

ELECTRONICS

The 1% Difference – An Electronic Retailer's Redemption Story



CUSTOMER PORTRAIT

Technology has redefined the retail and distribution landscape from the inside out. But despite the capabilities of advanced tech, no sector was untouched by Covid-19. The most resilient businesses survived the pandemic's wake and still thrive today, thanks in part to software solutions that provided needed protection and an easier way to pivot during uncertainty. A Blue Ridge electronics customer in the Nordic region once felt the sting of the unexpected but has since been able to leverage the difference that 1% can make. *

BARRIERS TO SUCCESS

- Supply chain planners lacked trust in the company's ERP system, so generated data was often substituted for gut-instinct decisions driven by work experience. The pandemic made guesswork even more volatile and unreliable than before.
- Overstocking was a common occurrence, driving costs higher and diminishing efficiency.
- People resources were inadequately used, while inventory resources were difficult to pinpoint.

THE BLUE RIDGE RESULT

Since implementing the Blue Ridge supply chain planning (SCP) solution, their results have been staggering – and consistent – over the last few years. The tremendous successes include:

“ Blue Ridge doesn't just sell software; they care about the impact it makes to the business, and it shows.”

- Service levels improved to 97% and have remained stable, leading to fewer lost sales.
- Sales revenue increased by 1%, equivalent to 6 million kr or \$582,000.*
- Stock levels reduced by ~10% annually, and inventory costs decreased by 2M kr or \$194,795.
- Supplier relations are now easier to manage. The capability to share forecasts effortlessly – and far in advance – means that suppliers can deliver needed materials to meet order volume with fewer disruptions.
- Cost-saving opportunities, from reduced transportation expenses to supplier bonuses, are simpler to identify.
- Safety stock levels are much more precise due to accurate forecasting and product-level planning capabilities that align with service-level targets.

THE BIG PICTURE

Being an electronic retailer means facing challenges head-on, whether it be a pandemic or the pain of inflation. In less than five years, we were able to help transform the fate of a customer in the electronics industry for the foreseeable future through surefire data, hand-to-hand support, and planning accuracy. With the right SCP solution, a mere 1% can open the door to profitability and establish a successful foundation that lasts for many years.

“ They really value the LifeLine customer service. Being able to sit down four times a year to analyze their business with Blue Ridge and see how things can be improved is appreciated.”



NO GUESSING. JUST SUCCESS.

Blue Ridge designed smarter software for demand planning, replenishment, and inventory optimization that achieves positive ROI quickly. Simple, scalable, and powerful supply chain management to break free from spreadsheets or inadequate ERP planning modules and leverage a data-driven, AI-powered supply chain planning engine backed by world-class support. Trusted by the distributors, manufacturers, and retailers around the world, Blue Ridge offers a streamlined, easy to use solution, a strategic LifeLine program, and proven results that take the guess work out of selecting the right supply chain management partner.



BLUE RIDGE

www.blueridgeglobal.com

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