



VENETIA PARTNERS GUIDES A U.S.-BASED ADVANCED TECHNOLOGY COMPANY INTO THE AUTOMOTIVE MARKET

OVERVIEW

A U.S.-based advanced technology company sought to commission and deploy a major new product line into the Automotive market, which included a new delivery process. This product launch would shift the company's revenue to the Automotive industry from 6% to 25% in a 12-month period, given its customer's technology use across a very popular set of car models. This rapid scale-up, with new processes in virtually every functional area of the company, was perceived to have significant challenges and risks.

CHALLENGE

The company lacked a degree of understanding and Automotive industry culture, which created challenges in the areas of demand planning and product delivery. Their previous processes lacked the accuracy and speed to deal with larger-than-normal customer changes and the demands of a large-scale new product launch. This put the Customer Service function into a high pressure situation requiring multiple daily management engagements to prioritize appropriately.

High level challenges included:

1. Limited understanding of a large scale Automotive industry launch
2. Deficient production capacities to meet customer product change dynamic
3. Limited responsiveness and capability in the logistics area
4. Production quality issues resulting from customer response demands
5. Related financial impact resulting from these issues and original forecast

OUTCOME

Venetia Partners executed the following to boost the program to a successful level:

- Provided leadership and functional resources with deep Auto industry acumen
- Completed a benchmarking activity across the company to understand performance gap
- Facilitated full-scale business stress tests to address material flow and logistics issues prior to full-scale launch
- Drove a production push to get the appropriate SKUs and inventory levels to the right supply chain and warehouse locations

RESULTS

- First-Time Quality improved by 100% and climbing
- Critical SKU inventory level at customer warehouse increased to the current + 2-week customer requirement
- Expedited logistics expense decreased 25%

"From the outset, Venetia Partners positioned our challenges as opportunities for growth. They brought the hands-on know-how and industry expertise to address our most pressing operational gaps. My team was able to mature during this process, all while we helped an Automotive industry leader realize their objectives."

VP Supply Chain Management

ABOUT VENETIA PARTNERS

Venetia Partners, an international boutique firm of operational solutions experts, drives rapid performance improvement, real outcomes and an immediate impact on the bottom line. Its no nonsense approach to fix, build or transform operational challenges often associated with the supply chain makes it sought after by large manufacturing and distribution companies and private equity firm owners. Venetia Partners operates out of nine major markets including Atlanta, Chicago, Pittsburgh, Shanghai and Milan.

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