



Integrated Global Procurement & Supply

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Welcome

Welcome to the SerCom Solutions Newsletter for December, 2009. Seasons Greetings and a Happy New Year to all of you. Thank you again to everyone who provided feedback on the last edition. In this edition we have chosen to concentrate on the question of globalized value-add programs (kitting, assembly and re-work), and the benefits that arise from having a single global service partner. Benefits include a local supporting supply base in every geography and an execution infrastructure that spans the globe. Case studies are included and we welcome all feedback and comments on these, and all Newsletter topics.

One Global Outsource Value-Add Service Partner

Companies are seeking a greater global reach in their chosen outsource partners. The traditional in-region decisions are being replaced by global choices. Companies are targeting single global process, one point of ownership and quicker start-up's for kitting, assembly and re-work. Streamlined supply chains assume the service provider has supplier relationships in all regions for collateral purchases and that the provider can readily replicate operations to all required geographies. Furthermore, companies require balanced global pricing and also need value-add costs to be insulated from currency movements. Velocity of decision making now means that companies need pricing established in 24 hours for all regions and a continued focus on cost requires that all value-add spend be reported by the service provider in a consolidated way. In world class supply chains all of this is expected, but the ideal service partner will also be capable of demand planning, driving lower inventory and higher order fulfillment rates while repeatedly delivering cost savings through the management of that global spend.

Competition

SerCom is running a competition for our Readers. The first 40 to answer the competition question will receive a SerCom remote control laser pointer. This valuable presentation aid plugs into any laptop and allows remote control of your Presentation. It also features a handy laser pointer. The question is "SerCom celebrated an important birthday this year – how old are we?". Replies to newsletter@sercomsolutions.com. Please include a postal address!



Solutions

SerCom provides solutions to optimize the supply chain.

- Sourcing
- Inventory planning
- Purchasing
- Materials QA
- Supplier management
- Inventory reduction
- Supplier consolidation
- Logistics
- Product kitting and configuration

News

SerCom CEO Visits China

Kevin Henry spent a week with the expanding team in China during November. Commenting on the growing customer list Kevin noted that "Excellent progress has been achieved by our China team in expanding our customer base in Asia over the course of Calendar 2009. It is a tribute to their outstanding commitment to the SerCom vision"



pictured above are Kevin Henry, CEO (3rd from left) and members of the China Sourcing Team



Case Studies

Card Procurement, Flashing and Kitting

Location: Global

The customer required a single process for Smart Card flashing, kitting and distribution globally

Solutions

- Location analysis dictated Poland, Austin, TX and Shanghai as optimal kitting locations
- SerCom's global supply base leveraged for packaging, print and media requirements
- Distribution lanes set to all shipping locations
- Single process established on SerCom's SAP systems
- Consolidated spend reporting developed



Results:

- One global provider
- Components and collateral positioned to Forecast
- Kitting in China, Europe and the US
- Distribution to Xiamen, Penang, Singapore, The Netherlands, Austin, Houston and Ohio
- Project implemented in all regions within 5 weeks
- Fixed US\$ pricing provided globally
- Guaranteed product quality

Re-Work Projects

Location: EMEA and US

One stop global shop for Re-Works. Re-works include product screening, testing, repackaging, re-flashing and equivalent-to-new programs.

Solutions:

- Activities in EMEA and the US
- Hub location for receipt and storage of product
- 24 hour re-work pricing
- Full re-work quality system
- In-line item scanning and results recording
- Instant post-rework reporting and data capture submission

Results:

- Single global solution
- Choice of operational location
- 4 day turnaround for re-work projects
- SerCom Quality Engineering supervised processes
- Global project management system to share;
 - » project details
 - » work instructions
 - » project results
- Fixed single currency pricing available globally



Mobile SIM Kit Management

Location: Global

Inbound SIM's from several MNO's (mobile network operators). This program kits modem, SIM cards and collateral for the laptop mobile broadband market.

Solutions:

- Kitting in Asia, EMEA and the US
- Procuring print and packaging in-region with modem and accessories sourced in Asia
- Full traceability of SIM usage implemented

Results:

- One global provider
- Components and collateral positioned to Forecast
- Kitting in China, Europe and the US
- Distribution to Mexico, US, Netherlands, Malaysia and China
- SAP solution for SIM scanning, and usage reporting
- Guaranteed product quality