



## Cutting through the complexity that comes with acquisitions and rapid growth

In 2013, Extreme Networks was the 13th largest company in the software-driven network solutions market. Just a few years later, it had leapt to the number-three position – and with continued expansion, the company’s climb is far from over. To manage the supply chain complexity resulting from such rapid growth, Extreme Networks turned to Kinaxis®.

### The Extreme Networks challenge

In the space of nine months, through a number of acquisitions, Extreme Networks grew from a \$500 million company to a \$1 billion company with 3,000 employees and more than



“As our subject matter experts started learning what the system could do, they were like kids in a candy shop – they wanted everything!”

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30,000 customers around the world. The acquired companies came with their own systems and processes, making data sharing a challenge. The only way to share data between some systems was to download it into spreadsheets and then upload it into another system. Already onerous, the process became increasingly unsustainable as the company expanded and its supply chain became more globally distributed.

“We had no singular instance of truth across our supply chain,” says Gerry Hanrahan, Senior Director of Supply Chain Process and Technology. “We could get away with that when we were smaller – relying on people and manual workarounds to fill in the process gaps. But, when we started looking at the expanding new landscape, we realized we needed to do something drastically different if we wanted to survive.”

## Benefits of using Kinaxis



**Single view of the entire supply chain**



**Instant notice of any changes**



**Functionality from multiple tools available in one solution**



**Consistent information available worldwide**

## The Kinaxis difference

One of Extreme Networks' acquisitions was of Avaya's networking assets. Avaya had been using Kinaxis RapidResponse® for years. Hanrahan knew almost immediately he had found the solution they had been looking for.

Once the company decided to switch to RapidResponse, it was all in. Contract agreements with some of the acquired companies made it necessary to prepare for implementation within a year and go live all at once.

Over the 12 months leading to the go-live date, Hanrahan and his team worked closely with Kinaxis and an implementation partner, Barkawi to define and build exactly the solution they needed.

“We went from zero to RapidResponse, so we didn't know what it could do, or even what we wanted it to do,” says Hanrahan. “Our partners helped a lot with solution design as well.”

At the same time, Extreme Networks was still acquiring companies. Hanrahan and his team were

able to integrate all the latest new data into the new system quickly and accurately.

“It was a bit like changing the tires on a race car while it’s still going around the tracks,” says Hanrahan. “But we did it. We went forward with a big bang in April with all our products.”

While most of the new acquisitions used the same one or two solutions for enterprise resource planning, customer relationship management, distributor management and reverse logistics planning, they all used different demand and supply planning solutions.

Hanrahan knew he needed a strategy to integrate many supply chains into one.

### Results that matter

RapidResponse has allowed Extreme Networks to streamline many of its processes into a single system and effectively eliminate spreadsheets from the planning process.

Now when there’s a problem or a change, you can see the impact throughout the supply chain instantly. Hanrahan says that took some getting





We've doubled in size, and because of RapidResponse, we haven't had to bring on a lot of new resources to manage our expanded supply chain."

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used to, but it allows Extreme Networks to fix problems faster and without relying on workarounds that will have to be untangled later. If something changes on the supplier end, users can immediately understand the implications and notify customers of their new delivery dates automatically.

Planners can use RapidResponse's to quickly assess the impacts of potential conditions without affecting the live processes – a process that used to take weeks.

"Before RapidResponse, we would have to spin through 25 different spreadsheets with pivots and lookups everywhere," says Hanrahan.

With a single system for supply chain planning, Extreme Networks has been able to standardize its processes and make the same information available to all supply chain planning teams wherever they are.

"We used to be very reactive, waiting to see what the big challenge of the day would be and then fighting that challenge, says Hanrahan "Now we can be proactive."



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### About Kinaxis Inc.

Yesterday's planning techniques are no match for today's supply chain volatility. Disconnected, cascading planning is keeping us from satisfying customers. It's time for a new reality. Concurrent planning balances the end-to-end supply chain continuously and instantly. It connects data, processes and people in unity so you can plan, monitor and respond across your supply chain in seconds. Using concurrent planning, Kinaxis® helps you make decisions 100x faster. The result is less risk, lower costs and happier customers.

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