



# Materials Management Solutions

## Case Study



“Enlisting Global Supply Chain Solutions as our materials management team was a game changer. By assuming responsibility for the supply side of the supply chain, GSCS delivered scheduling efficiencies, cost savings and quality enhancements...” Siraj Nour El-Ahmadi, Founder, President & CEO, Menara Networks Inc.

### Challenge



- Complexity of supply chain increased as business expanded
- Limited visibility of inventory
- Hundreds of details tracked
- Quarterly reconciliation tedious and problematic

### Solution



- Engaged GSCS to handle the supply side of the supply chain
- Utilized SystaiNet™ to allow 24/7 supply chain visibility
- Centralized Inventory Control

### Results



- Improved Speed to Market
- 24/7 Real-time Supply Chain Visibility
- Centralized Inventory for seamless execution across multiple CMs
- Reduced cost of components by leveraging volume purchasing
- Created One Bill of Materials
- Assigned Single Point of Contact
- Delivered parts according to specifications

Menara engaged GSCS to streamline their supply chain. The results allowed Menara to quickly enjoy the benefits; materials management and inventory control improved with 24/7 supply chain visibility through SystaiNet™; component costs were reduced through large volume purchasing; Menara’s ability to scale and speed to market enhanced; seamless execution across multiple Contract Manufacturers; high levels of quality control and accuracy maintained.

### The Challenge

Menara’s supply chain became more complicated as its business expanded to five products: optical networking systems, transceivers, transponders and silicon chips for electronic dispersion. Adding to the complexity, Menara also integrates various products to offer five solutions for protocol-agnostic DWDM transport, Ethernet transport and Ethernet services demarcation. The technical sophistication of its products requires hundreds of parts – some highly customized and each with its own SKU to track.

Menara was using a large Contract Manufacturer (CM), which insisted on procurement control. For Menara, that meant limited visibility into its inventory management. It also shifted Menara’s supply chain to a network of commodity buyers, requiring the company to spend an inordinate amount of time on maintaining relationships with dozens of buyers and continue managing countless small details. Conducting quarterly inventory reconciliation was tedious and problematic.

As Menara’s business grew, the time and resources required to manage such a scattered inventory, and ensure seamless manufacturing escalated, making implementation of an enterprise resource planning (ERP) system increasingly difficult. Menara soon recognized that in order to realize its growth potential and reward its investors, it needed to sharpen its focus on R&D and find relief in supply chain management.

### The Solution

With the help of Global Supply Chain Solutions’ (GSCS) suite of materials management solutions, Menara was able to revamp its business processes and keep its focus on R&D and forecasting. Menara engaged GSCS to handle the supply side of its supply chain from start-to-finish.



**“Enlisting Global Supply Chain Solutions as our materials management team was a game changer. By assuming responsibility for the supply side of the supply chain, GSCS delivered scheduling efficiencies, cost savings and quality enhancements. Having such a dependable partner has enabled Menara to keep our focus on R&D and remain at the forefront of optical network products and solutions. I believe GSCS has pioneered a unique model in the supply chain, one that I think will be more emulated in the industry because of its efficiency. We are happy to be working with GSCS and view them as a strategic partner, vital to our growth and success.”**

Siraj Nour El-Ahmadi  
Founder, President & CEO  
Menara Networks Inc.

## **The Results**

Teamed with GSCS, Menara was able to successfully implement key improvements to materials management and manufacturing while improving its ability to scale quickly and reducing its time to market.

### ***Speed to Market***

Through scheduling efficiencies, cost savings and quality enhancements, GSCS has improved Menara’s speed to market.

### ***24/7 real-time visibility into supply chain***

With instant and continuous visibility into its supply chain through SystaiNet™, Menara knows incoming parts are inspected and properly stored, ensuring continuation of high quality manufacturing.

### ***Centralized inventory for seamless execution across multiple Contract Manufacturers***

With GSCS maintaining one centralized inventory, execution across multiple CMs is seamless and efficient.

### ***Reduced costs of components through volume purchasing***

GSCS buys in volume from key suppliers, delivering cost savings which individual companies could not realize alone.

### ***One Bill of Materials***

GSCS assisted Menara in developing a “Super” Bill of Materials (BOM) that handled all of its procurement and supply chain details comprehensively. As a result, parts are now accurately procured and made available according to forecasts.

### ***Single Point of Contact***

A GSCS program manager is assigned as Menara’s single point-of-contact and connection to GSCS’ portfolio of customer solutions.

### ***Parts delivered according to specifications***

Parts and components arrive just as Menara requests them - machine ready customized for Menara.

### ***Timely inventory reconciliation***

Superior materials management simplifies Menara’s quarterly inventory reconciliation, creating added savings and improved accuracy.

### ***Maintain internal headcount while expanding manufacturing***

While Menara’s manufacturing has expanded, GSCS takes care of the ever-growing materials management responsibilities so that no additional operations employees have been hired.

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