# Super-sized supply chain solutions? No problem!

## Tech Data's distribution and logistics excellence is our supply chain advantage.

### The situation

When you ship millions of products on a monthly basis to customers in every corner of the world, you become one of the biggest and most recognized companies on the planet. Our client provides consumer and enterprise electronics like mobile devices and tablets, televisions, cameras, and gaming consoles to customers all around the globe. In fact, we're guessing you personally own at least three of their products!

But when it comes to distribution of these products, the client recognized the need to call in a logistics and supply chain expert to do what they do best.

Their supply chain team came to Tech Data's Global Lifecycle Management Services team with challenges related to costs, resource management, lagging customer sales and support functions, a fragmented inventory stored and shipped from non-optimal locations, and an inefficient fulfillment network. Big problems all, but really, just another day at the office for Tech Data's Supply Chain Management Services team!

### The solution

Tech Data's supply chain experts were able to work with the customer's team to identify some key areas where immediate improvements could be implemented.

> **"**
>
> **We have a huge advantage over other providers – we've got one of the largest Endpoint Solutions distribution networks in the world and world class logistics facilities.**
>
> *Doug Halbert, Vice President and*
> *General Manager of Supply Chain Management Services*

### Quick Facts

**Industry Information**
- Global electronics manufacturer

**Services provided**
- Global distribution solution implementation
- Implementation of sales, invoicing and collections processes, global distribution network, inventory management systems

**Outcome achieved**
- Reduction of 2,300 distribution customers to 1
- Reduced costs
- Improved inventory management
- Increased profitability
- Access to new customers
- Reduced delivery times
- Regained time and resources to focus on core business

Tech Data

"They're strategically located around the world to help offer companies improved inventory management and reduced delivery times to customers," said Jay Fraze, Sr. Manager, SCMS Sales Operations. "We knew we could take cost and complexity out of their supply chain, but we also knew we could provide even more value for our customer."

By implementing Tech Data's sales, invoicing and collections processes, global distribution network and inventory management systems, an immediate benefit of additional cost reduction was realized, allowing for a more efficient use of the client's cash for their core business. Engaging Tech Data effectively reduced 2,300 distribution customers to one, leveraging a single point of inventory for the customer to access multiple go-to-market platforms, including B2B and fulfillment. These improvements as well as others all along the supply chain designed to reduce costs ensured that the right inventory was located in the right facilities to be distributed quickly and efficiently to their customers when needed.

"By creating efficiencies at each step in the supply process, we also helped to eliminate one of their biggest expenditures, the manpower necessary to maintain their operation," Jay shared. "By creating a scalable platform to support their diverse customers and customer groups, we were able to streamline the manpower necessary to maintain important functions like partner sales, logistics, and administrative human resources operations."

> **By taking vital supply chain operations off their plate, our customers can refocus their energy and dollars on research, development and manufacturing excellence.**
>
> *Jay Fraze, Sr. Manager, SCMS Sales Operations*

## Outcomes

A thoughtful, strategic engagement between Tech Data and the client allowed them to realize key operations success markers including increased profitability, access to new customers, reduced delivery times, better availability of products nearer to their end destinations, and perhaps most importantly, regained time and resources needed to focus on their core business.

"Our customer wants their brand to be recognized for great products — in the home and in business — not for their distribution and supply chain. With our help they can focus on research and development, and the few key customers that they do continue to serve directly get better service on their accounts," said Jay.

Not all of our clients are globally recognized for their supply chain solutions, but Tech Data is. It's what sets us apart from our competition. Let our team help you like we helped this client, giving you the right solutions that allow you to focus on the road ahead.

**About Tech Data's Global Lifecycle Management Services**

How soon your equipment arrives to your customers continues with excellent supply chain management, but it doesn't end there. Tech Data's Global Lifecycle Management Services delivers all of the services required to get the most value out of every technology product investment your customers make, from service and support, to asset tracking and management, to proper and compliant product disposal and replacement at end-of- life.

Let us help you every step of the way To learn more, visit: **servicesbytechdata.com**

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