHLY MOTIVATED DESPITE CORONA

RS EMPLOYEES ALWAYS SHOW MAXIMUM COMMITMENT – NO MATTER WHERE THEY ARE



**FRANK BEHRENS,**  
PR & ADVERTISING MANAGER

“My personal morale booster throughout the crisis? I believe finding own labels for situations has a big impact. Therefore, I agree with those who are moving from the concept of crisis to that of a new reality. It means parting with familiar securities, but also welcoming the new things lying ahead. As always in life, the key is creativity. There is little point in grieving over what has been lost. There are many new possibilities.”

“Searching for a good wifi connection, the payroll found itself among the colourful stage requisites. Flower power for the mobile workplace, ... all pay checks continue to be paid on time.”

**ANNETTE ZEGLINSKI, PAYROLL SPECIALIST**



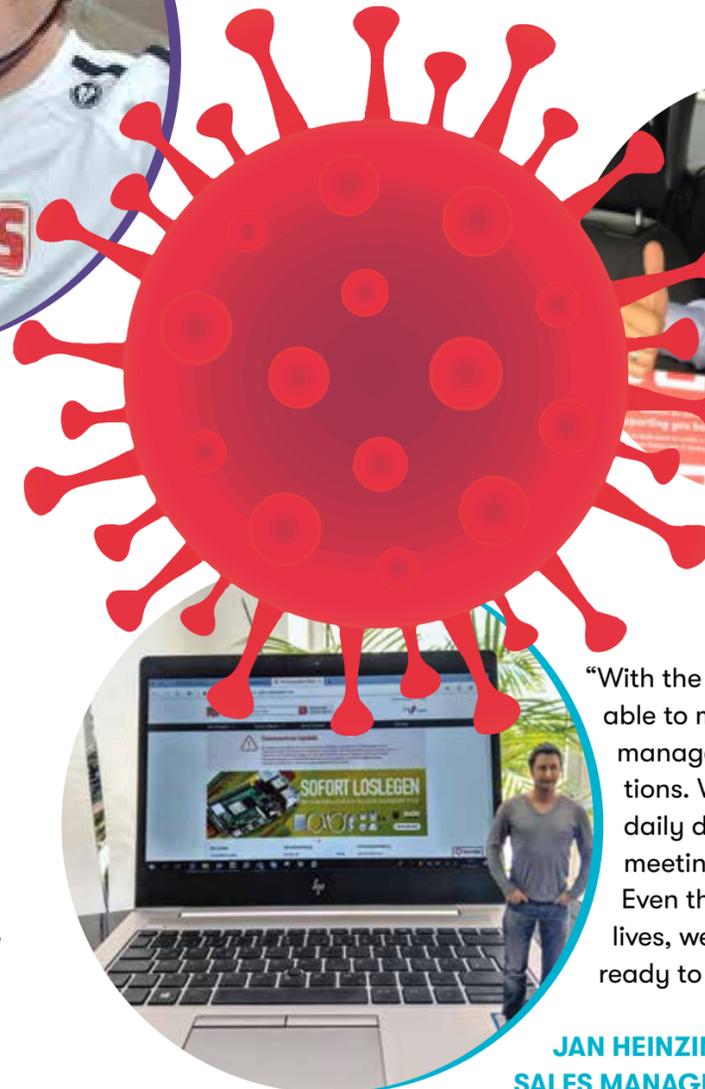
“Our customers have been our focus at all times, and we received a lot of positive feedback. The product availability was praised in many conversations. Hearing things like this makes me particularly happy: 'RS is my rock.'”

**THOMAS POHL,**  
KEY ACCOUNT MANAGER



“With the beginning of remote working in March, we were able to maintain 100% availability for our customers and to managed our day-to-day business without larger restrictions. We have become more united as a team, having daily digital meetings to improve our service and continue meeting the requirements of our customers. Even though the pandemic will keep ruling our working lives, we at RS are looking positively to the future and are ready to face the challenges in the market.”

**JAN HEINZINGER,**  
SALES MANAGER INTERNAL SALES SOUTH



## INNOVATION TRUCK MAX: NEWLY EQUIPPED TOUR THROUGH THE DACH REGION

Technology to touch – while keeping all distance, hygiene, and attendee limits within the truck, of course. To make an appointment simply send an email to RMax@rs-components.com and our truck will visit you. Equipped with the newest exhibits of our partners

ERSA, FLUKE, SIEMENS, PHOENIXCONTACT, TRACO POWER, TE Connectivity, ROHDE & SCHWARZ, BOSCH, EAElektro-Automatik, FLIR, SCHNEIDER Electric, KEYSIGHT, WERA, and of course, RS PRO. More information can be found on our website. We look forward to seeing you! ✓

The expansion of the distribution centre in Bad Hersfeld has a financial volume of 65 million Euros. It's one of the key initiatives of RS Components future strategy.

# 65 MIO. EURO

It is a vital step on our way to "First Choice Supply Chain" and supports our aim to always offering high quality services to customers and suppliers worldwide.

## RIGHT ON SCHEDULE

### UPDATE BAD HERSFELD



The expansion of the distribution centre in Bad Hersfeld is entering a new phase. In August 2020 RS took over the extension building from the building contractor. This means, we are right on track for the go live in August 2021. The new electronic processes such as MTO/MTS (make to order/make to scale) will enable an even faster resolution of customer specific product needs. Additionally, the substantially increased capacities will allow for faster distribution. This means that 500,000 products will be centrally available from stock. With the investment in automation such as the Dematic Shuttle, the goods to person stations or the smart packing stations, deliveries will leave the warehouse even more smoothly in the future, serving markets throughout Europe. Despite the new automated systems, the staff at the site will not be reduced – on the contrary: RS Components is currently searching for experienced electricians, mechatronic engineers and HR experts. Furthermore, RS is committed to development and qualification of the workforce, and the expansion of the centre offers many development opportunities for current employees. ✓



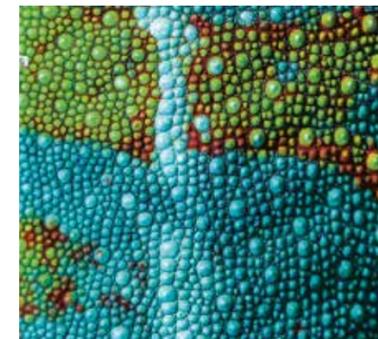
Despite Covid-19 challenges to the workspace daily operations are kept up as normal and the distribution centre continues to offer customers the high quality service they expect at all times.

