

A woman with dark hair tied back, wearing safety glasses and a blue lab coat, is focused on her work in a factory. She is using tweezers to work on a mobile phone component on a production line. The background shows a blurred industrial setting with other workers and machinery. The image is overlaid with a dark teal diagonal shape that contains the text.

**Hardwire** your  
supply chain  
for success

**KINAXIS**<sup>®</sup>

Innovations in technology are changing the world. From the cars we drive to the medical devices that save lives, there is a high-tech element to many of the products we use today. But, while the industry is poised for exponential growth, with opportunity comes complexity.

To maximize margins and minimize obsolescence, you need to build the right products and get them to market at lightning speed. But it's easier said than done.

Once models of efficiency, high-tech supply chains are now grappling with a whole laundry list of challenges. Increased device sophistication, growing demand, shrinking product lifecycles, intricate global supplier networks, and the need to be more sustainable all add layers of complexity. Throw in balancing component availability, lead times, and customer-specific product requirements - all within a highly complex manufacturing process - and you're facing an impossible situation.

In today's fast-paced high-tech landscape, companies must rethink their supply chains to stay ahead.



# Keeping pace in an industry that never slows down

We recognize the obstacles high-tech companies face every day – from lack of visibility and transparency to introducing new products to the market and managing your customers' unique requirements - all while keeping your impact on the planet top of mind.

## Lack of global visibility and transparency

Whether you're a semiconductor manufacturer or an OEM, your supply chain is a complex network of suppliers, contract manufacturers, logistics partners, and demanding customers. Without a clear view of all the constantly moving parts, you don't know if you're going to get the supply you need or whether you can satisfy your demand.

To deliver the cutting-edge products and flawless service your customers expect, you need to break down the silos that cause supply chain blind spots and delays. With end-to-end supply chain transparency, you can seamlessly collaborate with manufacturing partners and gain visibility into materials, components, and products at every stage of the supply chain. You'll also have the ability to monitor and respond to volatile demand, control costs, and see and manage transportation exceptions in real time.



**Before we used to spend days manually entering data into our enterprise resource planning tool and various Excel spreadsheets to generate our forecasts. Now we complete the same task within hours while providing more in-depth analysis.**

**LAURE MORGAN**

S&OP Demand Planning Manager, Sonus Networks (now Ribbon Communications)



## **New product introduction**

Long development times and short product lifecycles are the norm for high-tech companies. If you don't get your high-margin products to market quickly you risk obsolescence and missed revenue.

And, when it comes to excess inventory, while strategies like promotions, product substitutions, or alternative uses can be used to increase and shape demand, knowing whether your supply will stretch to meet it can be a challenge.

You need to keep your supply chain efficiently humming along to achieve rapid time-to-market while understanding the consequences of changing demand.

## **Product & co-product planning**

Managing the materials required for the production of multiple products simultaneously can be a precarious balancing act. With hundreds of components needed to manufacture your product and base parts used in multiple finished parts, your bills of materials (BOMs) can quickly become a nightmare to manage.

By optimizing BOM structures, resource allocation, and production scheduling in a co-product environment, you can build the best products to maximize revenue based on component availability.

