



Avnet Inc.

Enhancing customer service, reducing costs, and gaining a competitive edge

Benefits

- Dramatically improves customer support
- Enables cost-effective retention of all military shipping documents
- Provides quick access to information in the event of an audit

Business overview

Avnet Inc. (NYSE: AVT) is a Fortune 500 company based in Phoenix, Arizona, with fiscal year 2001 sales of \$12.8 billion. The company is one of the world's largest distributors of semiconductors, interconnect devices, passive and electromechanical components, and computer products from leading manufacturers. Serving customers in 63 countries, Avnet markets, inventories, and adds value to these products and provides world-class supply-chain management, engineering services, and solutions integration. Avnet is a vital link in the chain connecting suppliers to original equipment manufacturers, contract manufacturers, value added resellers, and other industrial customers.

Challenges

Over the years, Avnet has retained its position as one of the largest electronic component and computer product distributors by focusing on exceptional customer service—providing its customers the information they want, when they want it. To achieve this goal, Avnet's customer service representatives must be able to access shipping and receiving documentation instantly, which enables them to quickly and completely respond to customer inquiries. But with more than 10,000 daily orders in each of Avnet's logistic centers and warehouses, storing, indexing, organizing, and accessing paper-based, business-critical information was quickly becoming a nightmare. Customer support representatives were wasting valuable response time—anywhere from hours to days—tracking down the right information to help customers.

In addition, Avnet needed a way to store and access the documentation for its large number of military shipments. Government regulations require the company to store documentation for military shipments for more than twenty years. This information also must be readily available in the event of an audit. Failure to comply with these regulations could cost the organization hundreds of thousands of dollars in fines, or potentially jeopardize its federal contracts.

According to Dave Manuszak, vice president of connector/cable operations at Avnet, "We needed a product of high quality and reliability that would deliver shipping and tracking documents to customer service representatives when, where, and how they needed them. The solution had to increase productivity and response time by eliminating the time wasted searching through paper and microfilm files."

Business profile

Avnet Inc.

Distributes products for more than 250 of the world's leading technology manufacturers

Industry

Discrete manufacturing

Geographies

Based in Phoenix, Arizona

Business solution

Order management

EMC software products

EMC Documentum
ApplicationXtender,
ApplicationXtender Web Access

Deployment summary

EMC Documentum
ApplicationXtender and
ApplicationXtender Web Access
increase productivity in Avnet's
finance, shipping and packing,
and human resources
departments

EMC partners

Integrated Future
Technologies (IFT)

EMC Documentum solution

After a rigorous vendor evaluation, Avnet chose EMC Documentum® and reseller Integrated Future Technologies (IFT), due to their proven track record with Fortune 500 companies and extensive product knowledge. Avnet first installed EMC Documentum ApplicationXtender® and EMC Documentum ApplicationXtender Web Access in the company's finance department to solve the ongoing problem of maintaining and retrieving thousands of paper tax certificates. Due to Documentum's success in electronically storing and accessing the tax certificates in Avnet's finance department, the information technology (IT) department recommended Documentum to the plant's shipping and packing departments.

IFT began to automate the shipping/packing department at Avnet by using ApplicationXtender and ApplicationXtender Web Access. Clerks in the shipping department simply scan shipping documents, rather than storing them in boxes. This is the only visible process change for the shipping crew, so efficiency and time are not affected. Scanned information is sent to a mainframe application, where the image and indexed information are passed to ApplicationXtender. To quickly respond to customer inquiries, the customer service department uses ApplicationXtender Web Access to view and access shipping documents on the company's intranet. Previously, gathering specific information took anywhere from hours to days. Now the documents can be retrieved in seconds. The design, implementation, and training for this application in the shipping/tracking department were completed in less than thirty days.

As a result of the implementation, Avnet's customer service productivity increased ten times. Not only have response times increased, but accuracy has also improved, as misfiling is virtually impossible with electronic indexing. In addition, Avnet now has the ability to cost-effectively retain all military shipping documents, and can quickly access the information in the event of an audit.

“We needed a product of high quality and reliability that would deliver shipping and tracking documents to customer service representatives when, where, and how they needed them.”

Dave Manuszak, Vice President of Connector/Cable Operations

Due to the overwhelming benefits of Documentum, Avnet added all active human resource documents to its Documentum system, and plans to add all maintenance contracts as well. In the human resources department, the ability to quickly access employee information is being used to verify that all proper documentation is received for each Avnet employee. Also, the storage of and access to maintenance contracts will help Avnet provide more efficient and responsive service support to customers that require product maintenance.

Summary

Avnet has seen the benefits of Documentum storage and access solutions and the return on investment that they provide. In the next year, Avnet plans to implement Documentum in two additional warehouses, and will also automate the receiving department in the same manner.



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Customer Profile
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