

# BTR & CTO Demand Management Solutions

## Client Profile

Our client designs, manufactures, and markets personal computers and related software, services, peripherals, and networking solutions. The Company sells its products worldwide through its online stores, its own retail stores, its direct sales force, and third-party wholesalers, resellers, and value added resellers.

## Business Strategy

A key component of our Clients strategy is the expansion of its distribution network to effectively reach more of its targeted customers and provide them a high-quality sales and after-sales support experience. In support of this the Company has significantly increased the points of distribution in order to make its products more readily available at locations where its customers shop.

## FLEXlogistics Role

Working closely with the Client, FLEXlogistics has customised a range of systematic receiving, picking, packing, and shipping solutions using our own ATLAS Freight & Warehouse Management System. These solutions have been tailored to support the Clients BTR (Build-To-Replenish) and CTO (Configure-To-Order) demand management models. In addition, FLEXlogistics provides onsite warehousing and distribution support, with remote IT backup on a 24/7 basis.

## Supply Chain Performance

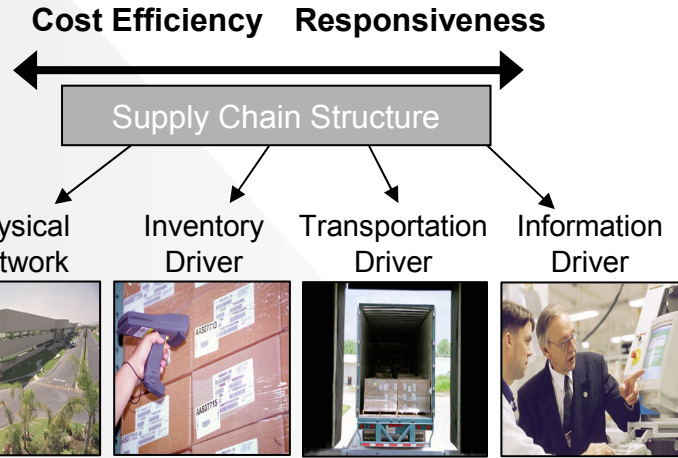
Our unique combination of physical network, inventory management, transportation and information management solutions, ensure our client achieves optimum supply chain performance.

Our weekly key performance indicators and regular business reviews ensures a rigid performance management framework tailored to continuous improvement.

Our knowledgeable and friendly staff take time to fully understand clients requirements, work to strictly controlled operating procedures in line with ISO9001:2000 standards to ensure a thoroughly satisfying and consistent customer service experience.

## Contact us

For more information contact [csales@iec-logistics.com](mailto:csales@iec-logistics.com)



The key drivers of supply chain performance.



Customised receiving, pick, pack and shipping solutions.



Comprehensive performance management framework