## Customer qualification

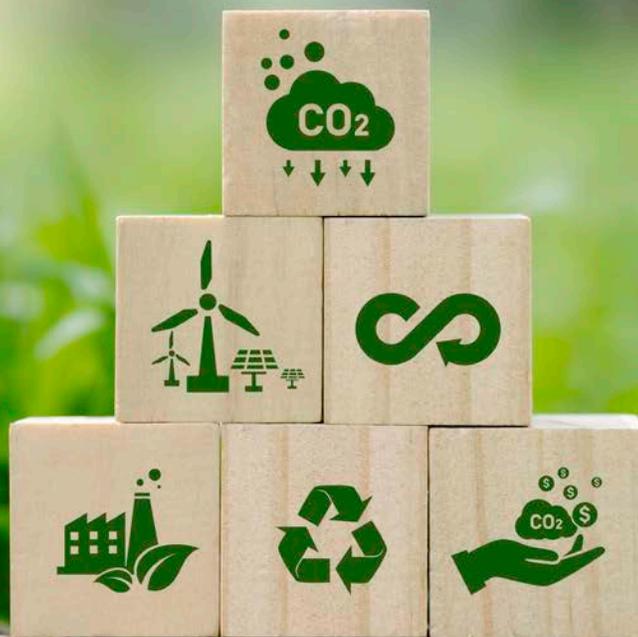
Your customers are unique and so are their needs. To meet stringent requirements for customer-specific products, you need to support a multitude of product numbers and variants. Before you know it, you're dealing with product code explosion, making it hard to know whether you have the parts to make the product exactly the way your customer wants it.

To overcome this complexity, you need the ability to plan based on unique configurations, attributes, and time horizons to meet your customers' needs.

## Circularity and sustainability

Supply chains can only operate thanks to the generosity of our planet and governments around the world are legislating to enforce proper stewardship of the Earth's resources. With an increasing number of reporting requirements coming into force, it's imperative that you can quantify and manage your Scope 3 emissions. And when it comes to repurposing products at the end of their lifecycle it's important to be able to plan for material recovery, recycling, and disposal as well as reverse logistics and collaboration with partners.

While embracing circular economy practices benefits the planet, cutting out waste, reusing materials, and recycling also have a positive impact on your bottom line.



# A closer look at supply chain orchestration

Today's supply chain challenges demand hyper-agile, modern supply chain management techniques – the end-to-end orchestration of people, and physical, digital, and financial assets to meet customer expectations and corporate goals.

While the concept of 'orchestrating' specific parts of the supply chain isn't new, supply chain orchestration is emerging as a new sub-segment of supply chain management – bringing together the most critical activities into a new synchronized process.

Supply chain orchestration rises to the challenge of managing multiple parties, systems, and processes to drive high-performance supply chains that can fulfill on time and in full at the lowest possible cost, and to do so consistently, with resilience to changing demands and conditions. The result? Happier customers, healthier margins.



