



World-class available-to-promise and inventory management capabilities in RapidResponse allow MC Assembly to respond in real-time to changes within their global supply chain.

MC Assembly is a mid-tier EMS provider offering a wide range of manufacturing, test and supply chain services across the Aerospace, Defense, Medical, Industrial, Networking and Telecommunications markets. With state-of-the-art manufacturing facilities in Florida and central Mexico, MC Assembly has tier-1 EMS capabilities with a tier-3 customer focus and support culture.

The MC Assembly challenge

From offering printed circuit board assembly to complex box build/integration, MC Assembly supports many diverse customers who have their own specific needs and requirements. It is critical that MC Assembly offer strong supply chain planning, monitoring and response capabilities throughout its high velocity environment.

"In 2004, we recognized the need to implement a solution that could enable us to respond to changes in real-time within our global supply chain. Specifically, it was essential that the tool provide us with world-class ATP (Available to Promise) capabilities and help us to mitigate inventory liability," explains Tom Rossi, Vice President of Procurement and Materials for MC Assembly.

The RapidResponse advantage

"Kinaxis® RapidResponse® provides us with that exact tool," says Rossi. "RapidResponse has allowed us to perform complex, real-time ATP simulations and quickly present our customers with comprehensive change analysis. Also, it provided the flexibility to communicate immediate changes to our global supply chain partners. These central processes are a must in order for us to successfully manage over 900 end items and over 20,000 different components in a highly dynamic and fast-paced environment."

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Tom Rossi

Vice President, Procurement
and Materials

By using RapidResponse, MC Assembly's buyers and planners have been able to effectively and efficiently manage the daily changes in demand and supply. More informed and accurate decisions have led to proactive shop floor scheduling which has lowered cost and minimized waste.

MC Assembly also chose to leverage RapidResponse's platform to feed its B2B process, whereby suppliers pull demand forecasts and provide automated feedback. Via intranet scripting created by MC Assembly developers, these updates roll straight into their FourthShift MRP system without human intervention when all appropriate criteria are met without exception.

MC Assembly recognizes that inventory management and liability management are paramount for both theirs and their customer's profitability. Monitoring and managing performance in this regard has improved significantly using RapidResponse. "Inventory turns have doubled and our excess/obsolete inventory is at an all time low," states Rossi. "Our customers feel secure in knowing that we are managing the supply chain and not letting it manage us!"

RapidResponse also permitted MC Assembly to develop a multi-site planning environment. "We have two manufacturing facilities that operate from one ERP system which did not segregate demand and supply efficiently. RapidResponse's multi-site solution allowed us to solve this important business issue," adds Rossi. "It has added value and efficiency to our use of the information contained in our MRP system."

Overall, RapidResponse has become integral to daily operations and is used to solve multiple supply chain planning problems. "The global electronics marketplace is a complex, dynamic and fluid environment," closes Rossi. "MC Assembly has made a prudent investment for itself and its customers by adopting RapidResponse."



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About Kinaxis Inc.

Offering the industry's only concurrent planning solution, Kinaxis helps organizations around the world revolutionize their supply chain planning. Kinaxis RapidResponse, our cloud-based supply chain management software, connects your data, processes and people into a single harmonious environment. With a consolidated view of the entire supply chain, you can plan expected performance, monitor progress and respond to disconnects when reality hits. RapidResponse lets you know sooner and act faster, leading to reduced decision latency, and improved operational and financial performance. We can prove it. From implementation to expansion, we're here to help our customers with every step of their supply chain journey.

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