



Reconnecting Mobile Phone Users Faster

UPS integrates eSecuritel warehousing and fulfillment

With mobile phones an essential part of daily life, quickly getting a replacement for a lost, damaged, stolen or malfunctioning phone is important to consumers. eSecuritel, a Brightstar company, provides affordable mobile device insurance and replacement to consumers through mobile operators and retailers worldwide.

After being acquired by Brightstar in 2011, eSecuritel integrated its repair, warehousing and fulfillment operations with its new parent

company. Brightstar is the world's largest specialized wireless distributor and a leading global services company, serving mobile device manufacturers, wireless operators and retailers.

While this provided many operational improvements and efficiency gains, eSecuritel wanted to shorten the time between when an insurance or warranty claim is accepted and a replacement phone is in a consumer's hands. And that required tighter supply chain integration.



Challenge

As a provider of mobile device insurance and replacements, eSecuritel has seen distribution needs grow tenfold in two years, and expects the same for the next two. To outperform the competition, the company not only has to meet this demand, but also replace broken, lost or stolen devices even faster.

Solution

UPS relocated eSecuritel's warehousing and fulfillment operations to UPS's logistics and distribution campus near its worldwide hub in Louisville, Ky., UPS Worldport®, and now manages inventory from dock to door. eSecuritel can leverage UPS's infrastructure to support growth, while delivering the tightest turn time possible.

Expanding opportunities

eSecuritel had a number of needs to meet current demands, as well as prepare for future growth.

The ability to handle individualized, customized delivery of replacement handsets to the consumer was essential, yet recruitment, training and deployment of a flexible workforce to accommodate surges in demand were just as critical.

In addition, the company was looking for expansion capabilities to respond to its increasing growth in distribution needs. eSecuritel's requirements have grown tenfold over the past two years, and it is expecting similar growth over the next two.

Previously, eSecuritel inventory was housed and kitted at Brightstar facilities, where the inventory and quality controls were strong. The distance between Brightstar and transport facilities, however, was adding to the time in transit.

Moving ahead

Based on its solid relationship with eSecuritel from years of reliable delivery service, UPS recommended moving the company's inventory to UPS's logistics and distribution campus near its worldwide hub in Louisville, Ky., UPS Worldport®. Transit times would be reduced, and UPS would coordinate warehouse staffing and processing.

"We knew we wanted to make the delivery time to the consumer as tight as possible, but we weren't willing to risk the quality controls we had in place," said Phil Mitchell, Senior Director of eSecuritel Logistics for Brightstar. "We knew moving next to UPS Worldport would give us the tightest turn time possible. But before we made any move, we had to be sure we wouldn't sacrifice any operational efficiencies gained since the Brightstar integration effort."

Making that possible required meticulous integration between Brightstar and UPS systems. Teams on both sides carefully defined requirements, mapped process flows and developed integration points.



"I've integrated ERP systems to third-party logistics providers like this twice before, and each one was a 12- to 18-month integration project. With UPS, we were able to do this in 110 days," said Mitchell.

Dock-to-door efficiency

UPS now manages the movement of eSecuritel inventory from warehouse to consumer doorstep. When orders come into eSecuritel call centers as late as midnight, EST, UPS team members pick and pack the right stock for delivery as early as 10 a.m. the next morning.

The arrangement also prepares eSecuritel logistics for the rapid growth of the business. Because UPS already has a world-class physical infrastructure, systems and process controls in place, eSecuritel is prepared to expand as quickly as needed. And UPS handles seasonal staffing and warehousing issues, allowing eSecuritel to focus on the growing opportunities for its business.

"By sharing this common link to UPS, we see future opportunities for longitudinal integration across our systems and our customers' systems," said Mitchell. "We're setting the stage for tighter integration with our customers, both domestically and globally."

eSecuritel value proposition

- UPS Worldport® offers immediate access to UPS's integrated global network, reducing transit times
- UPS provides an established infrastructure to support eSecuritel's growth, reducing the company's need for large capital investments
- UPS warehousing and kitting capabilities allow staff to focus on business growth rather than logistics details
- UPS's portfolio of reliable, expedited services gives eSecuritel the options needed to meet customer demands

