



**BRIGHTPOINT**

*Brightpoint is a global leader in the development of seamless, outsourced supply chain solutions. For more than a decade, they've been helping network operators, MVNOs, retailers and dealers get more from the strongest brands in wireless, including a complete line of accessories. Their proven processes and experienced staff are aligned to help customers and partners save time and generate profit.*

**The Challenge: No plan for infrastructure and systems growth**

A \$1.6 billion distributor of cell phones had experienced major growth. A new facility was being erected to integrate three of their five facilities. However, there was no plan for how the facility would be utilized nor was there a plan for how they would move from an interim operations system to a new WMS-driven operations system when it was completed.

**The Solution: A plan**

After determining the layout of the new building, Exceed interviewed management, evaluated historical and forecasted information, and developed several alternative layout solutions each incorporating various pick methods and inventory philosophies. The team chose the best layout based on the evaluation. In addition, Exceed developed a short-term operations document to bridge the gap between their interim operations and layout and a new WMS-driven operations. This short-term operations document was the document used to define the changes that needed to be made to the current warehouse system to accommodate the interim operations. Finally Exceed defined and managed the detailed move activities that are associated with the integration of three facilities into one new building.

**The Results: Consolidated center exceeds expectations**

The distribution center began operations on schedule. Because the efficiencies in both space utilization and productivity were so great, a fourth facility was also smoothly integrated into the new building without interrupting customer service. The new integrated warehouse was able to efficiently service the volume and projected growth, until the new WMS-driven operations system was completed.