

A photograph of two technicians in a cleanroom environment. They are wearing white protective suits, hoods, and masks. They are focused on inspecting a large, circular silicon wafer that has a colorful, iridescent pattern. The background is blurred, showing other cleanroom equipment. The image is overlaid with a large, light blue diagonal shape on the left side.

KINAXIS[®]

INDUSTRY SPOTLIGHT

5 challenges **draining the power** from your high-tech supply chain



How can high-tech companies reimagine their supply chains to keep pace in an industry that never slows down?

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.

Once models of efficiency, COVID exposed serious vulnerabilities in high-tech supply chains, waking companies up to the need for better resilience. At the same time, high-tech supply chains are 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.

To navigate today's complex high-tech supply chain landscape and deliver with the speed and precision your customers expect requires a renewed focus on agility and resilience. You need transparency to see materials and products wherever they are in your supply chain.

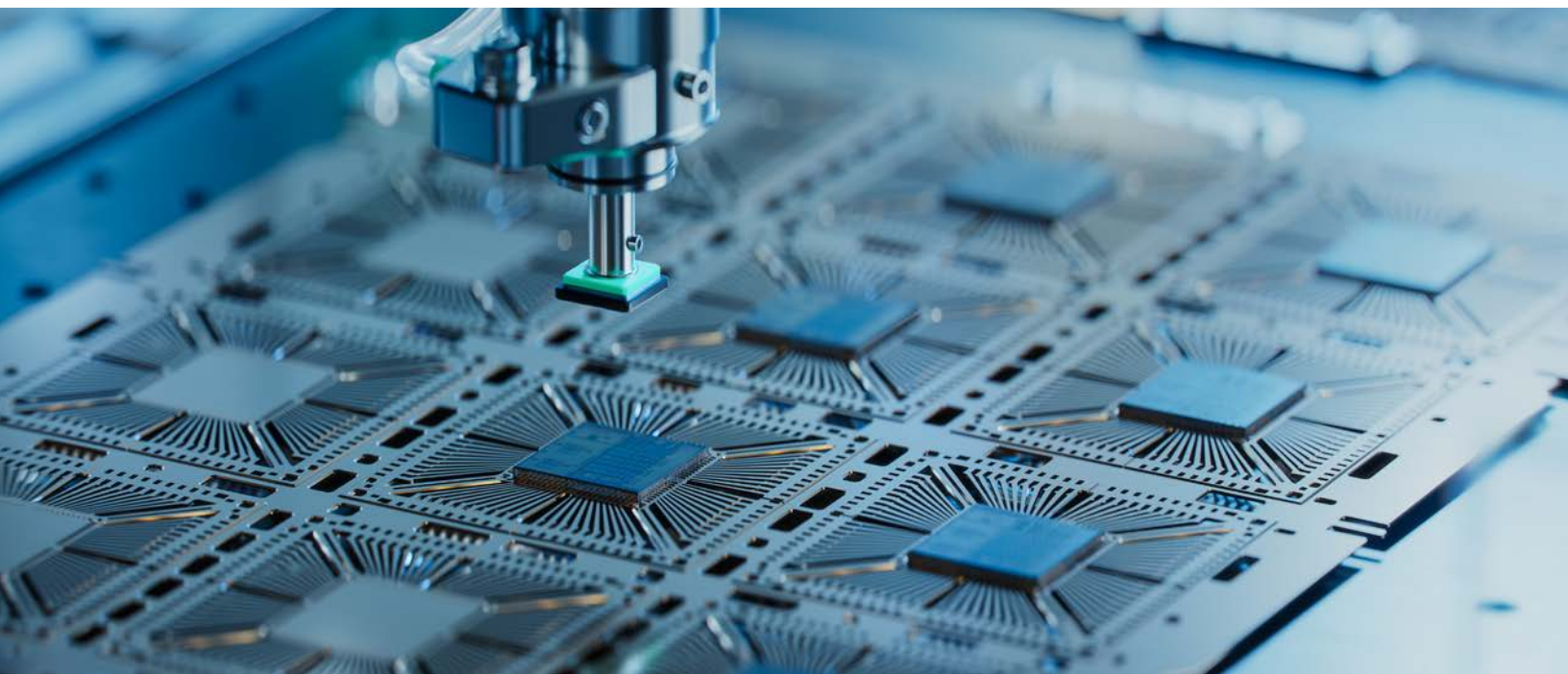
To sense changes in demand or during shipment at a moment's notice. To plan around your customer's unique requirements and time-critical fulfillment. To simplify complexity without compromising speed to market. All while considering your impact on the planet.

