



## Emerging markets in-country service design

### The Client:

Solectron provide a range of global manufacturing and aftermarket services to the contract electronics manufacturing industry.

Solectron have been positioned as the number 1 provider in their industry by scale and market analysts.

[www.solectron.com](http://www.solectron.com)



### The Problem:

Our Client was a global services provider to the Hi-Tech Industry, and had been asked by their Client, a major consumer electronics manufacturer, to develop alternative solutions and proposals for supporting the warranty service in Russia and Turkey, by establishing an in-country service network. This would improve the service level to Consumers in these countries, and should significantly reduce their costs through avoidance of expensive logistics and import / export times which was driving additional inventory into their business. We were approached to design, source and recommend alternative solutions to meet their Clients request.

### The results:

For both Russia and Turkey, we designed in-country solutions, that supported consumer and B2B service obligations. This included central and forward stocking locations, field engineering support, forward and reverse logistics, and in-country repair of specific critical components (LCD and motherboards). Formal quotations were obtained and we provided cost solutions and options to enable our Client to make the final decision, and to provide options to their Client.

### Our approach:

Our experience in the Hi-Tech industry and relationships with all major OEM's had provided us with excellent reference material for major service providers in all countries. From our database, we selected a number of potential service providers and conducted initial telephone interviews to determine their suitability for our Clients requirements. Our shortlisted candidates were vetted by our Client, and we then conducted in-country visits and assessments. Our final candidates were invited to provide quotations for the required services. In all cases, external references were sought, and specific experts on indirect matters were consulted to ensure that the full implications of the solutions were understood and correct. This included import / export processes and timescales for Russia for example.



For more information, please contact us.  
The Service Business Ltd  
Tel: +44 (0)121 635 5745  
Email: [info@theservicebusiness.com](mailto:info@theservicebusiness.com)  
Web: [www.theservicebusiness.com](http://www.theservicebusiness.com)