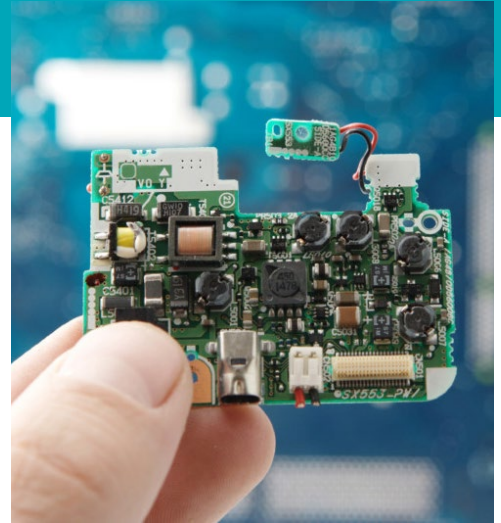


# CUSTOMER CASE STUDY | SUPPLY CHAIN INTELLIGENCE



## ABOUT SMS

Since 1920, Smart Made Simple (SMS) has manufactured electronics products from the same home in Nottingham, U.K. For over 100 years, we have been the company behind the ideas, offering agile and adaptive supply chain solutions, that bring products to market faster, smarter, and simpler.

Leader in the specialist low volume, highly complex manufacturing services market, SMS has earned critical industry facility certifications, that brings full viability and credibility to the aerospace & defence, communications, industrial and medical markets. SMS brings the right scale, capabilities and competitive solutions to customers needing high-reliability attention, product realisation and supply chain optimisation.



## THE CHALLENGE

Component Lead-Times are Leading to Challenges and Opportunities in Electronic Manufacturing Services (EMS). The electronic component supply chain is currently experiencing considerable strain with major disruption.

Silicon wafer fabrication being the main driver for these shortages. Global demand out stripping supply, in some manufacturer cases by 5:1.

## THE DRIVING FORCES

- Covid-19 has caused issues in many countries where the Original Component Manufacturers are based. This has resulted in facility closures, staff shortages etc.
- The global economy rising with developing and emerging regions increasing the demand for all types of electronics, but mainly consumer, IoT, MedTech and Industrial
- Economics, demand, and supply, with demand simply outstripping supply
- Logistic constraints with the sheer volume passing through the global distribution channels is causing bottlenecks and delays in the system





### THE SOLUTION

SMS have the ability to leverage off of relationships that have been built through the decades of our existence. This enables us to place orders with complete transparency over lead-times.

We will work with our customers to consider component alternatives to potentially replace the one they have within their Bill of Materials (BoM) that is available within a shorter lead-time.

Our customers are also benefitting by working with our planning department to place long range forecasts, we are currently working with some Original Equipment Manufacturers (OEMs) out to 2025, to secure parts and their position within production.



### THE OUTCOME

We will continue to push for delivery commitments and improvements, escalating and involving our OEM customers in our conversations with the OEM.

It's imperative for all parties in the supply chain to all work together.

These are tough unprecedented times; therefore, it is important that we do not over complicate an already difficult situation, keep it simple, share information and work together.

SMS helps OEMs to effectively optimise their operational efficiency, by introducing them to a smart supply chain solution to ensure speed, transparency, and traceability, avoiding risk, whilst reviewing their total cost of ownership for cost and profit control.

