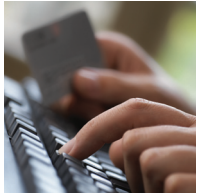


CASE STUDY

Ingram Micro Logistics | Electronics Online Retailer



The Customer

This major electronics online retailer is a dedicated e-commerce, computer and consumer

electronics business on the cutting edge of integrating online channel fulfillment and direct purchasing in retail outlets. It also has a thriving Web-distribution strategy, plus kiosks in more than 1,800 stores across the United States where consumers place direct-online orders while shopping.

The Challenge

The online retailer wanted to reduce system-interface obstacles, balance inventory with order volumes, manage thousands of small packaged units with accuracy and efficiency and gain scale flexibility to add inventory and

expand their product line. And they wanted to bring up new operations in only four days.

The Solution

Ingram Micro Logistics accepted the formidable challenge posed by the retailer and responded with a customized plan to facilitate their online fulfillment needs. Leveraging Ingram Micro Logistics' expertise in inventory management and fulfillment services, the retailer took advantage of the consulting, delivery-management and performance-reporting capabilities offered to them.

The Results

Thanks to the abundant resources provided by Ingram Micro Logistics, this online retailer enjoyed an enhanced logistics experience that hit every

milestone with flying colors. As a result of partnering with Ingram Micro Logistics, they were able to seamlessly integrate an outsourcing solution into their current operations within the four-day start-up window. In addition, they processed more products with later cut-off times and greater distribution-center efficiency. In the end, they saved money on transportation costs, improved customer experience with faster order-turnaround times and gained the ability to fulfill orders from multiple owned-inventory sites (manufacturer, OEM and Ingram Micro).