



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC



eptac
webinar series

Counterfeit Parts Mitigation

Tired of getting ripped off?

Revision B



eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

*Is your organization prepared to
Mitigate
Counterfeit Electronics?*



eptac
webinar series

Is Counterfeiting a Problem?



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC





eptac
webinar series

Is Counterfeiting a Problem?



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC





eptac
webinar series

Is Counterfeiting a Problem?



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC



© IDEA www.idofea.org



eptac
webinar series

Is Counterfeiting a Problem?

- 2010 Top 3 products (Bloomberg Business Week)
 1. Shoes – primarily Adidas
 2. Apparel – mostly sports jerseys
 3. Electronics – assembled
 4. \$16M seized

- 2011 Top 3 products (CNN Money)
 1. Electronics \$39M
 2. Shoes \$25.3M
 3. Drugs \$16.9M
 4. \$179M seized



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC





eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Counterfeit Mitigation

• Does this apply to you?

- Rolexs
- Nikes/Adidas
- Levis
- CDs/DVDs

- Military equipment

- Medical equipment





eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Counterfeit Mitigation

- Is your organization untouchable?



Courtesy & © 2009 SMT Corp. - www.smtcorp.com

- Counterfeiting is a moving target



eptac
webinar series

Common Mistakes



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

- Counterfeit mitigation begins when the components arrive at receiving...
- Minimal Purchasing precautions in the Open Market...
- Minimal Inspector skill training...
- QMS doesn't address counterfeit mitigation...
- Ignorant of available Resources...



© 2009 IDEA www.idofea.org



eptac
webinar series

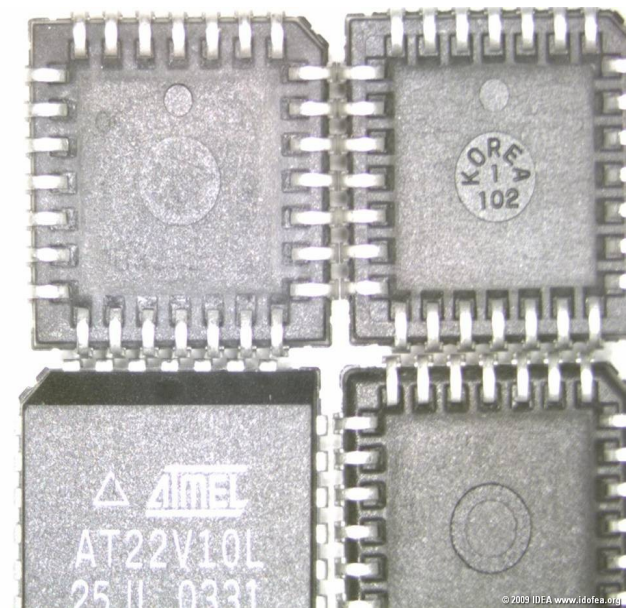


ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Common Mistakes

- No difference between Franchise and Open Market Distributors...
- Selecting a Broker via a personal recommendation...
- Reactive to on-going skills training...
- The common sources of counterfeits...
- How counterfeits can enter the supply chain...





eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Ostrich Syndrome

Are you still saying that you're bullet proof!





eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Non-mitigation Results

•Increased

- Production down time
- Customer returns
- Risk of litigation
- Daily 'fires'
- Items in MRB



Resolution 4000 x 3200 px - free download - www.psdgraphics.com

- Customer confidence will wane
- Lower inventory turns
- Wasting resources on the 'urgent', rather than the 'important'
- Less profitable



eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Take Action...Today

- Protect your organization
- Get informed
- Be proactive
- Attend the next EPTAC/
IDEA Counterfeit Mitigation
Workshop
- Certify your Inspectors to
the IDEA-ICE-3000





eptac
webinar series



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Thank You



ABOUT THE PRESENTER

Mark Young
Master Instructor,
EPTAC

Further Information

For questions regarding this webinar, please contact Mark Young at marky@eptac.com

For information on any of EPTAC's or IPC's or IDEA's Certification Courses, please visit our website at <http://www.eptac.com> or contact us directly at 800- 643-7822