

# Telenav

## Finds Right Road with ALOM for Navigation Kit Production and Fulfillment

### Challenge

- Support new product launches nationwide
- Improve processing, tracking and standardizing shipments
- Improve accuracy and overall inventory management

### Solution

- Integrated EDI order management
- Jointly develop efficient global shipping and delivery process
- Real-time order visibility portal

### Benefits

- Successful global product
- 100% order accuracy and on-time fulfillment
- Rapid and agile scale-up to support order spikes and fluctuation
- Expanded OEM partner relationship



**ALOM procurement and technology expertise combined with highly-scalable production and fulfillment capacity fueled exponential growth in navigation system dealer kit deliveries for Telenav on behalf of their automotive OEM partner.**

Telenav is a leading provider of connected car and location-based platform services focused on transforming life on the go for people — before, during, and after every drive.



The company had been working with ALOM since 2015 on products for OEM pre-production, production, and post-production (“Customer Care Aftermarket”) segments. In 2017, Telenav expanded its relationship with their OEM partner that would significantly enhance the driving and navigational experience for customers. The new program would create new product demand for Telenav and require production and order fulfillment of Telenav Navigation Kits to OEM dealers nationwide.

Telenav collaborated with ALOM because of its expertise in sourcing and procurement, technology application, inventory management and high-volume digital media duplication/kit production to achieve high capacity demand of customer orders.

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*“ALOM is a partner who not only proposes solutions to complex problems but also manages, through collaboration, foresight and timely execution, to exceed end-user expectations”*

**- Brian Agola, Supply Chain Lead, Telenav**

## Excellence in Execution

ALOM worked closely with Telenav and their OEM partner to develop a highly optimized production and order fulfillment/delivery process. By integrating EDI order management into their ERP system, ALOM guaranteed orders were efficiently processed and fulfilled on time, every time.

A dedicated ALOM account manager was assigned to oversee and manage all program activities. This required project management, daily interaction and reporting to ensure Telenav needs and expectations were met. ALOM was responsible for managing all inventory and maintaining streamlined communication with their OEM partner so Telenav could focus solely on developing great products.

Proving its ability to scale up and support quality-driven order volume, ALOM delivered exponential growth in orders shipped between 2016 and 2017; increasing from approximately 5,000 units in 2016 to over a million the following year.

*For other case studies or white papers by ALOM, visit our website [alom.com](http://alom.com)*

## Taking It to the Next Level

Effortlessly accommodating added complexity in the supply chain, ALOM now combines Telenav's navigation map data SD cards before shipping the enhanced Nav Kit to dealers across the country. Shortly after the change, ALOM also suggested a smart packaging reduction solution that cut costs for Telenav and provided a big win for environmental sustainability.

In total, ALOM manages around 190 SKUs “Stock Keeping Units,” for Telenav, shipping to approximately 115 locations supporting orders across five continents. From 2015 to 2018, ALOM has helped Telenav ship a total of over 7.8 million units, fulfilling all orders and ensuring the satisfaction of a key ALOM customer.

Telenav and ALOM continue to work collaboratively with regards to forecasted orders and upcoming product launch planning.

Working as a collaborative team has proven to be a successful joint initiative for both Telenav and ALOM, a true partnership.