

**REPRESENTATIVE GUIDE**

1. **Raditek Overview:** Welcome to Raditek, this guide is a brief history of our company, our strategy, and details of how to get an order, place it, get it shipped, get paid, all the important stuff.
2. **RADITEK** is a California Corporation and was founded in 1993 by Malcolm Lee (CEO) and Peter Corbett (COO), to address the growing PCS, Cellular and millimeter wave markets, internationally. It has grown to add many products for Satcom, Wireless and Microwave Telecom
3. **Main Contacts are**
  - a. SALES: Hima Thakker is the Sales Manager, Tracy Tran, Michael Thi and Kathy Mastre are in house Sales and with Hima do most quotations Assisted by Mark Reynard, and Craig Madsen.
  - b. OPERATIONS: Pam Holler is the Operations Manager and Sales Order coordinator she books and processes Sales Orders, Tasks manufacturing groups, tracks progress, coordinates changes, expedites and keeps us moving forward. Please contact Pam for Order Status and Changes. Assisted by Chi Lai who also handles shipping and receiving
  - c. Peter Corbett runs the day to day business. He has 25 years of manufacturing experience around the world, and had an extensive engineering background before then. He has been Manufacturing Director at AvanteK (now part of Hewlett Packard), set up and directed the manufacturing of SSE Technologies, Gamma Microwave, Network Appliances, and ran the Manufacturing Engineering group at DMC (Digital Microwave). He also set up and run offshore Manufacturing Operations in UK and Puerto Rico for Granger Associates
  - d. Malcolm Lee, concentrates on new business and leads the new product development engineering. He is also the Engineering Guru for technical support. His background includes component and system design of Point to Point radios and VSATs. His previous roles, include Engineering Director at Phasar (Denver), Chief Scientist at SSE, and Engineering Director at P-Com.
4. **Sales RFQ's and Questions:**
  - a. For fastest response on an RFQ always email them to [sales@raditek.com](mailto:sales@raditek.com) the Raditek Sales Group will help you immediately. 7am to 4pm Monday to Friday and also 4 pm to 10pm Monday to Thursday (PST) mainly to cover Asia time zones.
  - b. Fax USA 408-266-4483 as a back up and for drawings etc.
  - c. The sales group works on a team basis, you will get emails from different people on the team depending on the time of day, all return through [sales@raditek.com](mailto:sales@raditek.com) where Mark coordinates and keeps everything on track
  - d. RFQ numbers are key to tracking all quotes, they appear at the beginning of the email subject Line, Please open a new email thread for a new quote of subject and put "NEW" on the subject line< Keep one quote or subject per email. This allows us to track, coordinate and find all emails for a quote, so we don't miss anything.
  - e. We get >50 RFQ emails / day most are answered within a few hours, Main events are 7-8am all email is printed, new RFQ# are allocated and a quote file opened, if ongoing on an existing quote the email is added to the file. 8-9 am All open files are reviewed and quote plan made, to ensures it is processed through as quickly as possible.
  - f. If we have a good clear specific RFQ input, over 80% are quoted the same day, the more exotic need Engineering input that can delay responses, If a part has an unfamiliar specification, engineering may want to prototype one first to determine if the specifications can be met. This takes 7-10 days. In all cases please try and give us as much input up front including any customer specifications both electrical and size and advise realistic target pricing.
  - g. The main Phone Number USA 408-266-7404 which is manned 7am –10pm PST and rolls over to three lines and if all lines are busy it goes to Voice mail. Also contact us by Skype, our skype name is, "[sales.at.raditek](mailto:sales.at.raditek)". **this rolls over to the Main phone system (if you call from your skype account calls are free)**

- h. Best way of contact is an email to [sales@raditek.com](mailto:sales@raditek.com), please try and avoid sending messages to individual email boxes because if the person is out of the office, answers will be delayed. The [sales@raditek.com](mailto:sales@raditek.com), is checked many times through the day and evening
- i. Web site at [www.raditek.com](http://www.raditek.com). Is the best source for information. It has many catalog items and product news, a good way of letting a customer check us out remotely.

**5. Mission statement:** To provide the highest quality products to the telecommunication marketplace, at the lowest cost with on time delivery. To continually improve delivery and grow the product line with the highest quality.

**6. Advice to Representatives:**

- a. We offer companies an opportunity to reduce the costs and improve their competitive position.
- b. RADITEK focuses on high volume opportunities or ones that have volume potential.
- c. Samples are not encouraged as they slow the process down, unless it is a standard part. We can typically supply something similar for evaluation. If a customer insists on an exact sample, please try to obtain an order with a first article acceptance to avoid us both "spinning our wheels"
- d. Always try to obtain competitive price goals from the customer. Make sure the price goal is realistic and not a fabrication by some creative buyer.

**7. Sales Order Coordination**

- a. Once an Order is booked you can communicate through sales or better directly with Pam Holler. ([pam@raditek.com](mailto:pam@raditek.com))
- b. She can be reached on 408-266-7404 with a message or voice mail left if necessary 9:00am to 6:00 pm CA/PST time..

