

Ford Motor Company

ALOM Helps Improve MyFord Touch™ and Meet Corporate Responsibility Goals

Challenge

- Provide critical information update for MyFord Touch™ connectivity systems to consumers in an accelerated time frame to help boost consumer satisfaction and uphold brand loyalty
- Localize map data and fulfillment to serve vehicle owners in global markets
- Source and test high-volume supply of automotive grade NAND Flash SD card and USB media

Solution

- Rapid scalability of quality manufacturing
- Centralize inventory, production, and fulfillment from single ALOM location
- Create and maintain web store catalog of 1000 product SKUs
- Ensure 100% on-time delivery of time sensitive data to enhance the consumer experience

Benefits

- VMI model for media procurement ensures adequate automotive grade memory devices in stock
- 100% fill rate
- 3 DPPM Six Sigma quality level
- 1000 SKUs stocked and available
- Innovative web based solution for responsible digital media recycling



Ford customers receive valuable updates to MyFord Touch system thanks to ALOM support

ALOM has provided global supply chain management for the SYNC® navigation group of the Ford Motor Company since 2009. When Ford's CEO announced at the Consumer Electronics Show that Ford would be providing a critical MyFord Touch™ system upgrade to consumers, the navigation group recognized the high visibility of the project.

Faced with a tight deadline, Ford turned to a proven and trusted supplier, ALOM. Through its past performance, ALOM had demonstrated that its state-of-the-art, high-capacity duplication center combines world-class technology expertise and quality management processes. ALOM was the obvious choice to source and test the automotive grade components, handle all duplication of SD media and USB flash drives, provide packaging, and deliver system update materials to over 400,000 owners.

The contract was awarded to ALOM due to a number of different elements including their impressive customer list, its technology and digital media engineering leadership and their turnkey capabilities that include:

- Vendor Managed Inventory (VMI) procurement
- Media testing
- Assembly and kitting
- High-volume duplication
- Printing and packaging
- High-traceability order fulfillment
- Global distribution

*"Have I mentioned lately
how much ALOM rocks!"*

Laura Michaels
SYNC Communications Manager,
Ford

“ALOM can support emergency situations faster than anyone I have ever seen. Their business is fulfillment so they know how to support us.”

Chuck Broadwater, SYNC Software Applications
and Hardware Navigation Engineer, Ford

Six Sigma quality

The results were 100% on-time performance due to ALOM high production capacity combined with its ability to ramp up quickly and flawlessly fulfill orders. ALOM achieved Six Sigma quality levels that met Ford requirements with less than 3 DPPM measured using inline testing, final testing and laser verification of critical components.



Every duplicated SD card is loaded and tested in a Ford SYNC head unit prior to packaging and shipping.

A trusted partner

Accurate updates to the MyFord Touch System are critical for end-users to receive in a timely manner and Ford knew they could count on ALOM to deliver, on time and accurately. Updates to MyFord Touch and the Ford SYNC software that enables it are helping to drive more than half of new Ford owners to purchase Blue Oval vehicles. MyFord Touch offers customers a suite of voice, steering wheel, and LCD touchscreen controls.

To protect Ford intellectual property, ALOM media engineers embedded secure digital rights management protection onto every media component.

Ford SYNC Media Duplication and Fulfillment Program Results Achieved



Six Sigma
Quality

3 DPPM!



SKUs Stocked
and Available

1000



On-Time Order
Fill Rate

100%

SD card recycle program supports charity and sustainability

In addition to the software upgrades, it was important to Ford that replaced SD cards were responsibly recycled and kept out of landfills. ALOM set up and hosts an innovative Recycling for Charity program at sdreturnforcharity.com to process replaced media returns and donate proceeds from the sale of recycled/reformatted media to any of six Ford approved charities.

The site allows consumers or dealers to designate which charity receives their net proceeds. To manage data security issues, ALOM used its reverse logistics systems to ensure that Ford's intellectual property, as-well-as any confidential data, are fully erased by refurbishing the card to original factory settings out of its Fremont, California location. ALOM donates project management and other costs associated with administering the recycle for charity program.