

Customize the template below to make appropriate for your organization and situation.

Dear {Manager/Decision maker},

I have an opportunity to make our purchasing process more efficient. You already know, one of the largest challenges is having accurate and timely information when sourcing electronic components.

TI now offers a [new way](#) to streamline our business needs and place orders easier than ever with TI store API. I have outlined below some of the reasons we could consider this option.

What are APIs?

TI's suite of Application Programming Interfaces ([APIs](#)) allows your system or applications to talk to our system to access data, which can help us automate our purchasing process— saving time and effort.

What do TI's APIs offer?

Through integrating with TI's APIs, we can:

- Get inventory push notifications – *quick access to materials stocking up on the TI store*
- Get access to current pricing, and product information – *saving us time & money*
- Place orders without having to enter order details on TI.com – *less chance for errors*
- Have flexibility to configure data from TI's APIs into our system that align with our company processes – *doing business the way we want*

Take a look at this [video](#) to get an overview on TI's ordering API. You can also explore TI's API portal to learn more about their selection of APIs.

If this sounds like the right path forward, I can schedule time for us to discuss further and set the next steps to get started.

Sincerely,

{your name}

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