



BRIGHTPOINT STREAMLINES SUPPLY CHAIN WITH IFS APPLICATIONS™

BrightPoint is the world's leading distributor of mobile telephones. In IFS Applications for trade and logistics, the company has an agile, cost-effective ERP solution. BrightPoint has been an IFS customer since 1999. After a series of acquisitions in recent years it had a growing need to be able to quickly and easily implement a common suite of ERP software throughout the new additions to the company. One example was the Danish company, Dangaard, acquired by BrightPoint in 2007. Dangaard previously used a variety of systems and had begun to implement SAP. After the acquisition, the SAP project was cancelled because it was unable to meet the company's requirements in a reasonable time span and at a cost that BrightPoint felt was justifiable.

UNIFORM REPORTING AND LOWER COSTS

BrightPoint had a multitude of different business solutions throughout its organization. Today, senior management in the USA acknowledges the benefits of more uniform reporting than in the past thanks to IFS Applications. The proven industry-specific solution from IFS also ensures that BrightPoint's costs are lower.

"We have estimated that the total cost over five years is at least 30 percent lower with IFS Applications than with the SAP solution we decided not to proceed with," says Thomas Kanflo, Director of Supply Chain Solutions at BrightPoint's head office in Indiana, USA.

BrightPoint has utilized both central and local IFS consultants. But the company also decided at an early stage to build up its own IFS competence base, which takes care of process management and similar tasks to further reduce costs.

EASY TO INTEGRATE AND USE

BrightPoint has chosen a standard solution from IFS that can be integrated with external systems and the company's own special requirements. Mobile phones, for example, have several different serial numbers as well as numbers on SIM cards and other parts. BrightPoint handles these in an external system. In addition, it works with repackaging, so-called kitting, where telephones, SIM cards and accessories require specific package numbers.

"When we have proposed changes and enhancements, we have received an immediate response from IFS. But it is also easy for us to integrate our other IT systems ourselves and add customizations. IFS Applications is made up of various

ABOUT BRIGHTPOINT

BrightPoint is a global leader in the distribution of wireless devices and the provisioning of customized logistic services to the wireless industry. In 2009, the company handled about 84 million wireless devices worldwide. BrightPoint offers flexible, cost-effective and innovative solutions for product packaging, software configuration, e-commerce and third-party logistics. The company provides distribution and customized services to more than 25,000 customers worldwide.

BrightPoint has approximately 3,000 employees in 26 countries and is headquartered in Plainfield, Indiana, USA. In 2009 the company reported revenue of US \$ 3.2 billion.



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business components, so we can install what we really need ourselves,” says Kanflo.

As it is easy to understand the applications that make up the solution, there is less hassle, less support is required, and internal training for users is easier.

”Most users we have spoken to feel it is easy to learn how to use IFS Applications. They like the user interface and the fact that the solution has the functionality we require,” says Kanflo.

EFFICIENT INVENTORY MANAGEMENT AND GOODS ALLOCATION

Distributors like BrightPoint work continuously to find new ways to optimize their operations. One business-critical component, considering that millions of mobile phones and accessories are handled each year, is to reduce inventory costs. It’s a matter of having the right goods in the right place at the right time —and in a sufficiently large amount.

Inventory planning and replenishment (IPR) from IFS is the functionality that helps BrightPoint plan and replenish its inventory. The company is running several projects to combine high service levels with lower inventory. Together with IFS Demand Planner the company hopes to achieve better, more automated processes for forecasting and purchasing.

AGILE SOLUTION FOR GROWING ENTERPRISE

IFS Applications 7.5 was implemented in 20 countries, 15 of which were new implementations, over a period of 18 months. Norway and Denmark are next in line to implement a full suite of IFS Applications. Subsequently, the solution will be implemented in the USA; the financials component to begin with and parts of the distribution solution.

BrightPoint has plans for further growth, which means that the agility and scalability of its business software are decisive for this expanding global enterprise.

”The basic requirement is to run an agile solution that can be adapted to the reality our customers live in. They often own the goods that are handled, in which case we need to be able to change swiftly when, for example, a mobile phone operator makes changes in its operations,” says Kanflo.

The need for agility also applies to BrightPoint’s own organization. New business needs to be quickly integrated in connection with acquisitions and mergers—not least to be able to take on new customers. That’s because BrightPoint wants to play an even bigger part in ensuring that new mobile phones reach consumers around the globe.

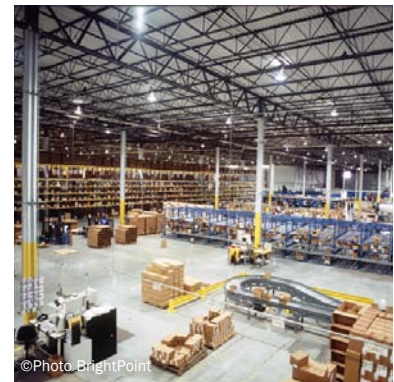
BENEFITS

- ERP software that supports all parts of the business
- Powerful support for companies that need to be agile and meet new market requirements
- Rapid global implementation, easy to add new functionality
- Continuous performance and functionality updates
- Stronger, improved capacity to work with global processes
- Local IFS support for regional offices
- Uniform reporting throughout the organization
- Easy to integrate with other systems



“We have estimated that the total cost over five years is at least 30 percent less with IFS Applications than with the SAP solution we chose to discontinue.”

Thomas Kanflo, Director of Supply Chain Solutions at BrightPoint’s head office in Indiana, USA



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