CONSUMER ELECTRONICS

Benefits

**Improve global supply chain visibility through better forecasting**

Reduce equipment outages using preventative maintenance

Improved customer satisfaction by providing comprehensive after-sales service

Readily achieve compliance with quality requirements and regulations

QAD offers a complete solution to help consumer electronics manufacturers meet industry challenges and run their business. The solution includes the full-featured QAD Cloud ERP and several related capabilities that help consumer electronics companies quickly adapt to consumer demand, run effective promotions, improve forecast accuracy, optimize manufacturing and support customers after installation.

Consumer Electronics Value Chain
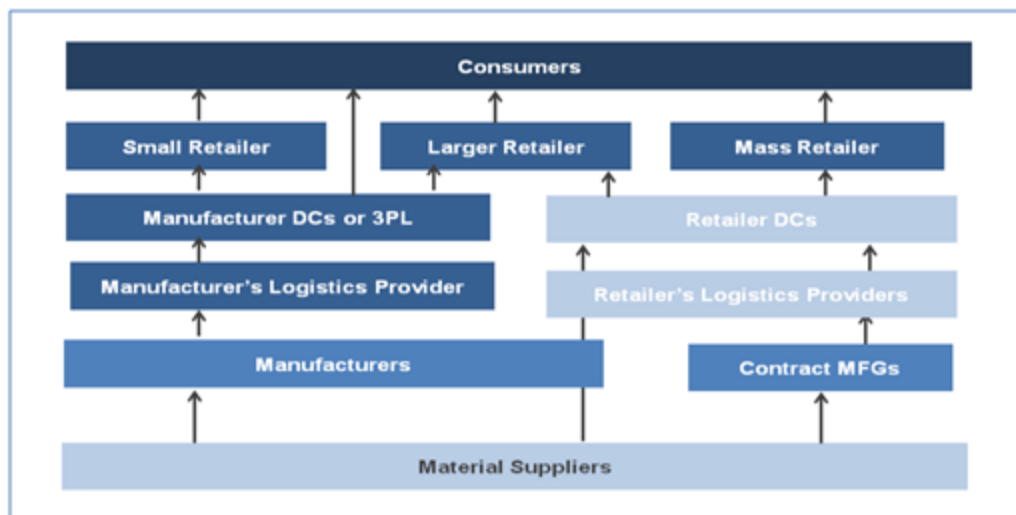
Given the complex nature of the consumer electronics value chain, effectively managing materials, trade activities and transportation, and meeting compliance and international documentation requirements are essential to success. The QAD solution includes key capabilities like material traceability, supplier management, demand planning, quality management, trade management, transportation management and global financials.

Increase inventory turns and reduce inventory by using sophisticated forecasting methods and detecting demand forecast changes as they happen.

Reduce manual costs and errors by automating complaint management and quality related processes.

Improve DIFOT for your customers through better supply chain insight and accurate tracking of in-process inventory.

Improve supplier relationships through better procurement planning.

QAD Consumer Electronics Solution Overview

Consumer electronics manufacturers make electronic products for personal and home use. Examples of products include computers, televisions, cell phones, large and small household appliances, power tools and office equipment. Manufacturers need end-to-end visibility and streamlined processes to successfully manufacture high quality products and deliver them on time.

In recent years, consumers buying habits have changed. Internet-based sales, club and discount store sales have increased. Consumer safety concerns continue to be in the spotlight resulting in tightening safety regulations on consumer electronics. To meet these new demand and regulatory challenges, manufacturers must manage more products and promotions while incorporating new policies and processes to comply with quality standards.

Consumer electronics is a globally competitive market where technology changes and innovations constantly impact product lifecycles. Since products are sold through a variety of retail channels, running successful promotions and providing excellent customer service are critical to success. The competitive nature of consumer electronics and shifting consumer demands make protecting margins a more difficult challenge than ever for consumer electronics manufacturers.

QAD's solution includes a full-featured ERP that supports best-in-class, industry-specific business processes and flexible deployment option. Consumer Electronics manufacturers need integrated business systems and processes that allow them to compete in today's complex environments. The following are key capabilities of the QAD solution to help consumer electronics manufacturers succeed.

QAD DSCP (Demand and Supply Chain Planning)

QAD Service and Support Management

QAD QMS (Quality Management System)

Item Level Serialization

Planning and Scheduling Workbenches

QAD Supplier Portal – Supplier Management

QAD TAM (Trade Activity Management)

Lot Traceability

QAD EAM (Enterprise Asset Management)

QAD BI (Business Intelligence)

An overview of the first three critical capabilities follows. For information about the other processes, please visit QAD.com.

QAD DSCP (Demand and Supply Chain Planning)

QAD Demand Planning, part of QAD DSCP, **forecasts demand and related sales based on historical data, market analysis data and customer production data**. Exceptional events such a holiday shutdown can be specified to better tune the forecast. QAD DSCP uses **sophisticated statistical modeling to pinpoint statistical anomalies** that can skew demand, smooth historical data if applicable, determine the effect of exceptional events and generate a forecast for each individual item. It **automatically selects the best-fit statistical model**. It also supports product introduction initiatives to drive new revenues.