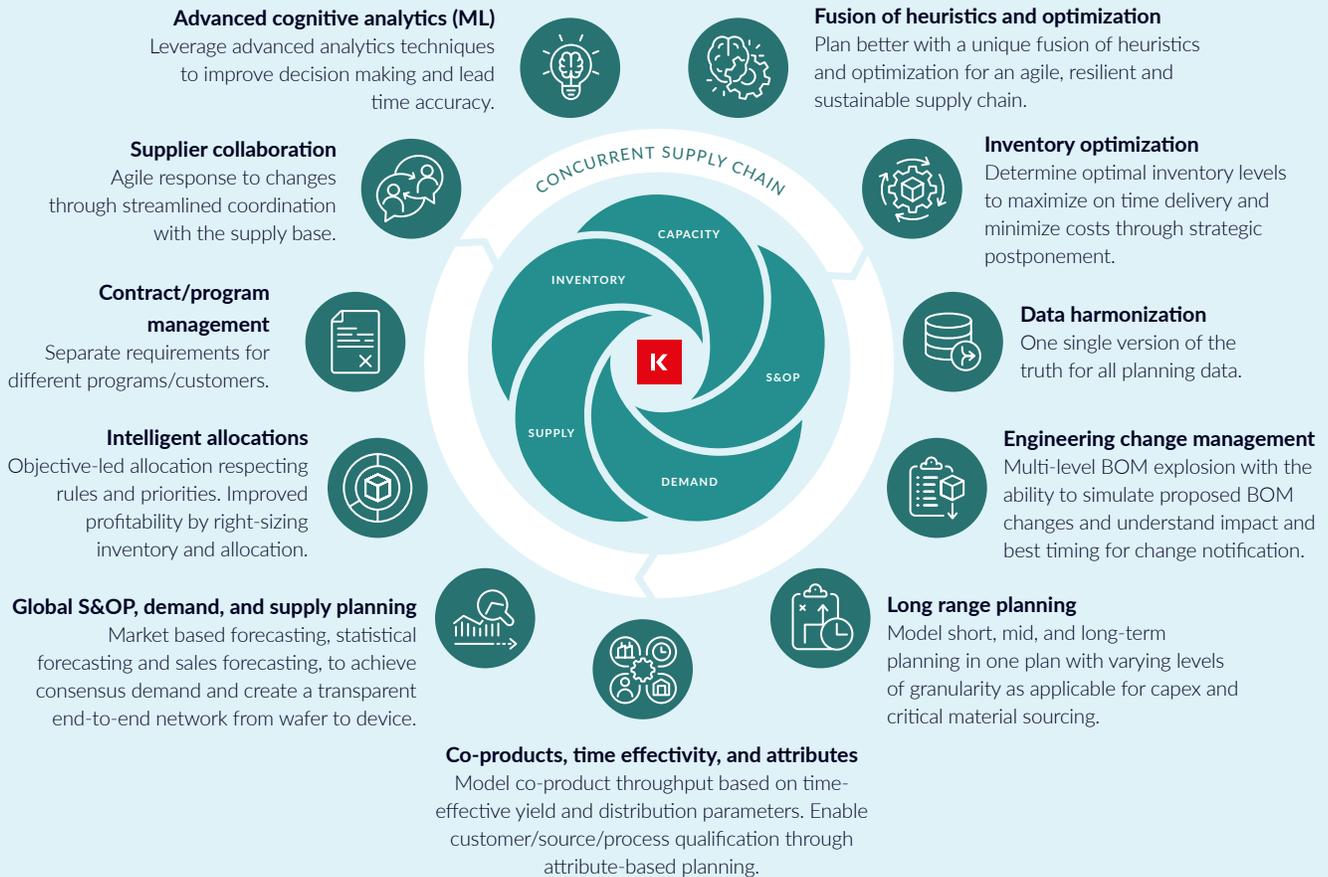
**We've doubled in size, and because of Kinaxis, we haven't had to bring on a lot of new resources to manage our expanded supply chain.**

**GERRY HANRAHAN**

Senior Director, Supply Chain Process and Technology, Extreme Networks

# WHAT MAKES KINAXIS RIGHT FOR YOU?

Kinaxis offers high-tech-specific functionality and capabilities designed to overcome your unique challenges.



Staying within a platform like RapidResponse that is dynamic and transformative and gives you a real-time view of what's really going on helps us make better decisions.

