

CASE STUDY ↘

Long Tail, Short Hassle: Unveiling Supplier Simplicity

A world leader in electronics manufacturing produces products and components that are in almost everything—from healthcare and electronic equipment to automotive and home appliances. The company's complex supply chain serves over 300 of the biggest global brands with operations in over 100 sites across more than 30 countries, while collaborating with a staggering 26,000 + suppliers.



The situation

While accounting for 65% of total buying power, 90% of their long tail suppliers still relied on emails and phone calls to exchange supply order information and documents instead of using a commerce network. This approach made effective communication and efficient business transactions a significant challenge for the manufacturer. The problems with using such a manually intensive process were compounded by inaccurate and incomplete data feeding their backend systems. They needed a solution to effectively bring these long tail suppliers into the digital age.

The challenge

Long tail suppliers, who are not engaged as frequently as other suppliers and don't use advanced technological communication capabilities, create a disproportionate amount of work for the manufacturer. The multitude of phone calls and email exchanges are not only time consuming but also create considerable confusion. This often translated into untimely and inaccurate data and increased supply risk—prompting the manufacturer to change how they managed suppliers.

The manufacturer knew their long tail suppliers were slow to embrace digital solutions, so they wanted an approach that met the suppliers "where they were." This meant adapting to how the suppliers already do business. By offering them a choice of utilizing a web-based solution or sending emails with attachments, the suppliers could choose what worked best for them.



The manufacturer also knew that many long tail suppliers would opt to continue communicating through email, so they wanted to adopt a company-wide solution to implement automation for all suppliers. This implementation included automatically handling and parsing the emails and

spreadsheets, not simply pushing the suppliers to another supplier portal. The goal was to increase the accuracy of the data while improving the timeliness of the information and streamlining the overall process.



Global Manufacturer

Challenges

- Limited visibility and poor communication
- Poor shipment and invoice accuracy
- Highly manual engagement with non-technical suppliers
- Inefficient long tail supplier engagement

Solution

- Enable suppliers to digitize via email
- Automated handling long tail communications
- Automated communication of forecast

Application

- Purchase Order Collaboration
- Supply Forecast Collaboration

The solution

Since the suppliers needed help to enhance their engagement and simplify their supply collaboration, the manufacturer leveraged e2open's Purchase Order Collaboration to help create a more engaging and collaborative supply process.

The manufacturer was able to streamline the formerly manual process to include:

- A rich supplier network for simplified onboarding
- Robust collaborative business processes for managing discrete orders, blanket orders, blanket releases, scheduling agreements, shipments, receipts, and invoices
- Centralized governance of the entire purchase order process for all suppliers

- Flexible workflow management to identify exceptions and enable automated decision-making, and automated exception reports

The outcome

The consolidated business view of backlog data, Sell-in, Sell-out, and open orders, provides deeper insights for future product development, market segmentation, promotional campaigns, and inventory optimization.

With a single source of truth, they can accurately recognize revenue, drive supply chain efficiency, flag discrepancies in order management, and improve allocation and order promising.

Application

Purchase Order Collaboration
Supply Forecast Collaboration



About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 500,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 18 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com

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ACCURATE, TIMELY,
AND INSIGHTFUL

Data From Long Tail Suppliers



IMPROVED

Supplier Partnerships



ENHANCED

System Data Accuracy



IMPROVED

Supply Visibility