



## SMTC: Driving the Success of its Customer's Supply Chain

*"In lean manufacturing environments, success is defined by how fast and how effectively manufacturers can respond to evolving customer demands and global supply chain conditions. SMTC leverages supply chain systems, tools such as Kinaxis RapidResponse and core processes to respond rapidly and effectively to changing real-world conditions."*

— Paul Blom, Senior Vice President,  
Supply Chain, SMTC

SMTC is a global Electronics Manufacturing Services (EMS) provider with more than two decades of experience working in partnership with Original Equipment Manufacturers (OEMs) in computer, industrial, communications, consumer and medical markets.

### The SMTC Challenge

SMTC is a distinctive mid-tier EMS provider offering a full range of services — from design services to end customer order fulfillment — from PCBAs to box build to fully integrated products and solutions.

Every SMTC customer is different and every supply chain solution must be tailored to address each customer's unique requirements. For example, two of SMTC's biggest customers depend on SMTC to help them respond effectively to volatile markets. One customer has more than 500 different shippable printed circuit board assemblies with requirements that could change at any time within the quarter. The other customer requires SMTC's support to capture large account sales opportunities which can present themselves well inside normal supply chain lead times.

"Two different customers, two different challenges," explains Paul Blom, Senior Vice President, Supply Chain for SMTC and a veteran of Supply Chain Management (SCM) with more than 20 years experience in electronics manufacturing, supply chain management and procurement.

### The RapidResponse Advantage

"Kinaxis™ RapidResponse™ is a powerful, integrated response management tool that helps SMTC access real-

time information and collaborate effectively across extended supply networks," says Blom. "The tool allows us to perform real time demand scenario simulation, review supply constraints, perform rapid MRP, and communicate changes in requirements to suppliers — all on the same day."

With RapidResponse, SMTC teams achieve high levels of supply chain agility, with immediate response to changes in demand, supply, product and daily operations. The platform enables real-time [supply chain visibility](#) and on-line collaboration anywhere in the world. SMTC gains the insight needed to quickly and effectively respond to a wide variety of supply chain challenges.

At SMTC, RapidResponse works hand-in-hand with e-plenishment, SMTC's b2b process which provides real time and daily information exchange and transactions with suppliers. Through e-plenishment, SMTC has an ongoing view into supplier on-hand inventories and is able to more effectively plan factory capacities and provide customer delivery commitments.

"The strength of RapidResponse combined with the flexibility that comes from SMTC's e-plenishment process provides SMTC customers the ultimate in flexibility, responsiveness and liability management," adds Blom. "The tools allow SMTC to very directly support the ATP (Available-to-Promise) process of our OEM customers, and increase the reliability of their commitments to the end customers." In addition, SMTC uses RapidResponse information to provide customers with a multi-site inventory / supply chain liability dashboard. The dashboard displays the amount of inventory, the grade (eg. surplus/obsolete) and a measure of the non-

cancelable inventory warehoused with suppliers and other information key to inventory liability management.

“Every customer may be different, but every customer deserves the same high level of service. Our customers rely on SMTC’s core processes and capabilities to drive the success of their supply chains,” adds Blom. “SMTC offers same systems and business processes at every SMTC facility for customers worldwide. Our supply chain strategy is based on world-class service levels supported by core processes, customer-focused supply chain design, and of course... a passion to succeed.”

## ABOUT KINAXIS

Kinaxis delivers a comprehensive on-demand supply chain offering—RapidResponse—that enables manufacturers and brand owners to drive supply chain management (SCM) and sales and operations planning (S&OP) from a single system. Global leaders across a broad range of industries are using RapidResponse as a decision-making hub for the broader value chain and are realizing a competitive advantage as a result. Large manufacturing companies with complex supply chain networks and volatile business environments rely on RapidResponse for collaborative planning, continuous performance management, and coordinated response to plan variances. Learn more about the [RapidResponse](#) editions, or join the industry discussions on the Supply Chain Expert Community at: <https://community.kinaxis.com/>.

[www.kinaxis.com](http://www.kinaxis.com)

Kinaxis World Headquarters  
700 Silver Seven Road  
Ottawa, Ontario  
Canada K2V 1C3  
tel: +1 613.592.5780  
toll free: +1 866.236.3249  
support: +1 866.463.7877  
fax: +1 613.592.0584  
email: [info@kinaxis.com](mailto:info@kinaxis.com)

To the best of our knowledge, this data sheet is accurate as of the date published. This data sheet may be updated by Kinaxis from time to time at its discretion.

Copyright © 2011 Kinaxis Corp. All rights reserved. Kinaxis, the Kinaxis logo and RapidResponse are trademarks of Kinaxis Corp. All other brands and product names are trademarks or registered trademarks of their respective companies.

03.11



Join us online at the Supply Chain Expert Community to LEARN, LAUGH, SHARE and CONNECT.  
<https://community.kinaxis.com>

**KINAXIS™**