### ATTENTION!

Are you interested in becoming part of the RS Components team in Bad Hersfeld? Get in touch via our online career centre: [de.rs-online.com](https://de.rs-online.com)

## 1. INVESTMENT

SIMPLIFIED CONTROL LOGISTICS & TECHNOLOGY LEADERSHIP



Organisations that can react more dynamically in response to changes in priorities are also more capable of quickly responding to changing parameters in times of crisis. Organisations with a rigid budget policy and inflexible management may miss new opportunities that arise from the crisis.

## SAFETY FIRST

SIEMENS EMERGENCY STOP SWITCHES OF THE LATEST DESIGN ARE USED IN THE EXPANSION OF THE RS DISTRIBUTION CENTRE.

The expansion of the distribution centre in Bad Hersfeld is a large-scale project and to ensure a smooth operation, every detail needs to be just right. This is especially true for safety-related processes. A new premium warehouse management system paired with an automated storage system fundamentally changes warehousing approach, moving from a "person to goods" to a "goods to person" approach. The automated storage and conveyor technology call for a comprehensive and reliable safety solution. In case of a malfunctioning conveyor system emergency stop switches guarantee a quick stop. With its SIRIUS ACT line, Siemens offers just the right product. As the manufacturer and RS are connected by a successful relationship spanning almost thirty years in the German Market, the question for the right emergency stop switches almost answered itself.

The Siemens SIRIUS ACT series of pushbuttons and signalling units includes pushbuttons, indicator lights and switches that are intelligent, reliable and physically robust. Tested under extreme conditions, they ensure a long-lasting usability and high reliability that employees in the new distribution centre can rely on. ✓



**Sven Schröder,**  
Manager EGH Sales  
Germany at Siemens



„We are delighted to support RS Components in this forward-looking project with equally pioneering technology. The SIRIUS ACT line's modular approach and its simple installation distinguish it for use in a large-scale project. Especially with emergency stop switches, reliability is the deciding factor. We wish RS Components all the best for the future steps of the project and look forward to, upon completion, visiting the distribution centre ourselves.”

# RS COMPONENTS – AUSTRIA AND SWITZERLAND

As everywhere, we had to adapt to country specific regulations and new forms of work at our sites in Gmünd and Wädenswil. Employees at both sites took on the new situation with motivation, flexibility and quick adaptability and did an outstanding job.

In times of physical distancing we were able to greatly benefit from our technological possibilities in telecommunications, but also in e-procurement. Especially at our locations in Austria and Switzerland we began investing in e-commerce years ago. We currently generate over 60% of our turnover online! Thanks to the web connection of our integrated e-commerce solutions and customer-friendly services, we are a reliable partner even in difficult times. We look forward to further improving our individual full service offering with the completion of the expansion measures in Bad Hersfeld. Our customers in Austria and Switzerland will also greatly benefit from the new distribution centre. Therefore, we are very confident about 2021 and firmly believe that together with you, we can continue to achieve great things!



✓ RS Leadership team for Austria & Switzerland

## SERVUS!

EMPLOYEES FROM AUSTRIA AND SWITZERLAND ARE SAYING HELLO



## 40 YEARS GMÜND – THE CENTRE OF CUSTOMER SATISFACTION

In Gmünd customer satisfaction has tradition. Initially founded as Verospeed HandelsgesmbH in 1980, the site has a long tradition. Since 1992 it functions under its current name RS Components Austria. One of the site's biggest advantages is its geographic location: close to the Czech border and direct train connection to Vienna make us particularly flexible. The main reason for success is, of course, the highly motivated team. There is a reason that the site in Gmünd has the highest customer satisfaction for years now. A fact that led us to expand our customer service team here. With an increase from 35 to 64 positions, in autumn 2019 Gmünd became the centre of customer service for the complete DACH region ✓

*"The lockdown presented us with a real challenge: All employees in Gmünd worked from home. But with discipline, we managed to keep up the service levels even during this difficult time. The number of telephone contacts has not decreased noticeably during this time. We are particularly proud of the positive feedback from our customers, both on the phone and in the comments via the VOC survey. This shows that the customer service front office has long ceased to be a mere cost centre, but adds real value to our business, which makes a difference in the end."*



REINHOLD BOCK – DIRECTOR OF CUSTOMER SERVICES, CENTRAL EUROPE



## WÄDENSWIL – INTERNATIONAL AND PERSONAL

In Switzerland RS also has a strong dependency. With an annual growth of 20% the small site is among our most dynamic regions. In Wädenswil, by the beautiful Lake Zurich, a full-service team including sales representatives looks after our Swiss customers and can cater to local individual demands at the best possible rate. With five employees, the RS team in Switzerland is one of our smaller locations, but one of the most international linguistically! Our colleagues are quadrilingual. Apart from German and English, they are fluent in French and Italian – and of course, Swytzerdütsch!! ✓

**PARTICULARLY STRONG IN ACH: RS PRO**

Our own brand RS PRO is particularly popular and successful with customers in Austria and Switzerland. Almost 15% of total revenue is made up of our quality name brand – a rising trend!



# LEADERSHIP IN FOCUS

RS Components DACH is part of a globally networked, regionally oriented organisation where we leverage our scale to drive excellence for our customers and suppliers. In this edition of Next Level we would like to introduce you to some of the key players in our Global Leadership Team.



