e-commerce made easy

For premium customers
Committed to excellence
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Faster

With Rutronik24 we have created a modular platform that simplifies your business processes significantly. The advantages of rapid online orders are combined with a personal advisory service, tailored to your needs. This has not replaced our personal service; on the contrary: we are adding to it.

For even better customer relationships and flexibility to speed up your own processes.

More customised

Our tool guarantees 24/7 access to a wealth of technical information. This includes over 1 million articles and application-related product recommendations in the online catalog, as well as a list of all the relevant product changes and discontinued components from the PCN database (Product Change Notifications).

Offers, orders, contracts, articles and store inventories can be tracked and checked very easily.

More user-friendly

Rutronik24 e-commerce is your virtual and personal adviser, supplying quality information in real time, accepting your orders and providing status information. Take a look for yourself at the options that the portal offers to your company and register at www.rutronik24.com. The contact data of your Rutronik24 sales team can be found there under "Contact". We look forward to your online visit and are more than willing to answer any questions you may have personally.

Tilo Rollwa, Head of e-commerce
1. Register

Initial steps

Complete the registration form with the details of your company. Following successful registration, your personal password will be sent to the e-mail address specified by you. Please remember to subscribe to our newsletter to be kept up-to-date with the latest news and information.
2. Your Account

Checking and editing your contact data

You can also edit your address details here. We strongly recommend you to change the password that was assigned to you after registration. An overview of possible functions is provided under the menu item "My modules".

Access your personal settings here
3. Start Page

Overview of your selection options

Our Start Page provides a selection of our Topsellers. Furthermore, it offers you easy access to the product catalog. You can search for components or product groups directly from the Start Page. Find articles which you have already purchased from us by means of your part number.

The search function in the product catalog. Enter a supplier number or your article number.

Module selection

Direct access to the product groups
4. Catalog

Overview of all product groups

Our catalog offers numerous ways to search for specific articles. The product groups are divided into semiconductors, passive and electromechanical components, storage technologies, displays & boards as well as wireless technologies. Intelligent search methods guide you to the desired product.
4. Catalog

4.1 Parameter search

This example describes the search for a chip resistor 1KΩ 0805 5%. After accessing the product group “Passive Components”, selecting the product family “Resistors” and then the article group “Chip Resistors”, the parameter search field opens for selection of possible product parameters. The six key parameters are available for selection here. Click on more parameters to extend the choice of parameters to 12. You will receive direct information on the product.

Displays the price and delivery lead time of the product.
4.2 Part number search

Entry of a complete or incomplete supplier number takes you directly to a selection of possible articles. The search field also recognises your article number if this article has been purchased from us in the past or was offered by us. Two differently coloured symbols indicate the article’s availability at a glance.

- Symbolises availability directly from stock.
- Stands for no available stock

Select a product group if your search did not return a unique result.

Recommendations of Rutronik product specialists and/or manufactures

Stock information

Input of supplier numbers (component match code)
4. Catalog

4.3 Compare

The Compare function compares all the article parameters and the resulting red parameter allows you to immediately see the difference between the selected articles and the reference article. The reference article is displayed in the first column. The entire list can be downloaded as an xls file.
4.4 Find alternatives

Based on the technical parameters, our e-commerce tool will, if desired, search for a suitable replacement. The possible alternative articles are displayed together with their parameters in a hit list, sorted by closeness of match. Non-matching parameters are shown in red, matching parameters in green. Use the Compare function to highlight the differences for further evaluation. This alternative search helps, e.g., with discontinued, more favourably priced or readily available articles.
4. Catalog

4.5 Prices

The prices in the catalog are displayed as price per piece. If you vary the number of pieces, our tool calculates the currently valid price for the specified quantity. Individual, customer-specific prices are stored in your account and taken into consideration. The displayed prices are the exact prices agreed upon during the personal meeting with your Rutronik24 sales contact. If the prices do not meet your specific requirements, simply put the articles in the cart to generate a request with details of your target price (further details about requests can be found in Section 4.8.1).

You will be informed accordingly if the quantities enable a manufacturer quote price.
4.6 Technical support

We have combined the expertise of our staff with the benefits of an intelligent online tool. You can submit questions on any product in our catalog. Your questions will be forwarded directly to the appropriate product manager, who will process it immediately and answer you by e-mail. Rutronik24 therefore offers you personal advice and support. Your sales contact can be found under “Contact request”.

