

Super-Sized Supply Chain Solutions? No Problem!



TD SYNnex's Distribution and Logistics Excellence is Our Supply Chain Advantage

The Business Need

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 TD SYNnex's services team — Shyft Global Services — 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 Shyft!

The Solution

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

"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 Shyft's Supply Chain Management 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."

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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.

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—Doug Halbert, Vice President and General Manager of Supply Chain Management Services, Shyft Global Services

By implementing Shyft'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 Shyft 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," Frazee 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."

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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.

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—Jay Frazee, Senior Manager, Supply Chain Management Sales Operations, Shyft Global Services

The Result

A thoughtful, strategic engagement between Shyft 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 Frazee.

Not all of our clients are globally recognized for their supply chain solutions, but Shyft 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.

Please note: The company names used in this version of the case study reflect the current company names, although the case study may have been originally published prior to the rebrand of Shyft Global Services and/or prior to the Tech Data–SYNNEX merger.

About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation. Ready to shift your business forward? Learn more at shyftservices.com.

Shyft Global Services is division of TD SYNNEX (NYSE: SNX).