**BARONESS RONA FAIRHEAD**  
CHAIRWOMAN ELECTROCOMPONENTS PLC,  
STARTING 1 FEBRUARY 2021

From 2017 to 2019 Rona served as Minister of State at the Department for International Trade in the UK. As former Chairwoman of the BBC, she started her career at Bain & Company and has had an unequalled career with top management positions at Pepsi Co, Bombardier, British Aerospace, Oracle, HSBC, Financial Times. With her expertise in all three crucial sectors: business, media and government, Rona Fairhead will bring a 360-degree perspective to the group. Sky and ocean are familiar to Rona, who holds a pilot license and loves scuba diving. ✓

**MIKE ENGLAND**  
COO ELECTROCOMPONENTS PLC, START APRIL 2020

In his role as Chief Operating Officer at Electrocomponents Plc (brands include RS Components, Allied, IESA and OKdo), Mike took the command



WATCH  
NEXT LEVEL

of a £2bn global high service distributor serving over 1 million customers in over 80 countries. An impressive job. Mike learned the ropes at the University of Birmingham where he graduated in Business Management and Engineering. With his high charisma and unstoppable power, Mike is perceived as an inspirational leader from most of the 7,000 employees in the group. In his role as EMEA President (2018–2020) Mike already greatly contributed to the high-performance culture on a large scale. He leads with passion, empowering engaged and accountable people. For him, there is no hierarchy. Authenticity, humility and transparency are his everyday tools to motivate and inspire. Family, charity (raising money for children with cancer) and sport competition balance his working life. ✓



LISTEN TO PODCAST  
Lessons in Digital Strategy/Transformation

**LINDSLEY RUTH**  
CEO ELECTROCOMPONENTS PLC, START APRIL 2015

Lindsay graduated from the Texas A&M University and brings over 22 years of Senior Management expertise in the field of electronics and industrial distribution. He is very committed to our inclusion strategy, which is aligned with four main priorities: well-being, LGBTQ+, gender and race. Another top priority for him is to reduce bureaucracy and red tape. "We need to do



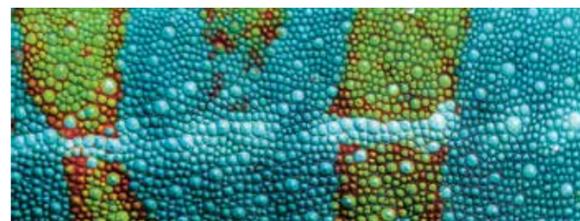
things in a single go... by building on the entrepreneurial spirit, innovation and creativity." This is one of the keys to be able to deliver outstanding performance for our customers and suppliers. Lindsley lives in Texas. In his free time, he loves to play the piano. ✓

**PETER MALPAS**  
PRESIDENT EMEA RS COMPONENTS,  
START AUGUST 2020

Peter joined RS in 2016 as Director of Sales & Customer Service for Northern Europe. Before joining RS, Pete held management roles at Brammer Plc, Festo and IMO Precision Controls. He is a mechanical design engineer with over 20 years of commercial experience. In his previous functions at RS Pete focussed on growing business by further improving customer satisfaction and sales effectiveness as well as creating value for customers and suppliers through technological innovation and enhanced services. Pete is actively engaged in education programmes aimed at improving young people's understanding of engineering and to encouraging them to enter the profession. ✓

## 2. VISION

THE MORE STABLE THE VISION (WHY), VALUES (HOW) AND MISSION (WHAT), THE MORE AGILE THE ORGANISATION WILL BE.



Organisations should focus on their ability to be adaptive and creative. The current and ongoing Covid-19 crisis forces all businesses to rethink, reinvent and react quickly. Even in these challenging conditions there are always opportunities. Our job is to spot them, to pivot and to be agile enough to take advantage of "the new & different". I believe change will be a constant in our lives. If we are truly customer centric, we will need to tailor our services and products to suit our customer demands; agile organisations are eager to evolve and prepared to disrupt themselves to adapt to their customers' needs.

PETER MALPAS, PRESIDENT EMEA RS COMPONENTS



## TALKING TO MANUELA ROTH, RS COMPONENTS SALES MANAGER E-COMMERCE

In this section, Francette Kurt, Editorial Manager of NEXT LEVEL, meets colleagues from across the teams for inspiring conversations.

# strongtogether. This is how you'll find Manuela Roth in the social web, as her motto is „Networking is key“. Normally you would also find her all over Europe, on stage or attending e-commerce conferences. The working vision of the RS Components Sales Manager eCommerce is all about teams, sharing, communication, broadening mindsets and intercultural competences. "Once you've discovered the global opportunities of an international community, you will never want to go back to sitting at your desk in a small city," said Manuela just a few months before the global Covid-19 pandemic send us all into lockdown and work from home. The spatial isolation could not keep Manuela from staying in touch with her community. Just days after the beginning of contact limitations Manuela started a small gym group for shared home workouts. You too have probably experienced that improvised workspaces at home can lead to back pain. Additionally to the physical health, Manuela and her colleagues also started a group conversation about mental health, stress and well-being.

For Manuela exercise and social interaction are simply part of life. Last year she cycled from Bavaria to Venice through the Alps. "It was tough, but terrific," she says. This year she wants to participate in the Triathlon Middle Distance Championship in Slovakia. It's no wonder Manuela is an avid sportswoman as it requires the same qualities that define her professional life "discipline, goal-oriented thinking, resilience, and, of course, cooperation." Whether its colleagues at work or during training, you're always stronger together. "For distributors, it is essential to be present on e-procurement platforms. There is no reason to be afraid of competition. We all collaborate, delivering customers more diversity and high-level value-added service." An international and collaborative approach allows us to be more agile. One-on-one sales talks with customers are losing meaning. The platform and community approach will shape the commercial activities of the coming years."