Ask us! Direct link to Product Marketing to request more technical information, e.g. if a data sheet is missing.
4. Catalog

4.7 Cart

Articles in the cart can be ordered directly online (further information on "orders" can be found in Section 4.9). If the price of an article does not meet your expectations, please use the request button to request an individual quote (further information on "requests" can be found in Section 4.8.1). All the articles in your cart remain available for 14 days.

You can alter your request or order during this entire period.
4.7.1 Requests

You can send us a non-binding request about articles in the cart if their price and availability cannot be determined online or if you find the proposed prices unacceptable. Details about your target price are helpful for the Rutronik24 sales team. Upon receipt, your request is checked accordingly by our Rutronik24 sales team and an individual quote is sent to you via e-mail. This quote is found in your Procurement and can be converted directly into an order during its validity period. Communicate in your native language.
4. Catalog

4.8 Order

Your cart is now complete. You can now order directly online. Details of your internal order number are optional for reference purposes. Details of your internal article number are also optional, but allow you to subsequently search for your own article number in our catalog.
4.8.1 Address

In a simple overview you have renewed opportunity to check your details and address information to save your internal order number and if desired to write a comment in your native language. Your delivery addresses stored in our inventory control system are displayed for selection. Otherwise the billing address is regarded as the delivery address.
4. Catalog

4.8.2 Delivery

Now check your delivery method. You can receive your goods in several individual shipments or in one overall shipment.

You can additionally edit each article here, e.g., to adapt desired dates of delivery.

There are no additional delivery costs for orders above €100 to most EU countries.
4.8.3 Payment

Select the desired payment method. Generally speaking, it is possible to pay by credit card or invoice. For organisational reasons, we require additional 2-3 working days for delivery if you require the payment by invoice. The familiar terms of delivery and payment apply to already existing Rutronik customers. Free delivery for orders above €100 will not be affected by this.

4.8.4 Send

All the details about your order are now complete. Click on "Buy now" to send your binding order directly to our inventory control system, where it will be processed automatically.
4. Catalog

4.8.5 Finished

By e-mail we confirm receipt of your order. A summary of the order can be printed out in advance. Order confirmation from our inventory control system will be sent to you in the agreed manner.
4.9 Sample

We will ship samples which you require for your application directly from stock or order them for you from the respective suppliers. We need a few details about your planned application for a sample request. We will inform you by e-mail if the desired samples are not available free of charge.
5. Product Changes

PCN – Product Change Notifications

Be fully informed of changes. Our Rutronik24 ‘PCN’ module keeps you up-to-date. You will receive direct information on the latest product changes by suppliers, e.g. in the event of discontinued products or relocation of production.

This gives you the opportunity to react immediately to the changes, and to order an alternative product if necessary.
We store this information for you in our e-commerce tool as soon as we receive it from the supplier. This means you are kept up-to-date with changes and always well informed.

On the one hand, you have access to an extensive PCN database, and on the other hand, the product changes are linked directly to the respective product.
6. Massquotation

Quick and easy evaluation of your individual part lists

Rutronik24 e-commerce enables you to request relevant information on our products, e.g. prices, warehouse inventories, lead times, packaging units, etc., in just a few steps. Upload your comprehensive article lists to our system in one file and this will then be returned to you, completed with current prices and additional information, just a few moments later. To guarantee evaluation of your entire part list you need a precise supplier part number and details of the desired quantity. Changes to your original list are not necessary. After uploading the list and automatic evaluation, you are provided with a quick overview of the products which Rutronik can supply.
6.1 Upload file

Select the list of components from your data inventory and load it into our system. Possible data formats are: xls, xlsx and csv. Your most recently uploaded files remain available with details of time and date until you decide to delete them.
6. Massquotation

6.2 Mapping

When mapping, our system becomes familiar with the design of your list. Four column definitions are available. Just two of them (quantity and supplier part number) are required for the analysis. Our and your part number are useful for an analysis, but not absolutely essential. Definition of the first and last data row completes the mapping setting. Click on the Save button to start the list analysis.
6.3 Analysing

The progress bar displays the analysis’ percentage of completion. The analysis may be aborted using very large lists (>1000 positions) or a slow Internet connection. A restart is possible at any time.

