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Welcome

Welcome to the first SerCom Solutions Newsletter of 2010. This promises to be an exciting and challenging year for all supply chain professionals. We hope all of you who applied to our competition received your SerCom Powerpoint wireless control and are using it successfully. It is a good time now to begin tackling your supply chain goals for 2010 and an excellent time to look at the value of optimal Demand Management in the supply chain which is discussed below. As always, thank you again to everyone who provided feedback on the last edition. We hope you enjoy the theme this month and welcome any questions you may have. In May we will examine the convergence of computing and telecoms in detail, as this will be an area of substantial growth in 2010.

Important of Demand Management/Trends

In simple terms Demand Management is a process of understanding customer demand patterns and using this information to plan the supply chain rather than reacting to actual demand. This includes positioning stock ahead of time to meet expected needs. AMR research claims that the following can be delivered through good demand management :

- 15% better fulfillment rates and
- 5% lower cost of materials



Worryingly, however, research also shows that Demand Management is identified by many companies as a sub-optimal function in their business.

Trends in Business Process Outsourcing show an increased tendency to outsource day to day Demand Management to providers who can achieve these improvements. Reasons behind this include:

- leveraging the technology available to the outsource provider
- freeing up people internally
- avoiding the carrying costs associated with positioned inventory
- the certain knowledge of a contractual service level relationship with the provider

Such providers are supply chain companies, operating globally, who are financially strong and will have invested heavily in the IT systems and the business processes needed to achieve improvement in their customers' Demand Management. Companies suffering demand spikes, seasonality or the "hockey stick" effect are ideal companies to consider this outsource. Companies moving in this direction generally wish to carry less inventory, want to free up cash, need better fulfillment rates and less shortages.

Solutions

SerCom provides solutions to optimize the supply chain.

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

News

Head of International Sales

SerCom are delighted to announce the appointment of Javier Villamizar as Head of International Sales. Javier, formerly of Brightstar Corp. and Motorola, brings 15+ years experience in the Telecoms and Technology Supply Chain areas. Javier holds an MBA from the University of Miami and is based in Florida.

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Pictured above from left : Kevin Henry (SerCom Chief Executive Officer) with Javier Villamizar (Head of International Sales), Rose McCarthy (Supply Chain Director) and Padraig Henry (VP US Business Operations and Global CTO).

Case Studies

Case Study - JIT Supply to Multiple Site Locations in the USA

The Challenge

Our client is one of the world's leading computer system companies and a premier provider of products and services required for building information technology and Internet infrastructures. Operating from multiple manufacturing locations in the USA, they manufacture and customize products to customer requirements and offer an extensive range of software and peripherals.

The challenge was to consolidate the offering across all sites from ourselves, to consistently provide accessory kit support to three key locations, and to optimise and balance component inventory levels as appropriate using a complex suite of Demand Planning tools. The initial plan was to go live with the three sites over a six week period, SerCom was then asked to compress this to three weeks within days of Go-Live and this was successfully achieved.

SerCom's Solution

SerCom immediately engaged with the existing suppliers to establish inventory coverage and appropriate liabilities. Our personnel have extensive experience with these types of transitions and smoothly managed this process.

Forecasts, kanban levels and replenishment quantities were established with our client and these, coupled with the Bill

of Material and inventory information, were used to drive MRP (Materials Requirements Planning) on our systems. Purchase Orders were placed with new suppliers and potential shortages were highlighted and immediately expedited in line with our standard process.

Production lines were established in each of our 3PL (3rd party logistics) partner's locations, which are located in close proximity to the client's facilities. SerCom personnel quickly launched a detailed training plan and set up a project team to manage this process on the ground across the three sites throughout the Go-Live period. It is interesting to note that Go-Live on the first site, took place three weeks after the business award.

Forecasting, planning, procurement, inventory control, production and logistics activities are all managed by SerCom. This is only one of a number of clients that SerCom services in partnership with strategic 3pl partner companies.

The Results

- Immediate availability of just-in-time inventory
- Smooth transition to a single partner consistently supporting three locations - no shipments missed since go live
- Utilization of existing infrastructure and business experience resulted in a very cost effective solution for our client
- Client's compressed transition lead time was achieved
- Ongoing outstanding performance against customer's KPIs (Key Performance Indicators)