Deep in conversation with Manuela, I realise why she doesn't fear change. Starting her career as a nurse with a degree for anaesthesia and intensive care, she changed the course of her career with a degree in history, film and politics as well as a Global Executive MBA from RSM Rotterdam, Netherlands. A few months later, she got married to her Dutch girlfriend and embarked on a new, exciting journey of cultural diversity. Manuela is not afraid to pursue her dreams and to enter unknown settings, not least because every situation is an opportunity to meet new people and make establish new contacts. ✓



## FINALLY, MANUELA GAVE ME A FEW THOUGHTS ON HOW TO MAKE THE BETTER USE OF NETWORKING:

### 1. ORGANISING VIRTUAL EVENTS

More than ever, virtual events have become a viable option. During their planing and execution it is important to win attendees as real collaborators. They can make valuable contributions to the events success. Chat and discussion functions should be available to attendees at all times. That way, they can actively shape the event and, for example by sharing case studies, add to the learning experience.

### 2. LEVAGE SOCIAL MEDIA

Social media is a great way to meet important contacts without the pressure of a face-to-face meeting that you may not be prepared for. Interesting people can easily be found on platforms like LinkedIn, GooglePlus or Twitter. A comment under their posts or a message regarding a topic of mutual interest is an easy conversation starter.

### 3. PERSONALITY WINS

Especially at large events, you're meeting many people for the very first time, and let's be honest, many of them you'll probably never meet again. Yet, people do business with people. If you want to be remembered by your new contacts, networking should not mean talking strictly business. You might be perceived as very competent, but also as sterile and boring, making it harder for people to connect emotionally and later remember you. Your personality makes you unique and unforgettable!

### 4. BE GENEROUS ABOUT SHARING BUSINESS TIPS, REFERRALS AND LEADS WITH NON-COMPETITORS

You'll be remembered for your help and may get business or referrals as a thank you later on. You are winning in any case, because helping others in their success is as rewarding as being successful yourself.

# THE VARIETY OFFERED BY RS COMPONENTS

WE WORK WITH OVER 2,500 LEADING SUPPLIERS OF ELECTRONICS, AUTOMATION AND MAINTENANCE AND OFFER YOU A UNIQUE RANGE ENCOMPASSING OVER 500,000 PRODUCTS AND PROVIDE A WIDE RANGE OF VALUE-ADDED SOLUTIONS TO OVER ONE MILLION CUSTOMERS.

## Automation



## Electrics and measurement



## Semiconductors



## Interconnect, passive components and electromechanics



More than 2,500 suppliers and 500,000 products available from stock on [DE.RS-ONLINE.COM](http://DE.RS-ONLINE.COM), [AT.RS-ONLINE.COM](http://AT.RS-ONLINE.COM), [CH.RS-ONLINE.COM](http://CH.RS-ONLINE.COM)

## Tools and materials





COMPLETE line

Control

Communicate safely

Functional safety

Shift charges

Connect

Adapt signals

Provide and protect

## TECHNOLOGICALLY LEADING PRODUCTS

**W**ith the comprehensive and coordinated COMPLETE-line product portfolio you can easily and quickly set up the control cabinets. Thanks to standardised design and control, installation of the COMPLETE-line products is particularly easy. It saves you time on set-up and maintenance. As COMPLETE-line products have push-in connection technology, which allows you to wire the complete application easily and without tools. ✓

#### YOUR ADVANTAGES:

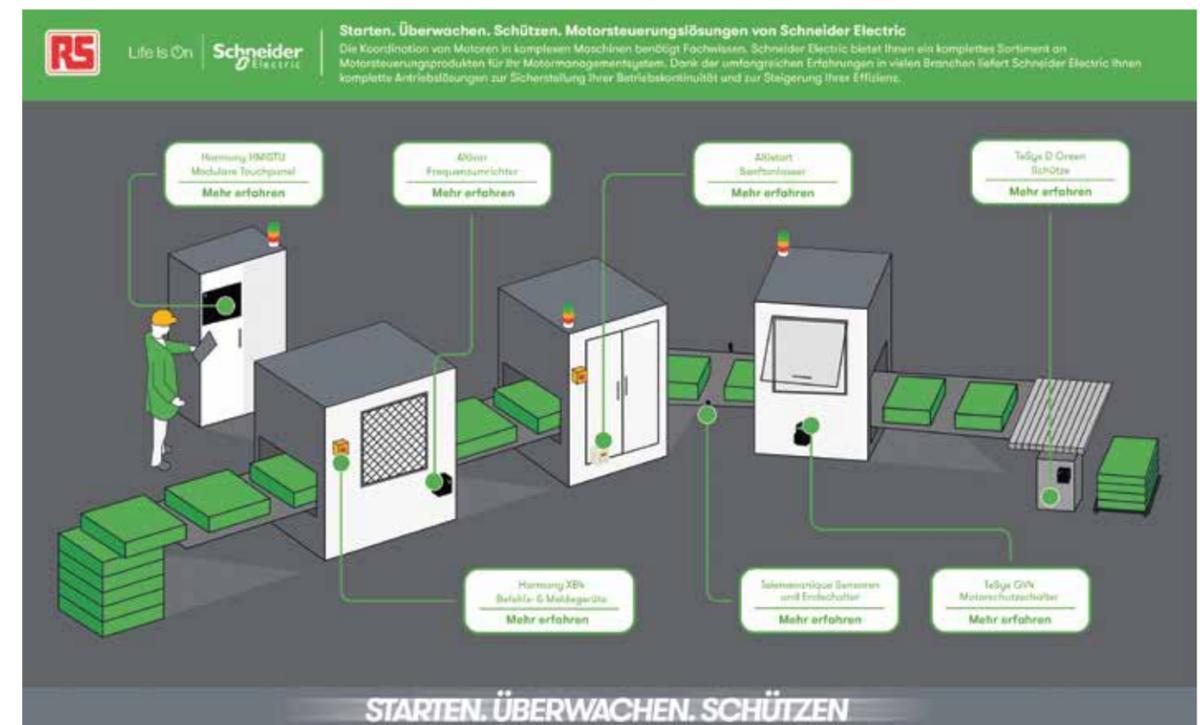
- » Easy handling and high-quality look thanks to comprehensive function and design
- » Quick installation with the push-in connection. No tools needed.
- » Little time and effort in production and logistics due to standardised equipment for bridging, marking and testing
- » The complete control cabinet from a single source with technologically leading COMPLETE-line products