**CHRIS HATCHER**

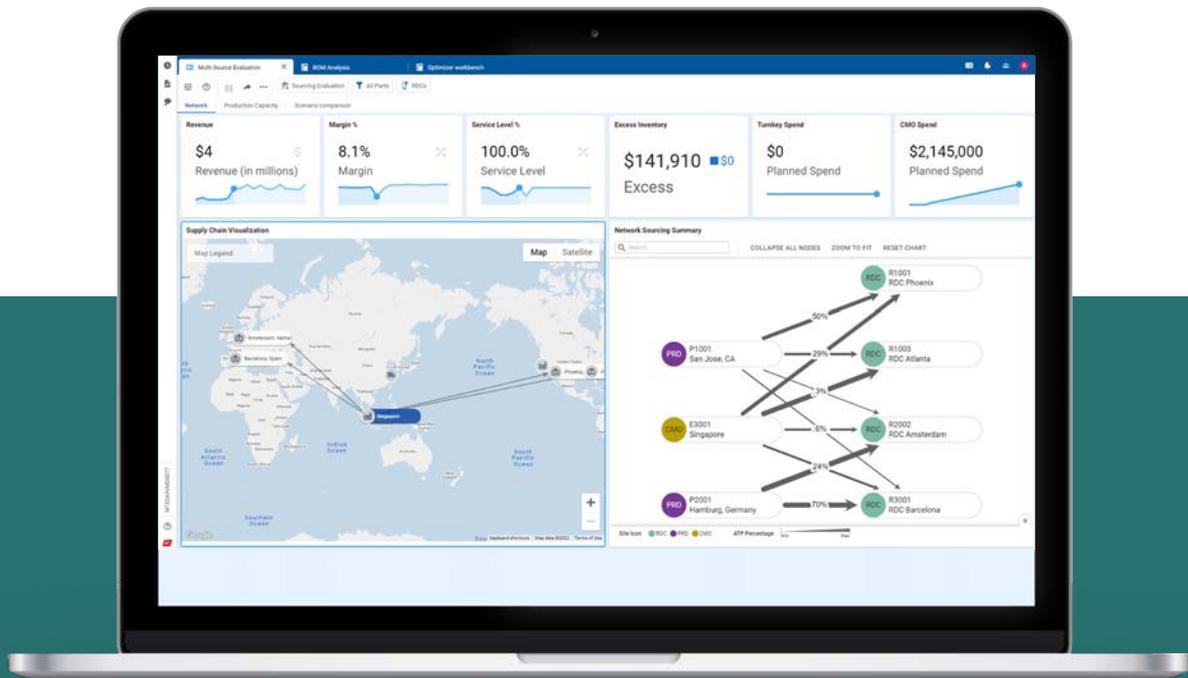
Senior Solution Architect, Vizio

# Co-product optimization, could-be-built, and strategic supplier sourcing

Balancing supply against constantly shifting demand can seem like an impossible task. If demand slows, you may be left with excess components or chips. How do you plan for those parts to draw down inventory while still maximizing revenue and meeting market demand? How do you ensure you have the supply to cater to your customers' unique configurations? And how do you explore options to maximize value by reintroducing disassembled parts into your supply base?

[Supply.AI](#) from Kinaxis fuses market-leading heuristics and optimization techniques, delivering the perfect blend of accuracy and speed so you can better plan for a more agile, resilient, and sustainable supply chain. Select the optimal processing options to maximize total satisfied co-product demand while minimizing costs. Maximize margin by determining what products to build and how given available supplies and uncommitted capacity. Find the right strategic supplier mix for sourcing key components to optimize costs and respect existing commitments. Foster collaboration with a single user interface that puts multiple users on the same page as they leverage the same data model to work collaboratively and instantly translate results across your end-to-end supply chain.

All of this is delivered by a robust decision support platform with automated data updates using the same fully integrated data as for heuristics to solve different problems with different time horizons within the same solution.



