



STREAMLINE AND MAINTAIN SUPPLY AND DISTRIBUTION CHAINS WITH SEND WORD NOW®

In March of 2000, a lightning strike caused a minor fire at a Phillips microchip plant in New Mexico, destroying millions of chips through smoke and water damage. And even though the fire lasted only 10 minutes, its effects were disastrous.

One of Phillips' two primary customers, Nokia, was prepared. Through the use of pre-established plans and impeccable internal coordination, Nokia's executives responded immediately. Moving quickly to coordinate with alternative manufacturers, the company minimized the impact of the fire on its business, and was even able to re-engineer some of its phones to incorporate chips from new suppliers.

*Prepare for supply
chain disruptions
using communication
tools that work in
real time*

Unfortunately, Phillips' other primary customer, Ericsson, was not prepared. Having relied on a single source for its chip supply, as well as early assurances from Phillips that the fire was only minor, the company was slow to react. By the time the smoke had cleared, Ericsson reported that the impact of the fire and component shortages had caused a second quarter operating loss of \$200 million in its mobile phone division. As such, annual earnings would decrease by between \$333 million and \$445 million. Six months later, Ericsson reported divisional annual losses of \$1.68 billion and a 3% loss of market share. These losses have become legendary, and the company's failure to implement a supply chain business continuity plan has become an example of what not to do for other businesses.

Business operations are not only disrupted by natural disasters or unexpected fires – political upheavals, strikes, and pandemics can all affect the continuity of your supply and distribution chains. Organizations can protect themselves against both financial and reputational damages by having communications channels established before any of these crises occur. Through on-demand alerting, response, and incident management services, organizations can quickly execute back-up plans when a supply chain is interrupted.

Quick and easy access to on-demand communication with suppliers, channel partners, and third party distribution networks is incredibly important for an organization's sales productivity. As supply and distribution chains become increasingly dispersed and complex, it is more challenging than ever to convey vital information to everyone in a timely manner. Despite the range of communications tools available to organizations – cell phones, email, pagers, PDAs – it is still a labor-intensive, time-consuming process to send out information in a consistent, predictable way and to confirm that this information has been received.

*Maintain business
continuity with
Send Word Now's
communications
solutions*



Enhance day-to-day business operations by communicating via Send Word Now

While on-demand notification platforms can be extremely beneficial during crises, they actually provide more value when used on a regular basis. With Send Word Now's robust and customizable communications solutions, organizations can manage day-to-day business operations with both ease and simplicity. For example, a phone manufacturer can automate messages to suppliers, distributors, and retailers, creating specific and relevant alerts to be sent out immediately in the event of increased product demand during a holiday shopping season. The manufacturer can then monitor responses, product requests, and delivery reports from every member of its supply chain within one easy-to-navigate user interface.

Businesses around the world already depend on Send Word Now's on-demand notification software to:

- Locate employees and vendors;
- Communicate with distributors ahead of time to ensure that supplies are kept stocked according to need;
- Quickly respond to an increase in consumption or demand from distributors;
- Coordinate provisions from alternate vendors with the click of a button, using pre-defined messages; and
- Send information to sales and distribution partners in real time and manage their responses in one simple and streamlined user interface.

With Send Word Now's alerts, businesses can communicate quickly and effectively across supply and distribution chains every day, even before crises strike. By establishing secure and simple communications channels in routine businesses operations, organizations can maintain a proactive stance against whatever disruptions may occur. And, like Nokia, they can be prepared to act quickly in the event of a supply chain break, coordinating provisions from alternate vendors in just minutes.