

OZ Optics

*Distributor
Administration
Training
2018*

Agenda

- OZ Optics Sales Team & Product Managers
- Marketing Support
- Promotional Materials
- Pricing Tools
- Request for Quotations
- Orders
- Customer Supplied Materials
- Status Request
- Procedures (Samples & RMA's)
- Monthly Distributor Reporting

Sales Team & Product Managers

Sales Team

- Yigit Sezerman – Regional Sales
- Bing Li – Regional Sales
- Dongmei Wei – Regional Sales
- Carina Choi – Sales Assistant
- Qian Huang-Regional Sales
- Yesim Sezerman -Regional Sales & Marketing Manager
- Rouben Antanian – Regional Sales

Product Managers

- Ersoy Uygur -Attenuators & OE Packaging
- Saidou Kane-Test Equipment, PM & High Power Components, Tunable Filters, WDMs & Reflectors
- Carson Mok, Qian Huang - Laser to Fiber Delivery Systems, Patchcords
- Jie Ge - Sensors and Fault Finder (Asia)
- Rouben Antanian – V-grooves, Hermetically Sealable Patchcords & High Power Components, Sensors and Fault Finder

Marketing Support

- Please email Yesim at ysezerman@ozoptics.com
 - giveaways, posters, dummies & literature requirements
 - Protection
 - Website Updates
 - Non technical questions on quotation & RFQs I.e. Product Manager is taking too long to quote.
 - Address, Telephone & Contact Changes

Promotional Materials

- The email must include the following information:
 - Specific Desired Item(s): for example Sensor Poster
 - Quantity
 - Complete Mailing Address including shipping contact & Telephone #
 - Deadline
- Once the show/customer visit is done, you must ship the dummies and posters (if requested) to OZ Optics Limited, 219 Westbrook Road, Ottawa, K0A 1L0 unless stated otherwise. Prior to shipment, please confirm

Pricing Tools

- **PRODUCT FAMILY PRICE RANGES**

- OZ Optics provides all Distributors with the “OZ OPTICS PRODUCT MANAGER, DESIGNERS & PRICE LIST”

B	C	D	E	F	G	H	I	J	K	L
Part Number Prefix	Product Designer	Product Manager	Technical Director	App'd By	Production Scheduler	Built By	Part Description	Product Family (Data Sheet)	Production Line (ERP)	Data Sheet Doc#
AA-200	Nasser Aghdam	Ersoy Uygur	Garland Best	GB	KU - 3367	1 - TER	Universal connector	Fiber Optic Delivery Systems	Laser to Fiber Delivery	DTS0082
AA-250	Danut Dascau	Ersoy Uygur	Garland Best	GB	KJ - 3405	1 - DD	Universal Connector	Fiber Optic Delivery Systems	Laser to Fiber Delivery	DTS0120
AA-300	Ian Godfrey	Carson Mok	Garland Best	IG	KJ - 3405	1 - SE; 2 - PW	Universal connector	Fiber Optic Delivery Systems	Laser to Fiber Delivery	DTS0082
AA-HP	Ian Godfrey	Carson Mok	Garland Best	GB	KJ - 3405	1 - PW,SE	Universal Connector	Fiber Optic Delivery Systems	Laser to Fiber Delivery	DTS0082
AC	Ralph Swafford	Saidou Kane	Gordon Youle	GB	ML - 3135	1 - ST	AC adapter	Test Equipment	Test Equipment	
ADMIN	Production Planning	Garland Best	Garland Best	GB	KJ - 3405			Optoelectronic Packaging	Termination	
AG	Thomas (Siukei) Cheng	Ersoy Uygur	Garland Best	EU	ML - 3135	1 - SY	Air Gap Variable Attenuator	Attenuators	Attenuators	
ALIGN	Ralph Swafford	Saidou Kane	Garland Best	GB	ML - 3135	1 - BM,ST	Alignment kit	Fiber Optic Delivery Systems	Laser Diode	DTS0097
ASE	Vinh Nguyen	Saidou Kane	Garland Best	GB	ML - 3135	1 - TC,VI	ASE Broadband Source	Test Equipment	Test Equipment	DTS0106
BARE	Nasser Aghdam	Ersoy Uygur	Nasser Aghdam	NA	KU - 3367	1 - HF,TER	Bare fiber adaptor	Fiber Optic Delivery Systems	Termination	DTS0003
BB-....,-P	Thomas (Siukei) Cheng	Ersoy Uygur	Garland Best	EU	ML - 3135	1 - SU	Variable attenuator for PM fiber	Attenuators	Attenuators	DTS0030
BB-....,-S,-M	Thomas (Siukei) Cheng	Ersoy Uygur	Garland Best	EU	ML - 3135	1 - SU	Variable attenuator for SM and MM fiber	Attenuators	Attenuators	DTS0061



Request For Quotation

- Send all RFQ to Sales Department: sales@ozoptics.com or salesadmin@ozoptics.com
- The email must include the following information:
 - Complete part number and/or complete part description
 - Total potential quantity
 - Customer name and/or project (to ensure protection)
 - Please note that protection is by customer & part number, **NOT JUST BY CUSTOMER.**
 - OEM or NON OEM customer
 - Currency
 - Application (Optional)
 - Drawing (Optional)
 - Urgency – Please mark the email high importance, put **URGENT** in the subject line and body email.

