

# Sharpening Your Supply Chain Processes



## Consumer Electronics Brand Leverages Shyft's Supply Chain Expertise For Award-Winning Performance

### The Business Need

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 Shyft Global Services!

One of Shyft'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 for Shyft.

"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."

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

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—Casey Swanson, Manager of Sales Operations, Shyft Global Services

### The Solution

Shyft 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.

"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 for Shyft.

In order to expand regional geographic coverage and be able to fulfill orders more quickly for their customers, Shyft 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.

## The Result

Within one year of partnering with Shyft, 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 e-commerce portal. Along with these improvements came the most important metric — the bottom line. By partnering with Shyft and implementing the solutions, the client not only saved money, but was also 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.

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*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.*

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

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—Casey Swanson, Manager of Sales Operations, Shyft Global Services

### 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](https://shyftservices.com).

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