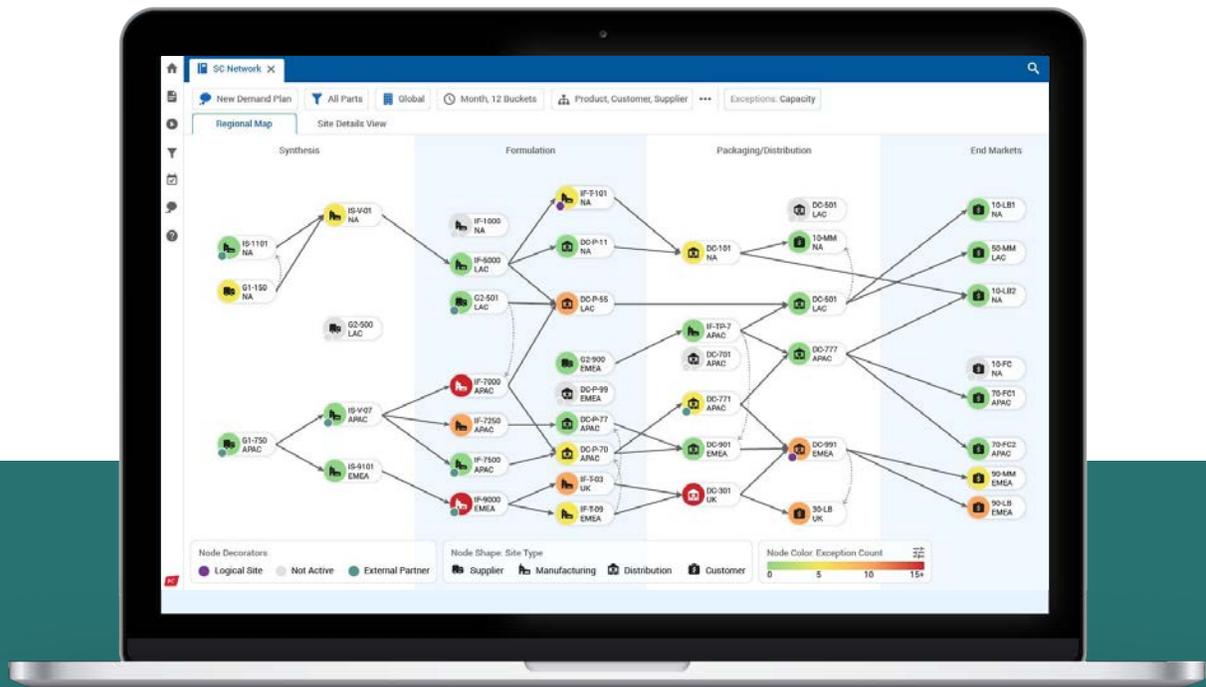
# Supplier collaboration

While you may no longer be dealing with the supply-constrained environment that existed during COVID, your contract manufacturers and suppliers remain a mission-critical link in your supply chain. Yet, without transparency into their operations, current supply, and demand expectations, you're flying blind.

Kinaxis supplier collaboration functionality is seamlessly integrated with your end-to-end supply chain plan so you can immediately know the impact of supplier commits on your overall demand.

Efficiently and effectively collaborate with your entire supplier network—and give them the ability to sense changes and prevent disruptions in your supply chain before they happen.

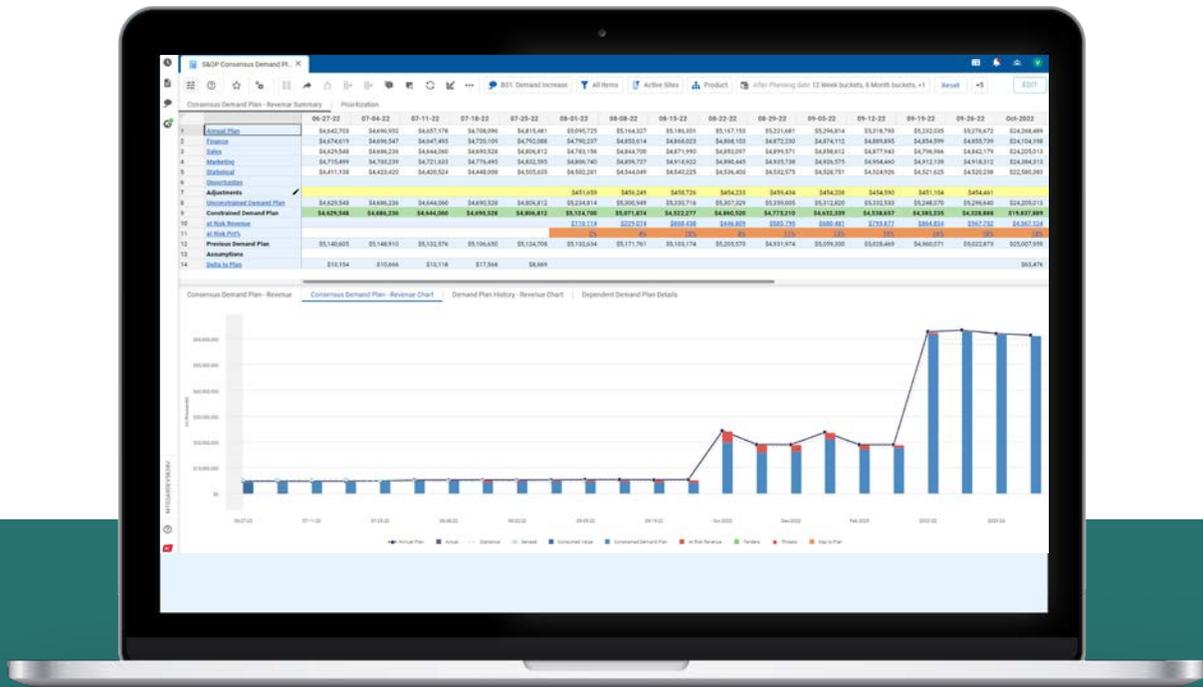
Gain visibility into all tiers of suppliers and respond to changes with agility through streamlined coordination with the supply base. Empower your suppliers to review orders, see expected, committed, and actual delivery dates, and alert the network to late orders. Avoid missed or late orders by sharing scenarios and work with your suppliers to choose the best option to maintain service levels. Easily configure the application to incorporate additional data streams, including new product introduction, to quickly ramp up production.