Here are the five biggest reasons why you need a solution designed to address the most pressing concerns in the industry right now, so your organization has the agility and speed you need to survive and thrive.

1 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 meet unpredictable 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 as well as controlling costs and seeing and managing transportation exceptions in real-time.



2

New product introduction

Long development cycles 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.



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)

3 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.

4 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.



5

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.



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



Boost supply chain resilience with Kinaxis

An efficient, responsive approach to end-to-end supply chain management, tailored to thrive in today's volatile high-tech markets.

It's a fact: traditional spreadsheets and cascaded systems just aren't sophisticated enough to track complex high-tech supply chains – making it difficult to keep up with material shortages, logistics challenges, and market volatility. Our unique [concurrency technique](#) revolutionizes the game, so you're empowered to instantly and [continuously balance your supply chain](#).

With better visibility and collaboration across business units and supply chain partners, you can respond to volatility without wasting time or resources. That's where Kinaxis shines.

BB

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

How Kinaxis builds a supply chain that's wired for success

Kinaxis has a long history of helping high-tech companies bring their innovations to market. The end-to-end orchestration of the Kinaxis platform will switch your multi-party supply chain on for business success.



Spark smart collaboration with transparency

Getting your products from plant to hand takes a village. Kinaxis helps you orchestrate your end-to-end supply chain, giving you ultimate transparency and agility across multiple manufacturing stages, demand, and constrained supply, and all inbound, outbound, and aftermarket flows with real-time global available to promise (ATP) and fulfillment across the network.



Intelligently balance supply against shifting demand

Keeping supply and demand in equilibrium while maximizing revenue and margins requires a delicate balancing act. [Supply.AI](#) from Kinaxis fuses market-leading heuristics, optimization, and machine learning techniques, intelligently allocating supplies to demand to maximize margins - without the long solve times traditionally associated with mathematical optimization.



Streamline and capitalize on new product introductions

Time-to-market windows are razor thin – especially if you're focused on maximizing margins. Kinaxis helps you easily plan new product ramp-ups, make smart decisions about end-of-life inventory strategies, add new distribution and sales channels, and use dynamic order allocation to accommodate just-in-time deliveries.



Easily manage complex bills of materials

Customer-specific product requirements can lead to multiple BOMs to manufacture similar parts. Kinaxis lets you simulate proposed BOM changes and understand their impact and best timing for changes, before you commit.



Plan cleaner and greener

With Kinaxis, seamlessly blend timely and accurate emissions data into supply chain planning so you can weigh environmental factors alongside economic and service indicators to optimally balance the triple bottom line.



Look to the future with clarity and confidence

From data synchronization, smart collaboration, and AI-enabled, always learning algorithms, you can do more with your supply chain management processes than ever before. Craft and test elaborate what-if scenarios and make decisions in real-time with partners, so every challenge is met and not a single opportunity is missed.

Accurate, cross-network data improves forecasts, so you can better monitor trends and maximize gains. The end result is an organization that seizes opportunities that slow-moving, siloed companies can't even see.

[Find out](#) why companies like Jabil, Lenovo, Power Integrations, Advantest, Extreme Networks, and Konica Minolta depend on Kinaxis for our concurrency technique in their competitive supply chains.

Learn more about how Kinaxis can be implemented quickly to supercharge your supply chain with a [personalized demo](#).

KINAXIS[®]
www.kinaxis.com

This industry spotlight is accurate as of the date published and may be updated by Kinaxis from time to time at its discretion. Copyright © 2024 Kinaxis Inc. All rights reserved. Kinaxis, the Kinaxis logo and RapidResponse are registered trademarks of Kinaxis Inc. All other brands and product names are trademarks or registered trademarks of their respective holders, and use of them does not imply any affiliation with or endorsement by them.