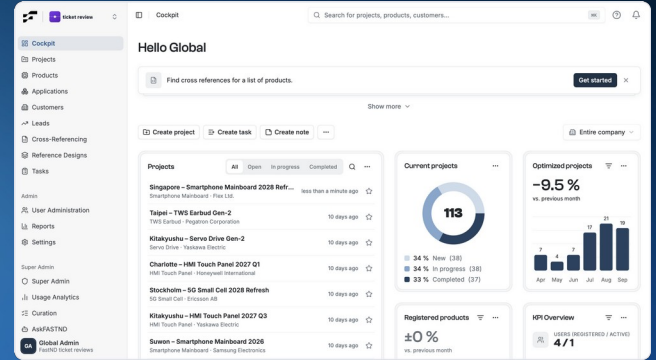


FASTND WORKSPACE

The workspace for sales and marketing in electronics: personalized recommendations in the opportunity context, sales insights and team collaboration in one place.



Pilot-ready in weeks

No IT project to start

Runs in the browser

THE CHALLENGE

The insights exist — just not at sales teams' fingertips

Spread across CRM, ERP, spreadsheets and a few experts' heads — rarely where sales needs to act.

DAILY WORK

Sales & marketing

Time lost to research

Manual research and admin across huge portfolios take time meant for what really differentiates.

Buyers decide early

Much of the buying journey is done before sales is contacted. Being early decides.

Knowledge walks out

New reps ramp slowly; retiring experts take their judgment and customer history along.

MARKET

Structural pressure

Complex portfolios

Broad portfolios, many variants and fast-changing applications.

Fragmented demand

Fragmented customer base, shifting buying behavior and long cycles.

Margin & compliance

Margin squeeze plus regulatory, supply-chain and obsolescence load.

WHAT FASTND WORKSPACE DOES

One workspace for sales and marketing — insights in context

Everything FASTND INTELLIGENCE computes — a ready answer at every step of the sales journey.

-  **Prepare • Customer & application view**
Projects, whitespace and fitting products per application.
-  **Recommend • Recommendations & insights**
Cross- and up-sells ranked by customer profile and target application.
-  **Evaluate • BOM analysis & cross-references**
A BOM upload returns matches, qualified alternatives and lifecycle status.
-  **Act • Alerts & follow-up offers**
Alerts on projects at risk, EOL parts and due renewals.
-  **Share • Knowledge sharing & collaboration**
Users collaborate and share know-how directly on running projects.

EXPERT-IN-THE-LOOP

The system proposes — the sales expert decides.

Generic AI tools know public data only. FASTND adds the company's context: customers, products, target applications, past wins and expert know-how.

WHO IT IS FOR

Sales & marketing teams

Distributors

A proprietary design-in tool — more of the line card in every customer BOM.

Manufacturers • direct

Field sales designs more of the portfolio into every opportunity.

Manufacturers • partners

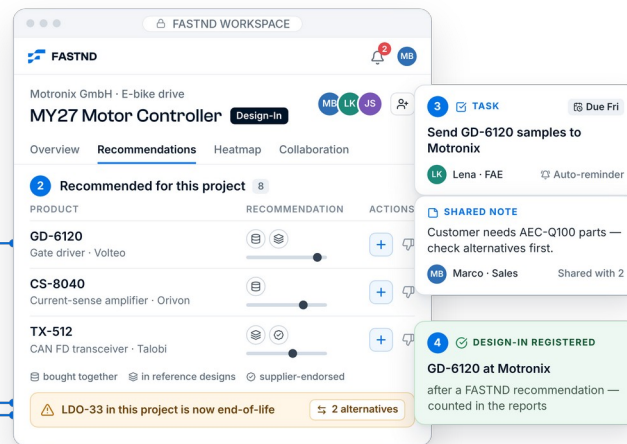
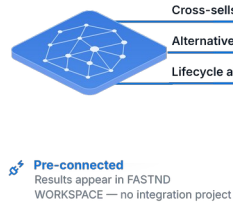
A branded tool for distribution partners, present at the design decision.

HOW IT WORKS

From recommendation to registered design-in

1 FASTND INTELLIGENCE

Ranks what fits each open project



- 1 INTELLIGENCE ranks**
What fits each open project — learned from the design-in history.
- 2 WORKSPACE shows it**
In the customer project, with the evidence — nothing to integrate.
- 3 The team acts**
Searches, compares and selects products — and works on them as a team, with tasks and notes.
- 4 Impact & learning**
Registrations are tracked; the system learns from usage and improves over time.

KEY FEATURES

Built for the sales user



Cockpit & priorities

All opportunities at a glance, prioritized, with alerts on what needs attention now.



Chat in plain language

Questions answered from company data, within each user's permissions.



Views that fit each team

Interface, dashboards and workflows configurable; KPIs and pipeline lift visible.



INTELLIGENCE inside

Data hub, unified data model and recommendation engine; built-in memory, conflicts resolved only once; open via API and MCP.



Hosting & security

Hosted in Germany or on-premise per company policy; GDPR-compliant by design; flexible user roles and rights.



FASTND ENGINEERING (optional)

AI-ready company data

Consolidation, cleansing, harmonization and new sources such as reference-design BOMs.

GETTING STARTED

Pilot in weeks — then the path that fits

- 1 Start from existing exports**
CRM, ERP and catalogue data as they are; FASTND ENGINEERING helps if needed.
- 2 Validated on own history**
A pilot team works real opportunities; experts validate; influenced registrations are tracked.
- 3 Decision based on evidence**
Stay with the complete WORKSPACE app — or adopt proven functions in own tools.

PATH A · STAY WITH WORKSPACE

Complete app with the sales user interface

Off-the-shelf, yet customizable to company-specific needs.

PATH B · INTEGRATE VIA FASTND INTELLIGENCE

Headless — in existing or own tools

Selected functions in CRM, AI assistants or own front-ends; admin interface only.

CONTACT

Pilot the full solution — INTELLIGENCE included

+15% sales productivity* — starting with a pilot.

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Product page

Status: October 2026. * Indicative effect of five levers (research, selling time, win rate, ramp-up, design-ins); FASTND experience and industry benchmarks.