



Flex empowers customers to optimize their businesses

With 16,000 global suppliers and manufacturers and 12,500 unique end products, the challenge for Flex was **how can you support good collaboration across geographically dispersed teams?**

Industry: High Tech

About Flex Ltd.

Focused on making products that create value and improve lives, Flex Ltd. employs 160,000 people situated in 30+ countries worldwide. With U.S. headquarters in San Jose, the electronics contract manufacturer serves customers in the automotive, communications, energy, healthcare, and industrial segments.

As one of the largest supply chain solutions organizations worldwide, Flex manages design, manufacturing, and distribution. An ambitious participant in the circular economy, it also handles repair, mid-life, and end-of-life activities that support environmental sustainability.



A tech leader

Known for being a technology leader, Flex manages 16,000 worldwide suppliers and manufactures 12,500 unique end products. Most of its customers have highly complex supply chains and, when they partner with Flex, gain access to the global organization's network.

“Our focus is on making sure the balance of power sits with our customers, rather than with the multitude of partners they could be dealing with in their networks,” says David O’Brien senior director, business development. “We’re customer-focused and we’re partner-and carrier-agnostic.”

Three years ago, Flex was reviewing its services technology portfolio and during that process identified a need for a more modern transport order management approach.

The company was using different transportation management approaches in each region where it did business. Most decisions were reactionary, and the solution didn’t support good collaboration across geographically dispersed teams.

Ready to retire some of its existing technology, the company put out a request for proposal (RFP) for a new supply chain solution.

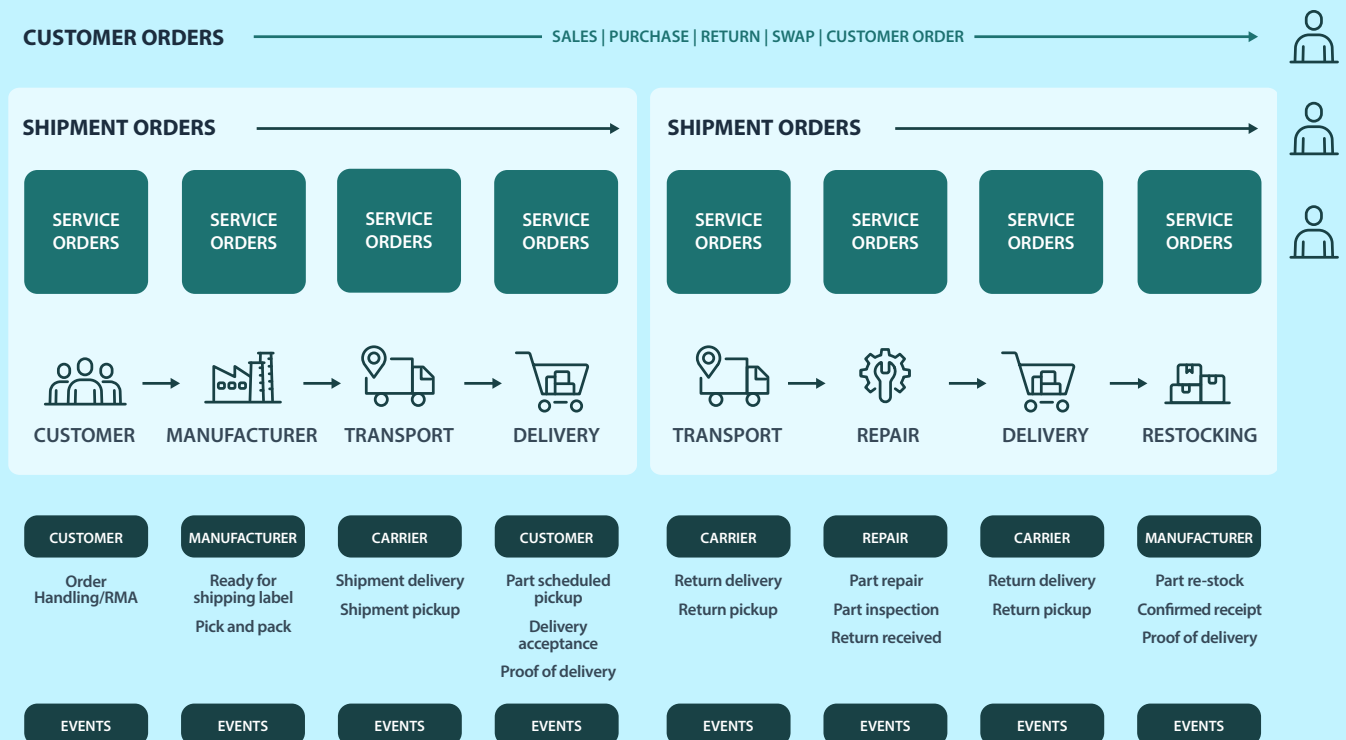
“We went through an entire selection process and picked Kinaxis’ global cloud platform for supply chain and transport orchestration as the system we would use for the future,” says O’Brien. “Kinaxis ticked all the boxes that were on our list for current and future needs.”

