

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 is a global provider of consumer and enterprise electronics like mobile devices and tablets, televisions, cameras and gaming consoles. In fact, we're guessing you personally own at least three of their products!

But when it came to the 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 that was being 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 worked with the customer's team to identify some key areas where immediate improvements could be implemented.

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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

“They’re strategically located around the world to help offer companies improved inventory management and reduced delivery times to customers,” said Jay Frazee, senior manager of Sales Operations, Supply Chain Management Services. “We knew we could not only take cost and complexity out of their supply chain, but provide even more value for our customer.”

By implementing Tech Data’s sales, invoicing and collection processes and leveraging our global distribution network and inventory management systems, our client immediately achieved a reduction in costs – which allowed them to invest their cash more efficiently into 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 necessary inventory was at the right place at the right time, facilitating quick and efficient distribution to their customers.

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

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. That’s where we come in and enable their solutions,” said Frazee. “It’s what sets us apart from the competition and what frees our clients to concentrate on other aspects of their business like research and development, and 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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By taking vital supply chain operations off their plate, our customers can refocus their energy and dollars on research, development and manufacturing excellence.

*Jay Frazee,
senior manager of
Sales Operations,
Supply Chain
Management Services*