

# The EBV IoT - Smart, Secure and Connected Everywhere

**Munich/Poing. EBV Elektronik has embarked upon an extensive long-term initiative on the topic of the IoT. EBV's concepts extend far beyond classic distribution models.**

"The 'Internet of Things' or 'Industry 4.0' are catchphrases with a public appeal, but it is much more important to make developers and decision makers clearly aware of the importance of the IoT in their own professional – and also inherently private – environments, in order that they may optimally exploit the growing possibilities," Thomas Staudinger, EBV Vice President, Vertical Segments and Technical Marketing explains. "And so, EBV always asks itself a single fundamental question: How can we help our client to achieve a solution which is smart and intelligent, has a permanent data connection with the outside world and thereby permits secure communication? In short, it is about being smart, secure and connected everywhere."



## Security

"The connection of an existing autonomous device to the Internet also brings with it new requirements. As far as their core product – the formerly autonomous device – is concerned, no one knows this better than EBV's clients themselves," Thomas Staudinger continues. "They are often leaders in the world market in this area and/or hidden champions. As far as RF technology and security

are concerned, in many cases these companies have had little or no involvement until now so that in many instances the appropriate resources to meet the challenges of the IoT are not available to them in sufficient quantity in-house. It is precisely at this point that EBV Elektronik has a particular strength in its ability to assist these clients with appropriate resources and specific know-how in bringing their new product to the market as soon as possible." Consequently, Staudinger assures, EBV explicitly addresses the security

risks, "for at the end of the day an appropriate security solution can always be found using suitable semiconductor components and appropriate software." Therefore EBV's field application engineers are specially trained in security and so help developers to recognise the potential dangers and work through the corresponding issues.

In addition, when newcomers to electronics such as sports-wear or furniture manufacturers require an IoT connection, EBV Elektronik provides the appropriate support, if necessary by putting these new client groups in touch with other clients, who can then again support the implementation of the application with their own expertise. Furthermore, EBV has its own special sales team in Europe which deals solely with start-ups, and employees dedicated to the investigation and qualification of the software of potential and existing partners. Under its EBVchips programme, EBV is also able to create new semiconductor solutions for applications which were not previously covered.

## Far more than technology

While EBV Elektronik provides its clients with the necessary technical support in connection with the IoT, the support also goes far beyond technical aspects and seminars, since it extends as far as consultancy services. Thomas Staudinger goes by the following creed: "The challenge as far as EBV is concerned is clearly to bring discussions about the IoT and Industry 4.0 with our clients to a higher level and so to help them to adapt to the process".

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## About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 230 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 110 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 62 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit [www.ebv.com](http://www.ebv.com).

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