



# CONSUMER ELECTRONICS

## TODAY'S CHALLENGES

Consumer electronics manufacturers are facing disruptions right now that will transform their industry and their daily operations.

Companies that make consumer electronic products need to get the right product to the right place at the right time in the right quantity. Evolving consumer preferences and the expanding value chain are making meeting this mission more difficult.

In recent years, consumer buying habits have changed. More buying transactions are internet-

based, and club and discount store sales have increased, requiring consumer electronics companies to manage more products and more promotions.

Consumer safety concerns continue to be in the spotlight, resulting in the tightening of safety regulations on consumer electronics. To meet these new regulatory challenges and comply with quality standards, manufacturers must incorporate new policies and processes.

The combination of dealing with fickle consumer behavior and changing safety and compliance rules puts pressure on business margins.

## FUTURE TRENDS

The challenges of today will result in a fundamentally restructured supply chain in the near future that will impact the consumer electronics industry.

Consumer electronics manufacturers will need an edge to success in a more fierce competitive environment such as allocating more resources to trade spending, promotions and other techniques to attract consumers. They will need to monitor program

success closely and be agile enough to quickly move to alternatives. Since products are sold through a variety of retail channels, providing excellent customer service will be critical to success. The competitive nature of consumer electronics and shifting consumer demands will make protecting margins even more difficult for manufacturers.

Fueled by digital technologies, manufacturing and the restructured supply chain will operate at blazing speed, requiring improved visibility. Those same technologies will also redefine jobs and the skills gap.

## IMPERATIVES FOR KEY DECISION MAKERS

Successful COOs will bring digital transformation technologies to the shop floor and operations to ramp up the production of consumer electronics products and improve quality and delivery. COOs must also pay close attention to ever-evolving safety regulations.

CFOs need tools to make operational and information technology investment decisions with confidence and to adjust quickly to the uncertain business environment. With shrinking product life cycles, increased inventories and unpredictable demand, focusing on profits is more critical than ever.

CIOs will need to squeeze more productivity from limited resources while adopting advanced technologies like IoT. Newer processes and solutions will need to be tightly integrated, easy to use and remotely accessible, often via the cloud.

CSOs and VPs of Supply Chain must ensure that communication with suppliers keeps the upstream portion of the supply chain intact and efficient. They will also need to increase the monitoring of suppliers for compliance.



## HOW CAN QAD HELP?

QAD has been a trusted solution partner to consumer electronics manufacturers for decades. QAD offers flexible solutions that allow manufacturers to selectively apply financial, planning and operations capabilities to best support their needs.

The solutions are designed to help manufacturers streamline processes while meeting the increasing demand for smart and more efficient manufacturing. It also helps with the handling of important areas like document control, customization, demand planning, global shipping and packaging requirements.

**QAD Adaptive ERP** provides a comprehensive yet flexible manufacturing ERP, supporting the unique needs of each manufacturer and offering excellent fit out of the box. The **QAD Enterprise Platform** simplifies the adoption of digital technologies for consumer electronics companies and makes it easy to extend the solution using a low/no code approach.

**QAD CEBOS EQMS** (Enterprise Quality Management System) helps manufacturers meet ongoing quality requirements and allows manufacturers to comply with strict regulatory guidelines.

**QAD DynaSys DSCP** (Demand and Supply Chain Planning) streamlines the sales and operations planning process and improves demand visibility and forecasting to better respond to market fluctuations.

QAD prides itself on fast and dependable implementations and around-the-clock global support in the QAD Cloud.

For more information on how **QAD Adaptive ERP** can help your company, please contact QAD at +1-805-566-6100 or email [info@qad.com](mailto:info@qad.com).



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