Concurrent execution

Specializing in concurrent execution, the Kinaxis platform includes capabilities for control tower, supply chain visibility, order management, e-fulfillment, transportation management, returns management, and supplier collaboration and inventory management. For Flex, Kinaxis enables global supply chain services - including omni channel order fulfillment for B2B, B2C, and D2C brand owners, across the Americas, EMEA, and APAC on a single, unified cloud platform. In essence, the Kinaxis platform serves as a supply orchestration solution that optimizes all activity—from the receipt of the order all the way through to the point of final delivery.

“That optimization enables us to draw a relationship between customer orders, final shipments, and all service actions” says O’Brien, who also appreciates the platform’s flexibility and how it configures extremely complex business rules. “Customers come to us with a lot of challenging projects that they were handling manually or using spreadsheets,” O’Brien explains. “Our system can be configured to deal with many complex situations (e.g., enrichment to orders before they’re transmitted to the carriers).” This capability aligns well with Flex’s overarching goal of shifting power away from carriers/providers and giving it back to its customers.

Multi service transport management



“A lot of big players control the freight, and our customers can’t always aggregate their orders and optimize their businesses,” says O’Brien. “We try to position ourselves to be able to help them, and our technology platform helps us do that.”

For instance, if one component (i.e., a lithium ion battery) of a larger item is subject to “dangerous goods” regulations—and if it needs to be separated out and shipped via a different mode—Flex has those parameters configured and automated in the Kinaxis platform. “It’s seamless in that it examines the order, applies all the rules, and then releases the final shipments,” says O’Brien.

What is concurrent execution?

Concurrent execution refers to the Kinaxis platform’s unique ability for real-time visibility across the full order lifecycle and network collaboration and coordination over the flow of all supply chain activities.

Concurrency allows for every order (sales, purchase, return, etc.) to have its own ‘micro supply chain,’ that is, to be continuously optimized against service levels, inventory, transportation, and costs for greater agility and resiliency.

The Micro Supply Chain

Dynamically partner with your business network to create an optimized micro supply chain for every order



Looking around corners

As Flex operates in the critical parts management arena, it works within tight timeframes that can be as slim as two to four hours. Along the way, the company is measuring every leg of the journey and anticipating potential risks for a particular order, the shipments and required services. Using its supply chain management platform, the company's global teams can collaborate to ensure that those deadlines are met.

"We can share information in real-time with our customers, sites, partners, and supply base," says O'Brien, who adds that the organization is currently enhancing its B2C offering, boosting its circular economy efforts, and extending its reporting and measurement metrics into predictive analytics. "We're using data to 'look around the corners' in the supply chain, to see what's coming next and how we can manage that."

About Kinaxis Inc.

Everyday volatility and uncertainty demand quick action. Kinaxis® delivers the agility to make fast, confident decisions across end-to-end planning and execution. People can plan better, live better and change the world. Trusted by innovative brands, we combine human intelligence with AI and concurrent planning and execution to help companies plan for any future, monitor risks, seize opportunities, and respond at the pace of change. Powered by an extensible, cloud-based platform, Kinaxis delivers industry-proven applications so everyone can know sooner, act faster and remove waste.

Don't believe us? Ask us to prove it. Learn more at [Kinaxis.com](https://www.kinaxis.com).

How can a TMS+ help sustainability efforts?

The Kinaxis platform supports sustainability by allowing businesses to plan and execute all order flows against the lowest carbon footprint. The platform also offers real-time analytics on CO₂ emissions on all orders to help brands continuously improve on their efforts.

To read more stories, visit www.kinaxis.com/customers.

Kinaxis is a global leader in modern supply chain management. Our software is trusted by global brands in every industry to provide the agility and predictability needed to navigate today's volatility and disruption.

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