QAD DSCP supports the improvement of key performance metrics by providing tools to build and manage forecasts, improving reliability and accuracy through collaboration of all parties involved in the forecasting process. **Organizations can manage forecasts at any level – customer, item, group or family – with input from a variety of sources – sales representatives, customers, marketing and finance**. This enables true collaboration, one of the keys to improving forecast accuracy.

Long Range Demand Planning
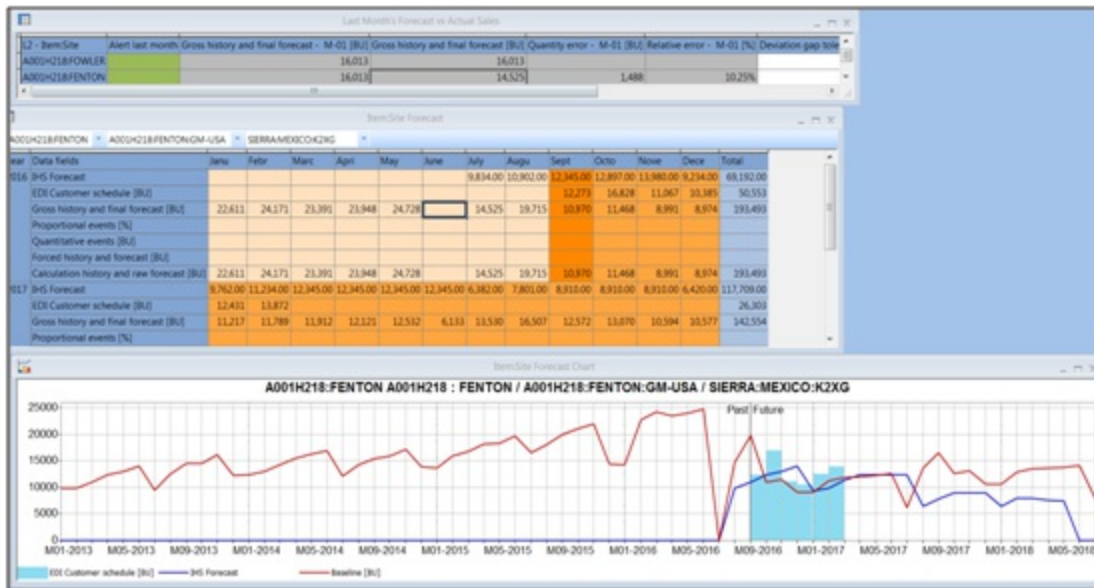
QAD Service and Support Management

QAD Service and Support Management provides **comprehensive after-sales service and support**, including aspects of tracking and support for equipment after manufacture, from installation to on-site or warranty repair. It provides **engineer and technician schedules, warranty and service contracts and records of installed base configuration**.

Consumer electronics manufacturers use Service and Support Management to **resolve service calls, manage service queues and organize mobile field resources**. Combined with project management, organizations can track materials and labor against warranty and service work, compare actual costs to budget and generate appropriate invoicing. Consumer electronics manufacturers rely on quality products and services to protect brand loyalty. Servicing customers and consumers to ensure reliable products and support is critical to success.

Customer Support Center
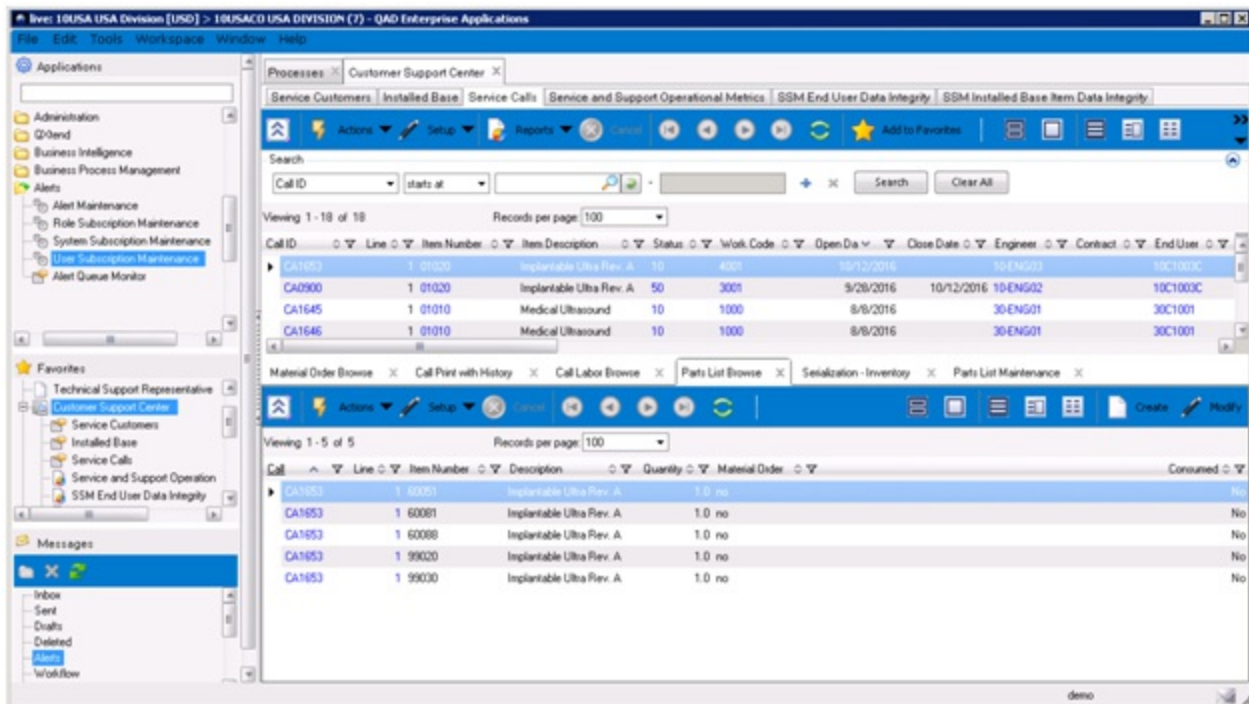
QAD QMS (Quality Management System)