# Global S&OP, demand, and supply planning

When you're known for innovation and fast-paced development, you can't afford to wait weeks or months to complete an S&OP cycle. Demand for high-tech products can fluctuate significantly. New products can emerge quickly, user adoption can be hard to gauge, and competitors' unpredictable actions can all make it hard to develop a reliable forecast. On top of that, it's a challenge to synchronize various constituents in demand and supply planning, inventory management, capacity planning, finance, sales, and marketing to get quick, clear insights into each team's changes and their impacts.

Kinaxis S&OP application lets you eliminate data silos and create a transparent end-to-end network – all the way from components to final assembly. Identify deviations from your plans, prioritize based on their impact, and quickly take action. Take into account the fast-moving nature of high-tech and analyze recent data points instead of relying on dated, historical data. Our out-of-the-box dashboards let you run dynamic S&OP meetings, giving you performance insights on Day 1, with standard measures including ending inventory value, on-time delivery to request, margin percentage, key constraint utilization percentage, and revenue value.



## Planning and feature BOMs

When your customer places an order, you need to know that you have the components to manufacture the product and enable its unique features. And if you don't have those parts, when you can satisfy that demand. At the end of the day, it's about being able to provide your customers with reliable commitment dates and products built the way they want them.

That's where Kinaxis planning and feature BOM capabilities come in. Plan for different product and feature configurations and variations in your supply chain by managing complex multi-level BOMs. Monitor your BOMs for potential exceptions like demand spikes or critical component shortages. Provide suppliers with visibility to your BOM needs to stay informed about component availability and lead times.



**It is critical to our success to be able to generate fast and accurate supply and demand planning scenarios to provide timely responses to our customers' requests for product deliveries. With Kinaxis we can do that and more.**