## GOOD TO KNOW: IN THE HEART OF ELECTRONICS

**I**n early 2018, RS moved its headquarter for the electronic components division (including semiconductors, interconnect and passive components) to Munich. With offices right next to the trade fair grounds, we are located in the heart of the European semiconductor industry. This reflects the importance of the German markets – and its customers – for our international

success. Company headquarters of many well-known partners such as Infineon, ON Semiconductor, STMicroelectronics, TDK or Renesas are just a stone's throw away. Our focus on site is the strategic supplier management. Thanks to our experienced, well-connected employees and their expert understanding of the needs of our central European customers, we were able to grow within the last

three years. Since the sites opening, we intensified the working relationship with our suppliers and steadily increased the RS product portfolio with new suppliers in the sector of semiconductors. Initially a provider in the electronics sector, RS Components now has a unique portfolio across all industrial sectors, making it a true one-stop-shop. ✓



Starten. Überwachen. Schützen. Motorsteuerungslösungen von Schneider Electric

Die Koordination von Motoren in komplexen Maschinen benötigt Fachwissen. Schneider Electric bietet Ihnen ein komplettes Sortiment an Motorsteuerungsprodukten für Ihr Maschinenanwendungssystem. Dank der umfangreichen Erfahrungen in vielen Branchen liefert Schneider Electric Ihnen komplette Antriebslösungen zur Sicherstellung Ihrer Betriebskontinuität und zur Steigerung Ihrer Effizienz.

Life is On | Schneider Electric

Harmony INVERTER  
Modulare Touchpanel  
Mehr erfahren

Altivar  
Frequenzumrichter  
Mehr erfahren

Altivar  
Sanftanläufer  
Mehr erfahren

TeSys D Green  
Schütze  
Mehr erfahren

Harmony XE  
Befehls- & Maßlagereinheit  
Mehr erfahren

Selbstlernende Sensoren  
und Endschalter  
Mehr erfahren

TeSys GV  
Motorschützer  
Mehr erfahren

STARTEN. ÜBERWACHEN. SCHÜTZEN

## START.CONTROL.PROTECT. MOTOR CONTROL SOLUTIONS BY SCHNEIDER ELECTRIC

**T**he coordination of motors in complex machines requires extensive knowledge. Schneider electric offers a complete range of products for motor control and motor management. Our experience across all industries enables us to deliver complete drive solutions that minimise your project risk and optimise the performance of your machines. System platforms such as TeSys and Altivar provide digital analytics for predictive maintenance, helping you to improve your efficiency, and thereby reduce your operating costs. You get access to a comprehensive range of new engine control technology and all the components that will bring your business forward. ✓

### WIRED WORLD

Single Pair Ethernet (SPE) is considered one of the biggest trends in the field of industrial data transmission. We looked into the topic and present you a white paper on Ethernet as a solution in the field of industrial connectivity. Furthermore, our article gives you practical guidance for designing Single Pair Ethernet circuits. ✓



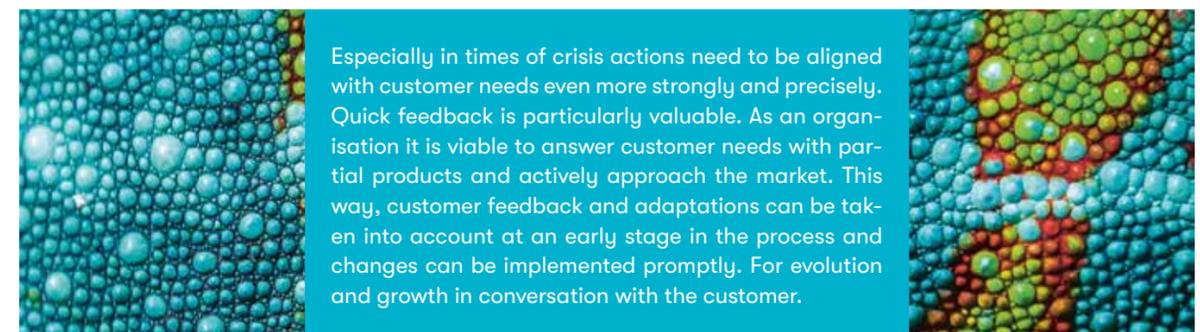
ACCESS WHITE PAPER



ACCESS ARTICLE

## 3. CUSTOMER PROXIMITY AND CENTRICITY

CONSTANT PORTFOLIO OPTIMISATION THROUGH REGULAR CUSTOMER FEEDBACK



Especially in times of crisis actions need to be aligned with customer needs even more strongly and precisely. Quick feedback is particularly valuable. As an organisation it is viable to answer customer needs with partial products and actively approach the market. This way, customer feedback and adaptations can be taken into account at an early stage in the process and changes can be implemented promptly. For evolution and growth in conversation with the customer.



# AGILITY THROUGH FLAT HIERARCHIES AT GÖPEL ELECTRONIC

## INTERVIEW WITH MATTHIAS MÜLLER



**Matthias Müller**  
Public Relations at  
GÖPEL electronic

### We're happy to introduce our readers to GÖPEL electronic. Mr. Müller, we are all ears!

Since 1991, everything at GÖPEL electronic revolves around testing, quality control and testing technology. With our test and inspection systems for electronic assemblies and PCBs, we support our customers in keeping their quality promises. Our testing technologies detect manufacturing faults at every stage of the product life cycle – from design to end-of-line. The goal is an impeccable end product to avoid costly complaints or even reputation damaging recalls. The test and inspection systems are used in all electronics-related industries, but mainly in automotive, medical, aerospace, and industrial electronics. We develop and manufacture our solutions at our main site in Jena/Thuringia and have subsidiaries worldwide and a global service network.

