



SUMMARY

Customer

Global fashion distributor

Challenge

Upgrade of Wi-Fi Internet access at 1,000 retail locations

Solution

Supply Chain Solutions
Global deployment capabilities
Flexible financial solutions

Results

- Avoided having to hire consultants to import and export products
- Received products that met technical specifications for multiple international locations
- Reduced overall risk and costs



With a goal of upgrading more than 1,000 retail locations in 43 countries, the company chose Anixter to supply the material, streamline the importation process and forge strong manufacturer partnerships across the world for this project.

Customer Challenge

Being able to adjust to growing market demands has allowed one of the world's largest fashion distributors to expand internationally at a fast pace. With more than 5,000 stores in 78 countries, it is also one of the largest fashion retailers. In response to a retail industry trend, the company planned to offer its customers free Wi-Fi Internet access at more than 1,000 of its retail locations in 43 countries.

The two-month project required a standardized Wi-Fi solution with seamless, hassle-free implementation that would not interfere with the company's regular business. The company contracted with an IT integrator that provides large enterprises and government-integrated IT solutions to install the more than 5,300 Wi-Fi access points at the retail locations.

Adept at the technical and installation requirements, the integrator did not have the necessary expertise to manage the lead times and complicated importation of products into the various countries. Without local expertise or personnel, the integrator didn't have confidence in its supply chain in various countries.

To complement its core offering, the integrator needed a reliable supplier with a global presence that could supply the product as well as handle material management challenges, from delivery to business protocol, including knowledge of local customs and taxes. The integrator turned to Anixter for assistance with the complex global delivery logistics. After Anixter presented several delivery scenarios, the integrator was confident that Anixter had the capabilities required to achieve the project's objectives.

Anixter Solution

Anixter's sales and operations staff evaluated the business requirements and recommended its Supply Chain Solutions and global deployment capabilities to solve the challenge of getting the material in country by the required deadline. Because of the short deployment schedule, the integrator needed to know that the material would be at the installation site on time. After developing a deployment schedule with the integrator, Anixter alerted its in-country operations teams to the project and created a plan of action so that the proper products arrived to the job sites on time.

CASE STUDY

RETAILER COMPLETES A GLOBAL WI-FI SOLUTION DEPLOYMENT



With a global presence in more than 50 countries, Anixter's in-country sales specialists are familiar with the trends, standards, customs and needs of local markets. Anixter was able to leverage this expertise to deliver the wireless access points and related products arrived to the country and job site without hassle and were delivered to the project site per the agreed upon deployment schedule.

In a large-scale multicountry deployment, having access to the right products when they are needed is invaluable. For the integrator, it needed a solution to confirm that it could have easy access to products to avoid any disruptions. Because the integrator couldn't possibly purchase and store all of the products it needed for the deployment, Anixter was able to extend enough credit to the integrator to cover the products for the duration of the deployment. By offering flexible credit arrangements, the integrator was able to take advantage of Anixter's financial position to provide its customer with the products it needed on time.

Project Results

Anixter's supply chain expertise helped the company source the right products and overcome a complex global schedule. This reduced the company's risk and overall costs. The strong partnerships Anixter forged with the manufacturer confirmed that the products met the required technical specifications. After the successful deployment to the 1,000 stores, Anixter is now working with the retailer and integrator to outfit the remaining 4,000.

Anixter's Global Deployment Capabilities

Deploying material internationally is extremely complex, with significant added costs if not done properly. With a significant global presence and experience in supply chain management worldwide, Anixter provides its customers with the needed expertise to identify best practices in global sourcing, procurement, bill of material management, importation services, deployment and transportation management. Our goal is to minimize your total costs and offer services to help you effectively manage the process without delays. Below are factors that need to be considered when procuring and managing material internationally:

- VAT payments
- Duty payments
- Freight costs
- Insurance
- Customs
- Local import documentation and certification
- Local transportation
- Local billing and sales transaction taxes
- Currency
- Cash flow management
- Managing multiple suppliers

OVER
8,300
employees

OVER
100,000
customers

MORE THAN
450,000
products

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