

# CASE STUDY

## Ingram Micro Logistics | Peripherals and Software Manufacturer



### The Customer

This peripherals and software manufacturer's divisions distribute boxed software products

and small PC peripherals to retail chains throughout the United States and Canada.

### The Challenge

When the manufacturer needed to break bulk to process small orders and single pallets, customize packaging for specific retailers and distribute to 7,500 stores in the United States, they came to Ingram Micro Logistics for help.

### The Solution

By leveraging their existing EDI connections to major retailers, Ingram Micro Logistics developed a specialized plan to consolidate the client's retail supply distribution.

### The Results

This manufacturer has benefitted from Ingram Micro Logistics' expertise, custom solutions and resources to achieve faster time-to-market for products, reduced inventory levels, enhanced customer service and significant cost savings.

Services provided include:

- Call-center support
- Inventory management
- Custom DC services
- Transportation management
- IT and performance analysis
- Reverse logistics

The manufacturer also leveraged Ingram Micro Logistics for complete logistics services, including:

- Developing merchandising and custom point-of-sale displays
- Balancing inventory with order volumes
- Improving inventory visibility
- Offering flexible terms to specific retailers
- Gaining control over inventory, costs and service
- Supporting and directing relationships with customers