### How do you describe the partnership with RS?

In one word – excellent. The collabora-

tion works extremely well. We feel expertly and expediently taken care of by the sales team. We are regularly presented with the newest products, so we are always up-to-date. Also, we value that the high-quality alternatives from RS PRO are also presented to us. Working with the back office is just as pleasant: offers or complaints are always processed, delivery dates met, and general inquiries solved to our full satisfaction.

### How do you organise your procurement?

Our company culture is characterised by flat hierarchies, high levels of individual responsibility and flexible scope for actions. That is why

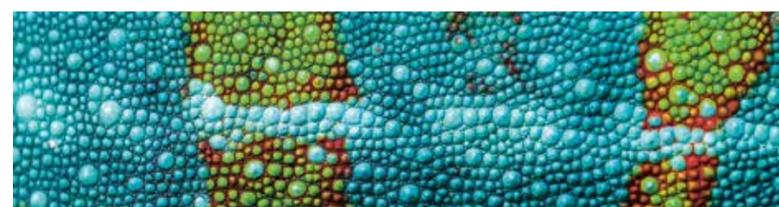
our procurement is organised locally and is always approached on a project basis. That allows us to react to new events and order situations very quickly.

### What impact did the global COVID-19 pandemic have on GÖPEL electronic's business?

Luckily, the negative impacts have only affected GÖPEL electronic marginally. This is partly due to our different areas of business. While some divisions faced challenges, other areas experienced strong growth. Our customers are from a variety of industries. Medical technology, telecommunications, and 5G are heavily technology-driven

## 4. COLLABORATION, SELF-ORGANISATION & NEW STYLES OF LEADERSHIP

STRONG SELF-ORGANISATION AND  
DELEGATION OF DECISIONS TO THE TEAMS



"Despite our different divisions, experience has shown that interdivisional cooperation is crucial. Flat hierarchies allow organisations to act flexible and adapt to new situations quickly. With this approach we feel well-equipped for the future."

HOLGER DAMM, TECHNICIAN, GÖPEL ELECTRONIC



### 17 years of customer loyalty

July 2019 – roadshow with our MAX innovation truck on site in Jena. Pictured left to right: Alexander Baessler, Key Account Manager (RS), Michael Zilch, Corporate Account Manager (RS), Holger Damm, Technician, GÖPEL electronic

and profited throughout the year. We felt these positive developments. On the other hand, GÖPEL electronic offers a very wide range of test solutions for the most varied uses: from individual components for integration, systems and sub-systems, to turnkey solutions. Many customers are not exclusively based in the manufacturing industry but use these times to invest in research and development. There, our products have found many applications.

### What are your learnings from this difficult time?

We think that the current situation shows a "survival of the fittest". That means, not the biggest players will survive, but those who can adapt to the situation quickly. It is extremely important to spot potential dangers and possibilities for growth in time. The key is agility: we need to act proactively to effect the necessary changes.

### Mr. Müller, merci!

The interview was conducted by Francette Kurt.



## MARKETPLACES – AN OPPORTUNITY FOR MOBILE PROCUREMENT

Vendors such as amazon are among the year's big winners. We place orders, use digital shopping baskets and wish lists on marketplaces and apps like second nature. Which automatically begs the question why we don't use these methods for our daily business? Because this form of purchasing is a viable and easy option for industrial procurement, too. One that RS has been actively involved in for years.

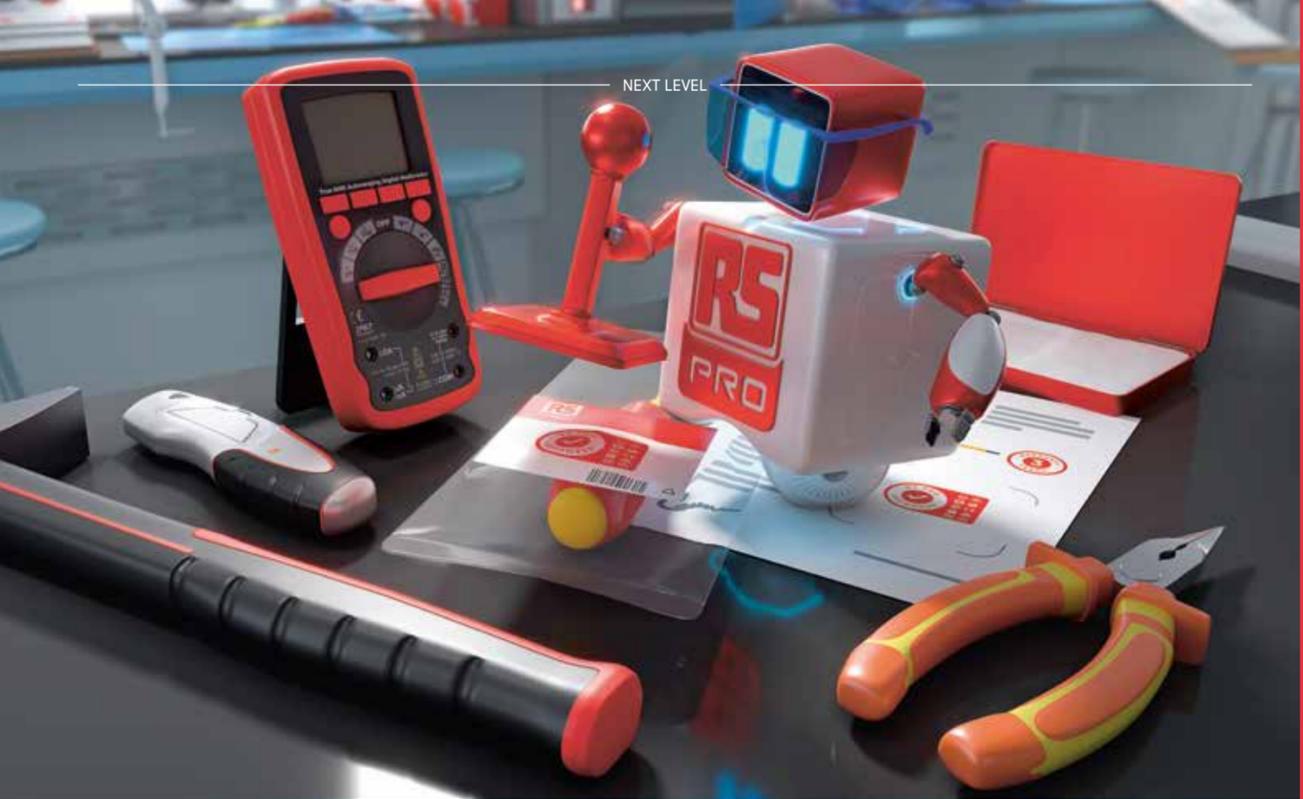
In my role as Corporate Account Manager and specialist for indirect procurement via marketplaces I directly experienced the growth of indirect procurement via B2B marketplaces for the past few years. In times of interconnected systems and IOT (internet of things) it comes as a natural progression.

