Sharpening your supply chain processes

Consumer electronics brand leverages Tech Data's supply chain expertise for award-winning performance.

The situation

When one of the biggest and most well-known electronics manufacturers needs to make improvements to their supply chain and distribution channel, who do they call? They call Tech Data Global Lifecycle Management Services!

One of Tech Data's clients – a global electronics manufacturer – had identified several factors that were running less than optimally in their supply chain. They needed help with improving overall delivery processes, reducing lead times, giving greater tracking visibility and improving customer service responsiveness, as well as administrative and planning coordination. "Our client has a massive worldwide presence, and even they need to make improvements to stay on top of their game," said Doug Halbert, vice president and General Manager of Supply Chain Management Services.

"The company is a worldwide distributor of their own original electronic equipment, but they were also looking to improve access to third-party products to better serve their customers," said Halbert. "We needed to make sure that any solution we brought to the table addressed this and made it possible to access and distribute third-party products as well as their own."

The solution

Tech Data's Global Lifecycle Management Services began by performing an analysis of the client's current supply chain operations, identifying weak points and proposing solutions to help achieve the client's objectives as their new third-party logistics partner.

Quick Facts

Industry Information
- Global electronics manufacturer

Services provided
- Supply chain distribution and assessment
- Inventory management
- eCommerce portal

Outcome achieved
- Faster distribution times
- Improved tracking
- Reduction in damaged deliveries
- Order process transparency
- Additional revenue streams
- Business Technology Channel's Choice award for top overall satisfaction for a manufacturer

Tech Data

"We proposed reducing their fulfillment management from three entities to one to consolidate all fulfillment operations and simplify tracking, as well as saving cost and time for processing of customer orders," said Casey Swanson, manager of Sales Operations.

In order to expand regional geographic coverage and be able to fulfill orders more quickly for their customers, Tech Data helped increase the amount of warehouses for storage and distribution from two (located in Tennessee and California) to five (California, Texas, Indiana, Florida, and New Jersey). This expanded coverage footprint also allowed for faster lead time in getting equipment in the hands of end users and fewer damaged deliveries along the way.

"We offer solutions that not only overcome problems, but receive industry recognition.

Casey Swanson, manager of Sales Operations

We can partner with your organization to show immediate improvements to your processes and give you more freedom.

Casey Swanson, manager of Sales Operations

Outcomes

Within one year of partnering with Tech Data, the client saw significant program improvements through faster distribution times, improved tracking and fewer damaged deliveries, clarified order processing and wide acceptance and adoption of the eCommerce portal. Along with these improvements came the most important metric – the bottom line. By partnering with Tech Data and implementing the solutions, the client not only saved money, but was able to tap into additional revenue streams that would have otherwise not been available.

In addition to improved financial results, the client's enhanced performance in the channel led to a Business Technology Association *Channel's Choice Award* for top overall satisfaction for a manufacturer. This award recognizes superior performance as a primary line provider and is based on the results of the "Channel's Choice" survey of dealers ranking the level of satisfaction with their equipment manufacturer and suppliers in various performance categories.

About Tech Data's Global Lifecycle Management Services

Short, reliable delivery cycle times are paramount in 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 maximum value out of every technology product you make, from service and support, to asset tracking, 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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