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THE
PRODUCTS
ISSUE

CONNECTING WIRELESS SOLUTIONS TO BUSINESS STRATEGY

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DON WINANT, CIO of Gristedes

"Tellabs needed to position inventory close to the product, because when something breaks, they have to replace it quickly," says Tim Andreae, senior VP of global marketing at MCA Solutions. Initially, Tellabs set up a network of 13 spare parts distribution centers. "These regional stocking centers and MCA's software has made Tellabs more competitive in the marketplace," says Lindsay Huber, a supply chain manager at Tellabs.

The solution was implemented within six months and fully integrated with Tellab's SAP enterprise resource planning (ERP) solution and its third-party delivery company's ERP. Tellabs has since transitioned from its original delivery vendor to Communications Test Design Inc. (CTDI), which manages the company's reverse stocking locations and receives feeds from MCA showing current inventory status and demand.

GOING GLOBAL

Since the implementation, Tellabs has merged with Advanced Fibre Communications (AFC), thereby doubling its product SKUs from 3,500 to 7,000 and doubling its customer base in the process. "Integration with AFC went very smoothly," says Huber, "and it was easy to upload additional parts within the tool." Tellabs is also adding its Finland-manufactured products using MCA tools and outsourcing the third-party logistics function.

Recently, the company expanded its service offerings to Asia, Australia, Ireland and Europe, increasing the number of its global stocking locations from 13 to 21. "In Europe, we offer a three-hour turnaround time. We also have four-, eight-, and 12-hour service level agreements," says Huber. "Our customers are very happy with the solution." //

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