The current exceptional circumstances and the very sudden move to working from home in March 2020 brought, often by necessity, many creative forms of work and unusual working hours. This includes flexible procurement processes and planning from home. And it doesn't matter if it's four in the morning, lunchtime or late evening – we are always available for you.

The current circumstances surely accelerated digital procurement out of necessity. But whatever the reasons keeping us away from our desks at the office are, procurement via marketplaces is a reliable option to maintain the supply of commodities, even if the merchandise management system did not move home with us. Whether it's international players with one-creditor systems like Mercateo, psg or Meplato, or marketplaces like the Conrad Marketplace and Wucato: RS is there, first and foremost with our strong own brand RS PRO. You still have the option of contacting us as a supplier directly. Because even if life is becoming more digital, behind our wide range of products are motivated people who will happily and competently handle your project enquiries, special requests or small-series needs that go beyond the single-part solutions of the marketplace. We are there for you! ✓

Mirjam van der Most  
Corporate Account Manager, Specialist Marketplaces





NEXT LEVEL

# RS PRO BOT

THE NEW STAR ON YOUTUBE

All RS PRO BOT videos can be found on YouTube.



**A** RS PRO original – may we introduce our new brand ambassador: the RS PRO BOT. The RS PRO BOT was launched in May 2020 with a big media campaign and is the new face of our name brand RS PRO. Many customers have taken to the endearing little robot just as quickly as we did. His reliable, professional but also cheerful demeanour make him the perfect brand ambassador.

On our YouTube channel you can find several animated videos showing the RS PRO BOT in action. In elaborately animated videos we accompany our new main character to certification of RS PRO products. Every RS PRO product that gets the RS PRO quality seal needs to undergo an extensive quality control. Such as the screwdriver that the little robot has subjected to many tests in one of the videos. The RS quality seal stands for tested quality and

adheres to strict rules. Our testing process detects and eliminates potential product flaws or manufacturing defects. This is how we ensure that RS PRO products comply with current industry standards, and the inspection of the screwdriver by our RS PRO BOT is just as rigorous. Whether heat, cold, or pressure, the screwdriver is tested under all conditions. Only after passing every test, the little robot awards it the seal of approval for excellent quality.

For Massimiliano Rottoli, who developed the character of the little robot with his team, the RS PRO BOT perfectly embodies the values of our own brand RS PRO: "The quality of each application depends on the quality of each individual part. Details matter. This attention to detail, reliability and quality – that's what RS PRO and our RS PRO BOT stand for." ✓

## OUR PROMISE OF QUALITY

We believe in the quality of our products so much that we offer a manufacturer's guarantee of three years. Choosing a lower-priced product should not mean sacrificing quality.



Watch the video



## BACKSTAGE STORIES

# EPISODE #2: REMOOT WORKING

Cooperation in times of Corona – one person working at the office, the other from home, switching weekly. Developing the technological content for a brochure together is a challenge ... the deadline for the "Test & Measurement" is fast approaching, but a supplier wants to place a new product last minute. No Problem for marketers Robert Sohn and his friend Werner. They won't get flustered.

**A busy day at the office:**

We need this to work. The supplier wants the soldering unit placed in the brochure - and its Friday at 11 already!

11! Come on, Robert! Don't worry. I already know and we're working on the website with full steam! Oh wait - the doorbell. This must be DHL with my new portafilter coffee machine from Milan. Robert, I'll call you later.

Say do you know that your camera is turned on? What are you wearing? You look extremely relaxed.

I'm telling you. We are swamped! I think I'm the only one at the office and it feels like I'm the only one working at all ... you know we need support from eCommerce. Tell me, where are you? Is that a new background picture? Robert, where exactly are you working from?

Well, its called Remooooote, for a reason, right? I'm in the café around the corner and was actually finished for the day. Believe it or not, I worked very hard today and already talked to the APAC team. The print approval is in.

**ONE WEEK LATER**

**Back at the office - distanced, of course**

The brochure turned out great! If you think about how stressful it was.

I'm happy with it, too. The distance between us is 1,5 meters for sure! Come on, show me your real face!

I like being at home, but seeing colleagues in real life is the best!

I'm sure by summer this will all be over. Until then you have to give me some tips regarding coffee machines. I can't go to the café every day.

You definitely need a two-circuit boiler. That way you can make espresso and milk foam at the same time. And the right bar-pressure is so important! Robert, it's technology, it's just great!

Robert and Werner recommend the Weller WX 2010 soldering unit 55 W

RS order ID 202-4887

# HITTING THE ONE MILLION MARK

THE DESIGN AND ENGINEERING PLATFORM DESIGNSPARK, LAUNCHED BY RS COMPONENTS, CELEBRATED ITS TEN YEAR ANIVERSARY WITH A RELAUNCH IN SUMMER 2020.

