



## SUMMARY

### Customer

Visual solutions provider

### Challenge

Deploy digital project systems to 2,000 theaters

### Solution

READY!<sup>SM</sup> Deployment Services  
READY!<sup>SM</sup> Site

### Results

- Reduced costs through more efficient procurement, deployment and installation processes
- Met rollout deadline
- Helped provider grow market share



“Backorder” was a word we could not afford to hear and Anixter was the only potential partner that we knew could help us.

**Project Manager for a visual solutions provider**

### Customer Challenge

Our customer, a visual solutions provider, has been successful in its industry because of its ability to leverage the latest technology to the benefit of its clients. This is particularly true with its movie industry customers who are driving impressive growth for the company as it helps theaters across the country transition from 35 mm projectors to DLP (digital projection) systems. Our customer's challenge was straightforward: They had to come up with a cost-effective way to deploy their DLP systems to theaters across the country. However, by definition, any type of national rollout presents a host of project management, purchasing and installation challenges.

Some of the more pressing obstacles they needed addressed included:

- Management of multiple crews across multiple installation sites
- Scheduling installation to take place during off-peak hours to minimize impact on theaters' business while working around Hollywood blockbuster weekends so theaters did not lose revenue
- Flawless execution of the installation process to increase the adoption curve by other chains that were taking a “wait and see” approach
- Coordination of multiple sources of multiple shipments to multiple locations
- Management of an increased workload without being able to add to headcount
- The purchasing function being asked to track, expedite and find lost orders, purchase the right level of equipment, manage freight expenses and cost of returns, etc. instead of filling its more traditional role of procuring supplies and negotiating favorable pricing
- Whole order delivery, with nothing missing to minimize/eliminate downtime and avoid installation challenges
- Management of material for on-time delivery.

### Program Scope

The visual solutions provider faced the monumental task of upgrading projection systems in nearly 2,000 theaters across the United States. By its own admission, while it has world-class manufacturing expertise, our customer realized it needed to invest in a services organization to lead the deployment effort.

## CASE STUDY

# ANIXTER DELIVERS BLOCKBUSTER PERFORMANCE FOR VISUAL SOLUTIONS PROVIDER



## Anixter Solution

In the movie business, dark screens mean lost revenue, so it was critical that Anixter develop deployment that would minimize the impact on theaters. Working closely with our customer, Anixter served as a single point of contact for the entire supply chain so our customer could focus its efforts on project management and installation efforts.

Anixter recommended its READY!™ Deployment Services to the customer. By using its READY!™ Site service, all components needed to complete an installation were delivered in one shipment where they needed it and when they needed it.

Working under the capable direction of one of Anixter's certified Project Management Professionals (PMP)\*, Anixter sourced all the materials, packaged them according to the customer's specifications, labeled them for installation crews and delivered them to the exhibitor site. Deliveries would arrive by Wednesday before the customer's installation crews arrived on Thursday and would prep throughout the weekend. Actual installation began late Sunday night through early Monday morning with the entire process being completed by the following Thursday in time for the theater's big weekend crowds. Working nights and weekends left no room for error.

Projects like the one worked on by Anixter represent seven years of research and development investments by the visual solutions provider. The DLP business is one of the areas being counted on for the company's long-term success. With so much at stake, failure was not an option.

Prior to this assignment, our customer's purchasing department had just thought of Anixter as a resource for buying wire and cable products. Clearly, that is no longer the case as the customer has come to appreciate the full breadth and depth of Anixter's products and Supply Chain Solutions.

## Program Results

Based on feedback from our customer's team, Anixter was chosen because it was able to provide the best deployment strategy. According to the Project Manager, "'Backorder' was a word we could not afford to hear and Anixter was the only potential partner that we knew could help us." The Project Manager knew that Anixter's breadth of inventory, seamless warehouse network and its customer service team would help make sure that the customer's experience exceeded his expectations.

Where other companies see obstacles, Anixter sees opportunities to deliver with confidence because of its years of experience in technology deployments. Because of Anixter's supply chain expertise, there was less of a learning curve and more collaboration between the two companies as they worked toward a common goal of deploying DLP systems across the country.

Working with Anixter has allowed the company to save money through more efficient procurement, deployment and installation processes. These types of savings are made possible by Anixter's READY! Deployment Services that allowed both companies to focus on what they do best. Theater goers are coming out ahead as well, as they are enjoying a more spectacular movie-going experience. Perhaps best of all, the visual solutions provider is growing market share and converting more exhibitors to DLP systems faster.

\* PMP is a special certification reserved for those who meet the standards established by the Project Management Institute.



READY!™ Deployment Services by Anixter map our distribution

and Supply Chain Solutions to the construction or deployment process of any technology project. We combine sourcing, inventory management, kitting, labeling, packaging and deployment services to simplify and address the material management challenges at the job site(s). READY! Deployment Services by Anixter will help you improve the speed to deployment, lower your total cost of deployment and deliver your product specifications as planned.

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