



## Adeptron Employs Kinaxis RapidResponse to Optimize Customer Service and Responsiveness within Unpredictable Electronics Market

*“We believe our success is dependent upon our ability to build a business that is entirely structured around providing solutions to our customers’ challenges and being responsive to their changing demands. RapidResponse has not only strengthened our ability to deliver on that commitment, but has also benefited our business by improving our overall operations performance.”*

— Geoff Beale, Vice President of Operations, Adeptron

As a leading provider of Electronics Manufacturing Services (EMS) to the global electronics industry, Adeptron Technologies Corporation delivers product solutions and support for the complete product life cycle, including design, prototyping, supply chain management (SCM), manufacturing, assembly, testing, product assurance, distribution, and after-sales service solutions to help companies improve their time to market. By Integrating Ideas with Solutions™ Adeptron provides its customers’ with a significant competitive advantage.

### The Adeptron Challenge

As an EMS provider operating in a competitive environment, the customer relationship is paramount to the success of Adeptron’s business. Building a close partnership based on timely and accurate communication, efficient processes and responsive action assists Adeptron and its customers achieve a competitive advantage. To optimize this advantage in such a volatile market, Adeptron needs accessible and real-time actionable information in order to effectively analyze requests for changes (order quantities, delivery dates, product engineering change orders), and quickly communicate a solution to the customer. Adeptron sought out software that could not only help the company optimize its operations performance and responsiveness, but also offer its customers the level of visibility they desired into their extended supply chains.

### The Kinaxis Advantage

Kinaxis RapidResponse™ was an excellent answer to Adeptron’s need for improved information access and enhanced response management. By adopting

RapidResponse, Adeptron has empowered its customers by providing them quick access to pertinent supply chain information, substantially reducing feedback times. Additionally, Adeptron can now provide and receive supply chain information it needs from its supplier base via a web portal at a vastly expedited pace, thus freeing up its purchasing group’s time to focus more extensively on higher value activities.

With comprehensive information so readily available, RapidResponse offers Adeptron a superior means to obtain immediate visibility into the effects of customer requests on its supply chain, the ability to analyze the impact of those changes, and to then determine the optimal resolution(s) by performing “what-if” scenarios. RapidResponse combined with Syspro ERP provides real-time analysis capabilities that allow customers to obtain immediate feedback without the need for time-consuming MRP updates.

### The Results Speak for Themselves

The ability to provide standard and widely accessible access to supply chain data has reduced inefficient communication methods and significantly improved Adeptron’s response times. Information that used to take days to compile, prepare and provide to the customer is now available the same day. In addition, analysis of supply chain changes can be done in a half-hour without involving considerable buyer participation, while eliminating extended ERP system downtime and the need for voluminous paper reports.

Among the many benefits of its expedited response management process is the significant reduction in

Adeptron's inventory exposure in terms of both order cancellations and Purchase Order push outs. Additionally, since RapidResponse can operate across varying systems and locations, standard benchmarks such as inventory turns, excess inventory, and on-time-delivery (OTD) can be measured across multiple facilities with a click of a button, rather than having to perform multiple MRP data extractions and manual manipulations to produce the pooled results required.

By being an effective and responsive solutions provider, Adeptron empowers its customers and enhances their competitive advantages, creating a win-win situation for both companies.

## 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/>.

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