Request For Quotation

- Once an RFQ number has been issued, please reference it in the subject line until the quote has been sent. Then please reference the Quote number in the subject line. This will help reduce duplications and is a time saver.
- If you are sending a reminder email, please state that the email is a reminder or a follow up in the subject line, this will help reduce duplications and is a time saver.
- OZ Optics' goal is to turnaround all requests for Quotation in 72 business hours for standard request.

OEM Criteria

- Based on either quantities or the income amount this request will generate.
- Qualifying questions:
 - Is the potential volume over 1000 pieces a year?
 - Will the extended price be over \$ 50,000.00 USD?
- In general, all OEM or Potential OEM quotes are done in USD

OEM Criteria

Once it is determined that the request is coming from an OEM or Potential OEM, please answer the following:

- Is the quotation required for qualifying OZ products?
- Quantity
- Target pricing
- Target Lead Time
- Does the request require special design or technical input for the application?
- Drawing
- Set up a teleconference call with OZ and the end user. This will ensure both sides understand the application and specifications.

Orders

- Send all PO's directly to our Order Desk Department at orders@ozoptics.com
- The email must include the following information:
 - PO#
 - Complete OZ Part #
 - Barcode # (optional)
 - Pricing Reference (Quote #, email, etc)
 - Drawings if required
 - Order Desk must be notified if any changes have been made to the specs and part# from the quoted or previous version
- Order Desk would prefer that any changes are verified or requoted in advance of placing the order
- If you require an expedited delivery or delivery by a certain date, you must mention this when the order is placed. The Order Desk can then advise if this is possible and if an expedite fee will apply.

Customer Supplied Materials

- CSP forms will be sent from Order Desk once the PO is processed along with the order confirmation.
- CSP forms includes the shipping instructions along with PO# and SOA#.
- Please wait for CSP Form prior to shipping any products to OZ Optics.
- For Rush/Urgent CSP, please send an email to Order Desk or to Customer Service and they will send CSP form in advance and they will link it to your order later.
 - Ship it to the Attention of Receiving
 - Provide the shipping tracking #

Status Request

- Send all Status Requests to Customer Service at cservice@ozoptics.com
- The email must include the following information:
 - PO# (preferably in the subject line)
 - SOA# (preferably if available)
- In general, there is a +/- 5 day window on our target ship dates.
- OZ can provide more accurate ship dates closer to the target date.
- A guaranteed ship date be cannot be given in advance unless an expedite fee has been paid to ship an order on a certain date or unless this has been negotiated in advance.

Return Material Authorization

- OZ Optics requires that all RMA requests must be submitted to Customer Service at cservice@ozoptics.com (You can copy the appropriate OZ Optics Product Manager)
- The email must include the following information:
 - OZ Serial Number
 - OZ part number
 - Original P.O.# (if available)
 - Outline the problem with product/reason for return
 - Customer Name (if necessary for correspondence)
- Please wait for RMA # prior to shipping any products to OZ Optics.

Monthly Sales Leads

- Purpose: to generate new business for both OZ Optics & Distributor
- On a Monthly basis we supply you with all the leads we receive for your territory
- You are required to contact the individuals and complete the form

Creation Date	Company	Name	Address Line 1	Address Line 2	City	State / Province	Zip / Postal Code	Country	Phone 1 Extension	Phone 1	Phone 2 Extension	Phone 2
7-Dec-05	TECHNISCHE UNIVERSITAT DARMASTADT	Ivannikov, Valentin	Merckstrabe	25	Darmstadt		64283	Germany	TEL	49-651-16-4514	FAX	49-651-16-4367

Client Type	Product History	Trade Shows	E-mail Address
Potential Customer	PMF Patchcords/Connectors, PM Fiber Fused Couplers		ivan@hf.tu-darmstadt.de

DROP DOWN TABLES select from drop menu

DROP DOWN TABLES select from drop menu

<u>Contacted</u>	<u>Update contact info</u>	<u>Products Interest</u>	<u>OEM</u>	<u>Future Actions</u>	<u>Comments</u>
Select Yes or No	Select Yes or No	Select from list	Select Yes or No	Select from list	