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*Andy Schanno, MSIA 2013*

**Srisu Subrahmanyam,  
Ingram Micro**  
*Enabling Right-Shoring Strategies in  
The Wireless Industry*  
 By Della Rensyta Mihardja, BSIM 2013

One of the most interesting things that I discovered from the conference is the supply chain system of Ingram Micro. Unlike other manufacturing companies that attended the conference such as John Deere or Caterpillar, Ingram Micro is a worldwide wireless technology distributor. Their company provides services for companies such as Apple, Blackberry, and Samsung to distribute their products to retailers such as Walmart or Best Buy. Thus, their competitive advantage

I very much enjoyed listening to Sriram Subrahmanyam from Ingram Micro because his company’s story almost completely mirrored our HP “assemble to order” case from Supply Chain Management. It was refreshing to hear a recent real world example that matches what you learned in class. His example also demonstrated how complete offshoring might not be the most efficient or even a sustainable way to produce; that every facet of the supply chain to include production, transportation, distribution, and responsiveness to customer demand must be considered in developing an effective supply chain. This included the need to protect product quality, public perception, and IP security. He talked about their very clever use of utilizing their repair center through Texas, and how that made shipment easier for their U.S. customers to return items while reducing

the companies shipping costs to Costa Rica because only repairable products were shipped and these items could be shipped in bulk.

**Andy Schanno , MSIA 2013**

lies heavily on supply chain. What is interesting to me is how these products are delivered to the distribution center and how these products are modified and completed by Ingram Micro. As mentioned by the Ingram Micro’s Vice President of Global Engineering, Subrahmanyam, when the products are sent to the distribution center, all the phones are not yet properly functioned. The phones are merely pieces of plastics and lead assembled together. In the distribution center, the software will be installed just before the phones are ready to be shipped to the retailers.

