

# **Streamlining Supply Chain – A Case Study**

## **Client Overview**

The client is one of the leading telecom companies in Canada, supplying a range of products including Data, IP Solutions, Voice and Convergence to the end customers. All the end products that are delivered to the end customer are ordered from telecom product manufactures namely Cisco, Nortel, etc as well as third party vendors. In addition to providing equipments, they specialize in providing service and maintenance. Sryas Inc. had successfully delivered solutions for each product line in a very effective manner.

## **Business Need**

In the existing system, when an order is placed by a customer, the purchase order is sent to the manufacturer. The manufacturer packages and ships the products to one of the warehouse location of the client. The package gets disassembled and configured with serial number, tag number and software configurations. Once the configurations of the products are completed and reassembled the package gets shipped to the end customer. The entire process takes about 30 – 60 days from quoting, ordering to shipment arrival to the end customer location. The end customers were not satisfied with the delay it takes for their needs to be met. The business need became satisfying the customer with a minimum lead time.

## **Challenges and Requirements**

Ingram specializes in supply chain management systems. The alliance of Ingram and end client can bring down cycle time to 6-7 days to the end customer. This could be achieved only if the client systems can measure the stock availability of products with Ingram. The proposed solution would be instead of sending the packages from Ingram to client warehouse for configuration, our system would feed Ingram ordering system with the configuration details so the packages can be pre-configured before shipping and sent directly to the end customer location.

Now the challenge is integrating to the Stock Keeping Unit (SKU) system of the Ingram with the client system to find the product availability currently to place a hold on the items or not. Also it would provide the Sales team with the accurate data about the minimum lead time from various vendors. The challenge is also having a hold on the stocked items and sending configuration details to Ingram when the sale was confirmed by the end customer.

## **Solution**

Sryas Inc professional services team worked with the client to streamline the business process to achieve the shortest lead time to the end customer. First we established a process to update Ingram product Stock Availability at different warehouses in North America to the client ordering systems. So when sales user configuring a quote for the end customer the shortest Due Date can be measured through the systems based on the availability of the products from various warehouses. It facilitates sales user to compare the appropriate supplier based on the lead time of each of the customer needs. It also facilitated for the specialist to enter configuration details before or after the sale is confirmed to be sent to Ingram if order is placed from them. Also the user has the option to send the orders through the old process.

## Benefits

Sryas Inc. provided solution helped the client gaining more end customer by promising them minimum lead time by reducing the supply chain cycle. This solution also enabled system-driven stock availability feature to the specialist in order to compare the right supplier at the same time reducing the back office process by half thus minimized operation cost for the client.

