

VTN member turns to Ingram Micro for just-in-time laptop fulfillment.



Every summer, VTN member CompUtopia fills thousands of orders for local college students in need of Hewlett-Packard laptops. Often these orders require custom configuration with the specified software and security tools required by the college.

Until recently, CompUtopia handled this entire process. The company procured the laptops directly from HP, stocked the inventory, custom-configured each laptop, and shipped the final product directly to the institution or student.

However, as the sales opportunities became increasingly larger, CompUtopia began feeling the strain.

In 2007, CEO Sojin Lim turned to Ingram Micro for help.

“Working together, we started creating realistic sales forecasts — thereby ensuring that we always had ample inventory on hand,” she said. “Plus, Ingram Micro agreed to hold our inventory until we needed it — often shipping me just 40 or 50 laptops at a time,” she said. “This just-in-time fulfillment process also helped my cash flow because I didn’t have to find a way to warehouse thousands of laptops at a time.”

Ingram Micro also offered flexible credit terms, providing a seasonal uplift to accommodate this solution provider’s huge sales volume every summer.

Going forward, Ingram Micro’s kitting and bundling services can also help CompUtopia increase its average order size, along with the profitability of each transaction.

By gaining benefits in finance, logistics and integration, the solution provider has doubled its business in 2007 — and is positioned to double sales again in 2008.

“Having a partner on board that’s large enough to process our huge volume — and still be flexible enough to meet our seasonal needs — is a tremendous help,” added Lim. “Ingram Micro has helped us grow our business exponentially.”

CompUtopia Warwick, R.I.

Market Segment
Higher Education

Challenge

A solution provider needed a smarter way to order, fulfill and finance its seasonally high volume of custom-configured laptops.

Solution

Ingram Micro’s scalable infrastructure, credit flexibility and bundling services helped this solution provider meet the just-in-time needs of local colleges and students.

Customer Benefit

By gaining benefits in finance, logistics and integration, the solution provider doubled its business last year — and is positioned to double again next year.