

“So far, SupplyLogic has come in and done precisely what they promised to do. Now, we’re expanding the scope of their engagement to bring their expertise and benefits to new areas of our marketing such as point of purchase materials and premium and promotional items.”

*-- Tim Omaggio,
Senior Director, Communications, Asurion*

CHALLENGE

Asurion had consolidated its printing services to only three principle vendors, each with their own specialty. While this was convenient for procurement, there was no competitive tension among the supplier panel, costs were needlessly high, quality did not meet expectations, and innovation was lacking. Putting all of their eggs into just three non-competitive baskets put deliveries at risk.

SOLUTION

After a thorough analysis of Asurion’s print procurement processes, SupplyLogic experts introduced competitive tension back into the print procurement system by moving from three to 12 vendors and adding technology to the procurement process to improve the process and reporting. SupplyLogic actually took Asurion’s already centralized procurement function from 3.5 to 6 people, but the new team takes a much more consultative role in the planning and execution of each project. For each project, they assign work to specific supply partners based on their individual capabilities, fortes, cost structures and skills.

RESULTS

SupplyLogic is delivering its contracted level of savings for a 30-percent reduction in spending on printing services and is exceeding key performance levels. SupplyLogic is on track to save Asurion a full \$1.6 million this year. Quite happy with those results, Asurion executives are now looking for opportunities to expand the program into supply chain, point of purchase materials, and premiums and promotional products. This includes examination of the company’s TLC Fulfilment Center in Nashville for new efficiencies, and letting SupplyLogic take over the tracking and management of inventory based on advanced analytical capabilities in our Chicago Client Support Center to prevent future stock-outs while actually lowering inventory levels and thus costs.



About Asurion

For more than 20 years, Asurion’s innovation and dedication to delighting customers has made it the preferred provider of technology protection to the world’s largest wireless carriers, trusted retailers and popular device manufacturers. Asurion’s 16,000 global employees support its 280 million consumers with an award-winning experience delivered through products and services that have set the standard in the industry. The company’s fully integrated, end-to-end solutions, which are customized for its carrier, retail and device manufacturer partners, include premier support that enables consumers to fully utilize their digital devices and products; applications to protect privacy and provide security; and rapid replacement of lost, stolen, damaged, or malfunctioning devices.