

## **New Age Electronics, Carson, CA**

### **Customer Industry: High Tech Distribution**

New Age Electronics, Inc. is a specialty service provider for consumer technology (CT) manufacturers with a broad offering of logistics, remanufacturing, and distribution services. Extensive experience in the CT industry and a customer-focused approach has made New Age the provider of choice for manufacturers such as Hewlett-Packard, Panasonic, Sharp, and resellers such as Nebraska Furniture Mart, Conn's, and Brandsmart.

New Age is headquartered in Carson, CA and has Distribution warehouses in Ohio and Florida.

### **The Solution**

Venturesoft in partnership with Intelligroup deployed Oracle eBusiness suite 11.5.10 using a Global Delivery Model and Industry Domain Knowledge of the business processes. Team has distinguished itself by providing real-life solutions to the process owners and demonstrating an understanding of the business challenges in a Distribution environment.

### **The Challenges**

#### **Warehouse Management & Shipping**

At New Age Electronics Oracle WMS helped to optimize the warehousing and shipping process impacting their sales and marketing investments across the entire demand chain, from manufacturer to wholesaler to retailer and ultimately to the consumer.

Implementation of WMS in High Tech distribution industry with high volume was a huge challenge as this is a critical portion of New Age Business. Successful integration of Oracle WMS with third party shipping system (Kewill) resulted in an optimized and integrated solution.

### **The Benefits**

- Our Team delivered the solution using Oracle Application Implementation Method (AIM) & Rapid deployment process that enabled New Age to derive a quick return on its IT investment
- Single Integrated ERP system scalable to meet New Age's rapidly growing Business
- True Supply Chain Planning through Advanced Planning and Scheduling and Demand planning resulting in better forecasting, higher throughput and lower expediting, stock outs, and inventory accumulations
- Automated processes to better manage Customer