

[PT] EOL application of DS*6N and DS*9H series

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Sales Action Required		Status	In Progress
Campaign / PT / Project No.	00002187	Start Date	3/16/2018
Campaign / PT / Project Name	[PT] EOL application of DS*6N and DS*9H series [View Hierarchy]	Products Department	C2B
Campaign / PT / Project Record Type	Product Tactics [Change]	Approver	Hideaki Morito
Type	Withdrawal	Campaign / PT / Project Owner	Kazunari Ishii [Change]
Y40		ARS/CCF registered by	Product Department (E pattern)
To be deleted	<input type="checkbox"/>	Parent Campaign / PT / Project	
Visible to Rep users			

Fields for Withdrawal, Change and Promotion Stop Type

Letter Submission Due 4/27/2018 Last Time Order Due 3/31/2019
 Customer Feedback Due 3/31/2019 Last Production Date 9/30/2019
 Customer Approval Due 3/31/2019 Last Shipment Date 9/30/2019
 Arbitrary Date Name
 Arbitrary Date

Product Tactics Details

Action --- English ---
 Request This is EOL PT of DS*6N and DS*9H. Please kindly take following actions.
 We issued promotion stop PT and have been promoting alternative items.
 (Promotion stop PT // DS*6N: <https://murata.my.salesforce.com/7015F000000kzpM>
 DS*9H:
<https://murata.my.salesforce.com/7015F000000kzSa>)
 This PT is to formal EOL announcement to customers.

[Action Request]

1) Please submit EOL application letter to your customers by **27th Apr 2018**, and get their approval by **31st Mar 2019**.

2) Please confirm Last Time Buy QTY and place the LTB Order by **31st Mar 2019** if needed.

*If you have any questions and/or customers have any requests, please feel free to contact PD.

* If there is no announcement until the due date, we assume customer approve EOL with no LTB order. Please be careful for it.

Purpose

--- English ---

[Target Items]

H40: EMIDS

Murata PN: DSN6N**, DSS6N**, DST6N** ,DSN9H** , DSS9H** , DST9H

Factory : Iwami murata (IEK)

Seiku : 21

For Target Items, please refer to "DS 6N,9H substitutional PN for PT" attached.

[Reason of EOL]

<Product strategy point of view>

-To reorganize our lineup of leaded 3-terminal capacitors. (leaded EMIFIL®),

-To promote DSS1N series which have advantages in terms of profitability and long-term supply to customers.

<Production situation point of view>

-It is difficult to continue producing target item due to order decrease and worse productivity.

-The further investment for aged machinery is difficult.

[Schedule]

Letter submission Due Date: 27th Apr.,2018

Customer Feedback Due Date: 31st Mar.,2019

Customer Approval Due Date: 31st Mar.,2019

Last Time Buy Order Due Date: 31st Mar., 2019

Last Production Date : 30th Sep., 2019

Factory Last Shipping Date: 30th Sep., 2019

[Substitute Items]

-DSN6N/DSS6N/DST6N series : Substitute items are DSS1N series.

Please check attached "EMIDS comparison data (DS_6N)" for detail.

-DSN9H/DSS9H/DST9H series : No alternative of Rated Voltage 250V.DSS1Z Series for use in 100V or less.

Please check attached "EMIDS comparison data (DS_9H) for detail".

(Notes)

There is no line-up of 4mm/6mm lead length with bulk type packing of DSS1 series.

Background

--- English ---

[Sales History]

Please refer attached “【17F2_DS_9H,DS_6N】 CRM-Reports_for_PT&PCT_Issue”.

[Contact Person]

C2B2 Kazunari Ishii (E-Mail kazunari.ishii@murata.com) / General

C2N6 Tatsuya Suzuki (E-Mail tsuzuki@murata.com), C2N6 Yukiko Yamada (E-Mail yukiko@murata.com) / Document for EOL

IE15 Akio Watanabe (E-Mail: meisei_watanabe@murata.com) / Product engineering window

Memo

Fields for Promotion Type

Characteristic	Competitors and Murata's Advantage
Production Capacity	
Source Reference Design	
Expected Revenue in Campaign / PT / Project	Expected Qty
Expected Revenue (Memo)	Expected Qty (Memo)
Won Opportunities in Campaign / PT / Project	0 Opportunities in Campaign / PT / Project

Product Tactics History

Created By Kazunari Ishii, 2/27/2018 1:02 AM Last Modified By Kazunari Ishii, 3/5/2018 8:03 PM