



Integrated Circuits Division



An Industry Leader

Founded in 1998, Asian Atlantic Industries (AAI) is a leading, privately held global independent electronics distributor offering timely and cost-effective supply chain solutions. Headquartered in a state-of-the-art facility in New Hampshire with global operations, AAI's Integrated Circuits and Finished Goods Divisions are committed to continuously delivering world-class quality and service.

Integrated Circuits

We are a global independent distributor of electronic components to large OEM and contract manufacturers. Our proprietary *WorldMarket* technology brings together real-time information from a global network of manufacturers, distributors, and trading companies, resulting in smooth, efficient transactions at the most competitive prices. Our patented *O² Portal* eliminates all broker interactions by allowing OEMs and CEMs to post and view other OEM's and CEM's excess global inventory, all in one 24-hour secure, anonymous, password protected, and traceable environment.



AAI helps create +PPV, fill shortages, and sell excess inventory, ensuring best-in-class **quality products** throughout the process.

100+ years of combined **global market sourcing**, distribution, and logistics experience.

ISO 9001:2008 Certified / ESD Compliant

Company **Strengths**

- Operating since 1998
- Financial strength: annual revenues \$100+ million
- Management team: 100+ years combined industry experience
- 15 worldwide locations: USA, Canada, Europe, South America, Mexico, and Asia (including Mainland China, Hong Kong, Singapore, and Taiwan)
- Unmatched global purchasing network
- Patented *O² Portal*: secure, consolidated, and organized cost reduction opportunities from OEM to OEM
- Preferred supplier approval: multiple Tier 1 industry-leading global OEMs and CEMs

Supply Chain Management **Excellence**

- Creation of +PPV
- Shortage sourcing
- Production of lead time/overbuy opportunities
- Excess disposition and inventory management programs
- Market knowledge analysis
- Utilization of patented search technology and methods
- Production and service supply chain support

Industry-Leading **Quality Assurance**

- Traceability and FA support with manufacturer
- Comprehensive inspection and testing protocol
- From inspection to shipment, order fulfillment documented and implemented with highest accuracy
- Proven process accommodates special customer needs and requests
- ISO 9001:2008 and ERAI certified
- GIDEP/Cage Code 3ESV4 registered
- 100% warranty on all products

Proven Customer **Satisfaction**

- High customer year-to-year retention rate of 99%
- Exceeding customer target for growing +PPV revenue, providing savings in excess of \$5+ million annually for current customers
- Success in sourcing new products/MFRs for +PPV creation
- Intensive inspection process and vendor vetting, resulting in excellent quality ratings consistent with Manufacturer's Failure Rate
- Continue to ensure no counterfeit products in customer supply chains
- Exceptional OEM satisfaction rating with excess inventory management programs, providing a rate of return of 72% of customers' standard costs
- Solid on-time delivery performance of over 99.4%