The innovation platform DesignSpark already counts over 970,000 members. In the community technicians and engineers can find information, help and knowledge to expertly and quickly realise new projects. RS components celebrates the tenth anniversary of the website with a new design and additional features. The changes are based on user feedback and aim to make the site even more user friendly: the interface is even more clearly laid out so content can be found and applied easier now. Improved search and filter tools and colour coded sections support navigation and enhance user experience.

Since its launch in July 2010, DesignSpark grew into a popular resource that is used by engineers around the

## 4 REASONS TO USE DESIGNSPARK

- » Support from the community
- » Discovery of new technologies
- » Library
- » Free software

Maybe one of the members can answer your question? Just give it a try!

DESIGNSPARK.COM

**"WHEN WE LAUNCHED DESIGNSPARK IN 2010, WE WANTED TO SUPPORT DEVELOPERS ON ALL LEVELS. THIS STILL HOLDS TRUE."**

MIKE BRAY, GROUP VP OF INNOVATION AND DESIGNSPARK

globe. The platform offers solutions, help and software that supports developers throughout the complete development process: from the idea to the production. Especially rapid prototyping enables the development of ideas to market maturity. The freely accessible collection of professional DesignSpark softwares for design, mechanical construction and electronics have been used a million times to realise design projects by experts and students worldwide.

DesignSpark also is a reliable partner in the education sector. We work with universities and schools. Projects and competition on the site aim to inspire a younger generation to get involved in MINT fields. This year there are a series of competitions on the website and social media that animate all technically interested people to get involved. ✓

EVERY  
**4 SECONDS**  
CONTENT ON THE WEBSITE IS READ

EVERY  
**12 SECONDS**  
AN ENGINEER DOWNLOADS A DESIGN ASSET

EVERY  
**20 SECONDS**  
A DESIGNSPARK SOFTWARE TOOL IS OPENED

EVERY  
**3 MINUTES**  
A NEW MEMBER JOINS THE COMMUNITY

## CONNECTED THINKING

### BENEFITS OF MRO STRATEGIES

A solid MRO strategy (Maintenance, Repair and Operations) helps businesses to stay agile and realise cost savings, not only in hard times. A lack of MRO strategies leads to original equipment manufacturers (OEMs) often having ineffective structures and losses in the area of procurement and storage of MRO goods. Yet, a good MRO strategy is a simple and sustainable way to achieve significant savings and improve productivity across the organisation. One of the biggest costs to OEMs is unscheduled downtime for plant equipment. "There are a number of reasons why you should have an MRO strategy," says Helen Alder, Head of Knowledge at the Chartered Institute of Procurement and Supply (CIPS). "But probably the most significant is that there will be items that would cause

your operations to grind to a halt if they go wrong and you can't replace them quickly. The answer is to have a reliable set of approved suppliers." One of the most cost effective methods of MRO Procurement relies on keeping suppliers numbers as low as possible, states Brendan Free, Industry Sector Manager at RS Components. Which means it's crucial the chosen suppliers have as wide a range of products as possible. "It's important for OEMs to con-

#### REASONS FOR AN MRO STRATEGY

- » Cost savings
- » Release working capital
- » Optimise stock
- » Agility for productivity and structures

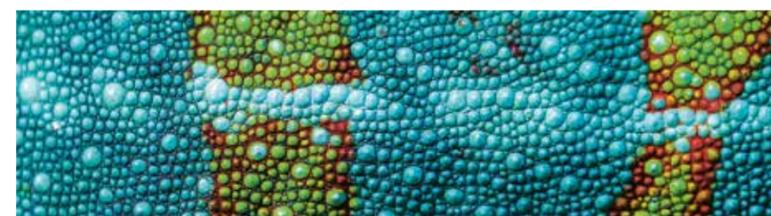
solidate the number of suppliers they use so that they have better visibility and control over MRO spending," he explains. Often, engineers make quick purchasing decisions, choosing a supplier they know but not looking at the big picture or any contracts that procurement may have in place with approved suppliers. "This sort of practice may seem harmless on an individual level," says Free. "But I've seen companies that have 30 or 40 sites, and between those sites they have 10,000 suppliers on their books, which is incredibly inefficient and is almost certainly costing the business significant amounts of money." An MRO strategy should always be developed in communication with the users within the organisation. The procurement team needs to understand what sort of products are needed and then ensure that the approved suppliers they sign contracts with stock all the relevant parts. "It's not uncommon for me to go in and have meetings with groups of senior engineers to discuss which products they need and to reassure them that RS will be able to provide what they need," he adds. The next step is to make switching to approved suppliers as smooth as possible. This works particularly well with integrated e-procurement systems like the one RS has. "By streamlining ordering through technology it is much more likely that the user will be willing to change their habits and order with approved suppliers. ✓



Access article

## 5. NETWORK & INNOVATION

HIGHER DEGREE OF INNOVATION



Interdisciplinary teams act as incubators for ideas and new concepts. Furthermore, agile organisations more often have open corporate environments and benefit from their networks in times of crisis.

## ALL ADVANTAGES OF RS



### Product availability from stock

A majority of our product portfolio is available from stock. Every month thousands of new products are added, making it easy for you to choose the ... components for your needs.



### Where and when you need them

With our delivery options you will get your orders exactly when and where you need them. From delivery planning to same day courier delivery. From warehouse to delivery, you can trace your order online.



### RS in Numbers

- » Over 750,000 customers worldwide
- » Over 500,000 products
- » Over 2,500 Suppliers
- » 4 main warehouses in EMEA
- » Over 4,500 deliveries daily
- » Over 5,300 employees in 28 countries



### Reach your goals fast and easy

Search, select and order products – simple and straightforward thanks to the intuitive search, navigation and filter on the website. Check availability and stock levels at a glance.

de.rs-online.com

# RS COMPONENTS ALWAYS NEAR YOU

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