**ANA CANTU**

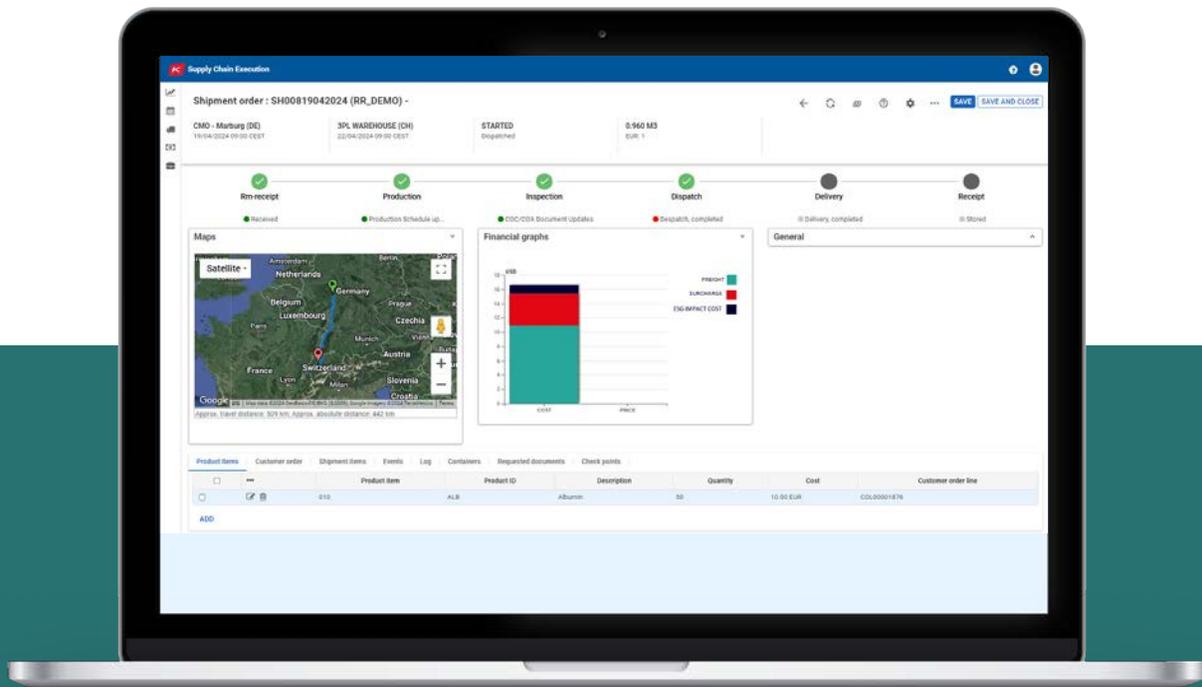
Senior Vice President Operations, Mexico, Creation Technologies

## Logistics and fulfillment

The globalization of high-tech manufacturing and distribution networks has led to increased supply chain complexity, with products traversing multiple countries and jurisdictions before reaching the end customer. You need to get innovative products to market, often under tight deadlines. But, diverse supplier environments and regular delays and disruptions can pose significant challenges to on-time in-full delivery.

Kinaxis order and transportation management capabilities enable you to automate and optimize logistics across the full order life cycle, from order planning through last-mile execution. Dynamically allocate orders and select optimal fulfillment partners and routes to optimize resource utilization and support just-in-time deliveries. Stay compliant and give your customers greater reliability and transparency with end-to-end visibility and documentation across every touch point and transaction during multi-leg, multi-modal supply chain execution.

Stay ahead of disruption with real-time exception alerts and always-on optimized, automated re-planning and take the best action directly within the application. Automatically provide execution updates back to planning to keep everyone on the same page and supply and demand in sync.



# Validation from the experts

If you'd like validation that Kinaxis is a Leader in supply chain planning solutions, look no further than the 2024 Gartner® Magic Quadrant™ for Supply Chain Planning Solutions.

We're excited for Kinaxis to be recognized as a leader in the 2024 Gartner® Magic Quadrant™ for Supply Chain Planning Solutions. We have been positioned highest on Ability to Execute, which we feel solidifies our track record of bringing innovation to life.<sup>1</sup>

## Endnotes

1 Gartner, Magic Quadrant for Supply Chain Planning Solutions, A. Salley, T. Payne, P. Orup Lund – 2021, 2022, 2023, 2024

Gartner, Magic Quadrant for Supply Chain Planning System of Record – 2014, 2016, 2018

Gartner, Magic Quadrant for Sales and Operations Planning Systems of Differentiation – 2019, 2017, 2015



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