**8. Marketing**

- a. We have three Main Categories and many Product Groups.
- b. Products are best seen on the Raditek web site ([www.raditek.com](http://www.raditek.com)) and summarized in the "**PRODUCTS & SOLUTIONS**" document.
- c. We cover a huge range of products, look through our web site and you will see a lot of the models we have made so far.
- d. Delivery is typically 2 to 55 days, with some custom units and engineering development taking longer. Many parts are stocked locally, with factory stock also frequently available.
- e. The RADITEK products are usually superior specifications to the competition, and priced 10 to 15% below competition. If you find a lower competitor price please let us know and we will try and match or beat.

**9. Part Numbers:**

- a. Raditek uses smart numbers that with a little practice are easily read, they typically spell out: Product-Frequency coverage – size - power
- b. On size a simple letter code shows width and length with "a"= 0.25", "b"= 0.5" etc. so "de" is a unit 1.0" wide and 1.25" long

**10. Data Sheet**

- a. Many data sheets can be seen on the web site, they are also sent out with every quote
- b. This is our means of communicating with the Customer, Engineering and Manufacturing and goes on to form part of the purchase order. Note it has a date in the bottom right hand corner.as the revision.
- c. In the quote development cycle we may go through several iterations until the Customer agrees it is what he wants and we agree it is buildable, so please help us get it accurate and reference the date if necessary.

- d. A useful starting point on something new is a marked up data sheet scanned or faxed, typically we will create a new / updated version and returned clean in under a day.
- e. Family data sheets are typically grouped by model # and size and contain many different frequency bands with detailed specs, these show parts quoted / built and are a good starting point.

## **11. Terms and Conditions**

- a. T&C are detailed on our web site and specified on all quotes
- b. Terms
  - 1. Domestically we quote Advance payment from a new customer and after suitable Credit Application move on to "a REAL Net 30" on subsequent orders.
  - 2. International new customers we quote (Advanced Wire Transfer at Time of Order (AWTATOO) on all orders and for very specialized builds.
  - 3. International established customers, this is typically relaxed to (AWT 50% at time of order, 50% prior to ship (AWT50-50)
- c. Payment method
  - 1. Can be either check
  - 2. Wire transfer for full sum with all bank charges covered
  - 3. Visa, Mastercard and American express credit cards are useful domestically mainly with engineers who want to bypass purchasing to get parts quicker. Internationally they are limited to established customers due to potential fraud issues.

## **12. Marketing Literature** *can be printed directly off our web site at [http://raditek.com/short\\_form.html](http://raditek.com/short_form.html)*

- a. **Brochures Glossys**, *set up as 2 pages for double sided printing, we recommend double sided glossy paper, 48Lb (180g/m<sup>2</sup>), A size 8.5x11", 98 brightness such as HP Brochure Paper 180g*
  - 1. COMPONENT OVERVIEW pictures in Shop Window (M1/3)
  - 2. PRODUCTS & SOLUTIONS AVAILABLE (M2 2 page)
  - 3. ISOLATORS OVERVIEW: Microstrip // Stripline
  - 4. ISOLATOR MICROSTRIP RDKF/C 4h // 2h
  - 5. AMPLIFIERS: SSPA GaN and LDMOS to 6GHz, // TWTA & KLYSTRON
  - 6. FILTERS // CONNECTORS
  - 7. FILTERS YBPF (Yig Band Pass Filters + YTO Yig Tuned oscillators // // 5764 GHz Turnkey solution, ie uncompressed HDTV link, High speed data campus communications
  - 8. SATCOM VSAT BROCHURE (2p)
  - 9. TELECOM POINT TO POINT LC (2p)
- b. **Short Form catalog** *Available for Printing, we recommend double sided matt paper, 24Lb (90g/m<sup>2</sup>), A size 8.5x11", 98 brightness such as Bright White*
  - 1. ISOLATORS and CIRCULATORS (18 PAGES)
  - 2. OSCILATORS and SYNTHESIZERS (8 PAGES)
  - 3. TELECOM SYSTEMS (26 PAGES)
  - 4. REPRESENTATIVE GUIDE (this document)
- c. **On line**
  - 1. RADITEK POWER POINT PRESENTATION in folder, available for download
  - 2. NEW PRODUCT INTRODUCTIONS (**NPI**) as published in trade magazines,
  - 3. QA MANUALS AND ISO 9000 PROCEEDURES on our Intranet site (call for password)
  - 4. VIDEOS

### **13. Raditek products in military and high reliability systems (Cage Code # 1XB22)**

- a. RADITEK makes High Quality Commercial Parts. It does not make or sell Mil. Spec parts or qualify parts to Mil Spec. Many parts however are dual use catalog items that can be exported as dual Use "NLR EAR99"
- b. The excellent "Mil Standard" like specs of RADITEK's products make them a very cost effective solution for many Military products purchased as COTS (commercial off the shelf).
- c. Many of RADITEK's products are used in Military amplifiers and High Reliability applications in USA, UK, Europe, Israel, India, South Korea, Argentina.
- d. Customers test and satisfy themselves that they will work in their products and qualify the end product to full Military specification, and then use them at a great cost savings.
- e. For Customers paying excessive prices for full Mil specified part, and having trouble competing with other Mil providers We suggest that they buy our standard "COTS"(commercial off the shelf) parts and qualify them at the system level.

### **14. Certification :**

- a. Raditek works to ISO 9000 standard,
- b. Our Quality system was audited by Lockheed Martin (LMCO) Electronics group in August 2010 to their SIP 16 standard. This is positioned above ISO 9000 (2008) and includes elements of AS9001 the USA Aero Space Standard