Recently, the standards and directives to promote product safety have changed from reactive to proactive. **Global regulating bodies are focusing on problem prevention and tailoring laws and compliance regulations** to have companies minimize safety events. Because of the enormity and complexity of complying with such requirements, **having a fully automated quality management system is critical to track and meet the many evolving industry requirements**.

QAD QMS provides capabilities to meet the following requirements:

- APQP and PPAP
- Audit
- Document Control
- Inspection and SPC
- Layered Process Audit
- Risk Management

- Supplier Management
- Training Tracking (HR)

QAD QMS supports advanced product quality planning (APQP) and production part approval process (PPAP) for creating and managing process flows. This helps address failure modes and effects analysis (FMEA), control plans, production part approval process (PPAP), product specification management and other instructions and checklists used to ensure that operations and inspections are performed accurately.

QAD QMS Corrective Action Dashboard
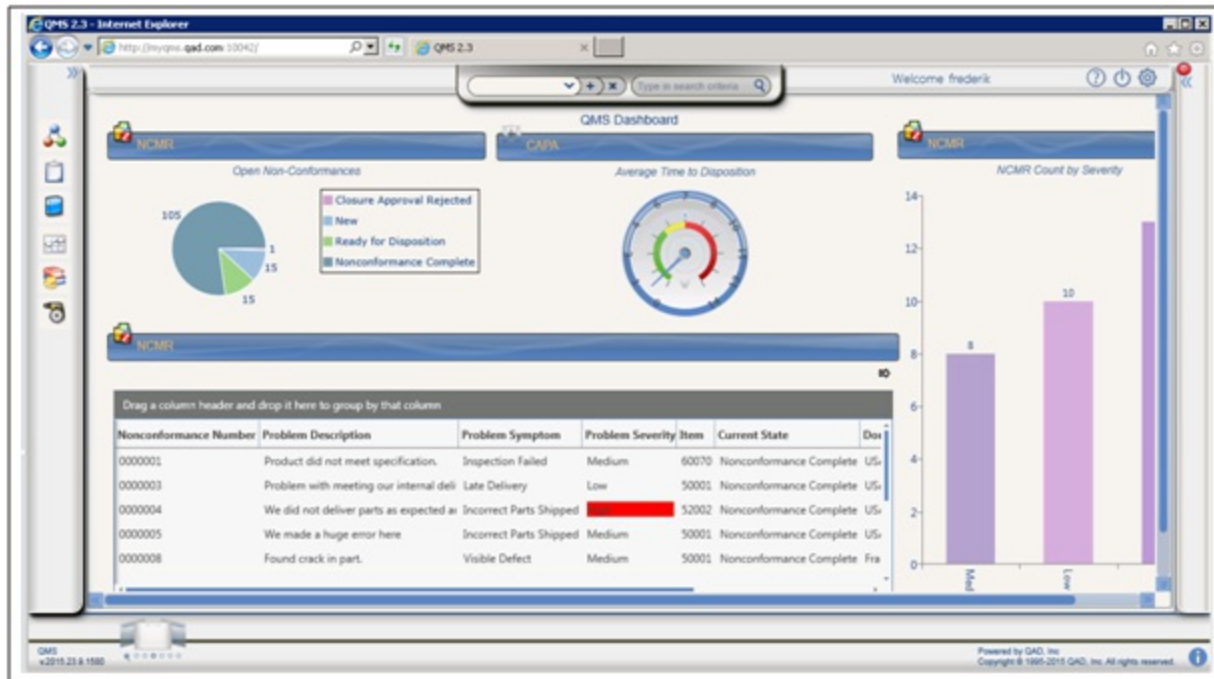
For more information on how the QAD solution for consumer electronics manufacturers can help your company, please contact QAD at +1-805-566-6100 or email info@qad.com