



NOVA™
DEVELOPMENT

Case Study – Nova Development

Business Challenge: Nova Development Corporation, a leading developer of consumer graphics and content software, needed a logistics partner to help implement its go-to-market retail strategy.

Solution: Ingram Micro Logistics (IML) developed a “direct-to-retail” logistics model to comply with the shipping and routing requirements of Nova’s retailers. Within four months of the initial proposal, IML implemented a comprehensive logistics program that provided inventory and order management, customer service, reverse logistics, credit and collections and transportation services for shipment to Nova’s retail clients.

NOVA DEVELOPMENT CORPORATION INCREASES RETAIL MARKET REACH WITH DIRECT-TO-RETAIL SOLUTION FROM INGRAM MICRO LOGISTICS

Nova Development Corporation, headquartered in Calabasas, California, is considered among the top publishers of consumer graphics and content software in the United States. To support retail growth, Nova sought to enhance its retail distribution program without adding internal resources. Thus, the selected logistics partner needed the necessary infrastructure and financial credit resources to address the specific requirements of Nova’s diverse set of retailers. So, when Nova wanted to streamline its direct- to-retail logistics operation, the company called on Ingram Micro Logistics.

IML quickly evaluated Nova’s needs for an end-to-end logistics solution and established an ongoing program that enhanced Nova's retail business. IML leveraged its own relationships with key retailers, to increase Nova’s cost-effectiveness and efficiency in processing orders.



Case Study – Nova Development

Following the successful implementation of the initial logistics program, IML worked with Nova's IT and transportation team to develop a unique shipping and labeling solution for Nova. This enabled IML to further streamline labeling processes and increase efficiency of the program.

“As experts in productivity and imaging solutions, we quickly recognized the potential that Ingram Micro Logistics would bring to our operations,” said Peter Washburn, vice president of operations, Nova Development Corporation.

IML also assisted Nova with direct-to-store product display launches. IML launch specialists worked on-site at Nova's assembly facility to manage the outbound transportation to each of Nova's retail customers, and ensure proper product labeling and coordination of shipping to the appropriate retail location. In addition to taking on Nova's direct-to-retail shipping program, IML also manages the company's comprehensive logistical solution. The program now includes inventory management of Nova products, order processing and management, customer service, reverse logistics, transportation and credits/collections to many of Nova's customers.

According to Nova's vice president of operations, Peter Washburn, “As experts in productivity solutions, we quickly recognized the potential that Ingram Micro Logistics would bring to our operations. Ingram Micro Logistics has provided us with the knowledge, expertise and flexibility to make our direct-to-retail program more efficient, while allowing us to do what we do best, produce great software for an expanding group of retail customers.”

By improving Nova's productivity and retail efficiency, Ingram Micro Logistics has become integral to the success of Nova's direct-to-retail business processes, enabling Nova to keep up with the increasing demands of retailers, increase its logistics flexibility and support business growth.



1610 East St. Andrew Place
Santa Ana, CA 92705-4931
Phone: (714) 382-4845
Fax: (714) 566-7994
E-mail: imlsales@ingrammicro.com