6.4 Result

After analysis, our system informs you of the number of found, unclear or unknown products that have been identified.
6. Massquotation

6.4.1 Possible analysis results

**Found:** Article was identified uniquely.

**Unclear:** Article designation is not unique. These articles must be checked again. Click on the magnifying glass to open the drop-down menu and then use the Select button to choose the desired article.

**Unknown:** Article number was not found. The reasons for the result vary, e.g. Rutronik does not supply this article or your supplier part number is incorrect. Click on the magnifying glass to open a general search field in which you can enter a different part number in order to achieve a positive result.
6.5 Download

The download function offers numerous options. For example, you can use your data to create various new tables with our data or fill your original file with our data. 16 parameters can be downloaded for each article. All you have to do is to specify which data should be transferred to which column in the Download Setup.
7. Procurement

Take the opportunity to save your time

This module provides you with a full overview of your quotes, orders, article lists, warehouse inventories and delivery times. All the information can be downloaded in xls format. A transfer of the xls-file in your EDP system avoids having to enter it manually e.g. order confirmations. Your personal article list includes an overview of the products supplied by us and various information, such as current availability, prices, etc.
7.1 Order information

In the sub-menu Order information it is possible to view your orders of the last 30 days, the past 6 months, the current year and last year. The following criteria can be used for selection: open, delivered, unconfirmed and deviations to the desired date.
7. Procurement

7.2 Warnings

Click on Warnings to view a summary of orders that actually deviate from your order data. This allows you to react to possible schedule deviations immediately. Your Rutronik24 sales team will find the right solutions for you.

7.3 Offers

The sub-menu Offers lists all your currently available and valid customised offers. These offers can be converted into an order quickly and easily. It is also possible to convert individual items. An offer disappears from the list as soon as it is no longer valid or has been converted into an order. This ensures a quick visual overview of your current offers.
7.4 Article lists

The article list menu lists all the articles that you have already purchased from us. You can use this article list to search for the desired Rutronik article(s) by entering the specific part number(s). This offers rapid access to information, e.g. availability, prices, etc. The xls download of your article list contains important data, such as your part number, the Rutronik part number, the supplier part number and the product status. A list of delivered quantities last year and this year for each article means this list is absolutely essential for your schedule planners.
7. Procurement

7.5 Buffer stock

The menu item Buffer stock lists all your contractually agreed buffer stocks, specifying the agreed quantities and validity period. The current status of the buffer stocks can be downloaded in xls format. It is possible to minimise the overview to individual articles by entering your part numbers in the search field. Contractually agreed buffer stocks must be accepted to ship on expiry or extended via a follow-up order.
7.6 Contracts

The menu item Contracts offers you an overview of the current status of all your contractually agreed delivery agreements. The search fields Contract no. and Your part no. allow you to select individual delivery agreements, view current statuses and detailed information as well as arrange deliveries from existing contracts. Use the info button in each order row to view order details as well as already delivered quantities.
7. Procurement

7.7 Consignment

All agreed consignments are displayed in the menu item Consignment. This is where we display our items inventories in your consignment warehouse for each article. The inventory information is useful when taking a consignment store inventory and also provides you with immediate information on further warehouse inventories.
7.8 Traceability

Traceability is a contractually agreed additional function for the increased transparency of individual deliveries to you. This process involves scanning all the available data from the production labels of our suppliers on each box. The tool therefore ensures the traceability of each delivery. Please contact your Rutronik24 sales team for more details about traceability.
8. Print media

Be kept up-to-date with information from our extensive media pool

You can download all our information brochures and manuals as PDF files. We will also be glad to send you printed hard-copies. This service is free of charge. Our information material is available in various languages.
9. e-commerce goes mobile

Also benefit from Rutronik24 e-commerce while on the move

Our dynamic homepage www.rutronik24.com adapts automatically to your mobile device. You can also check prices and delivery lead times or simply look up technical details of specific products at any time from your smartphone or tablet PC. This innovative application also allows shipment tracking up to the point of delivery.