



“By outsourcing order management, logistics, and e-commerce elements to our partners at Ingram Micro Logistics and ChannelWave, we don’t need to worry about managing the warehousing or fulfillment of our products,” said Peng Lim, co-founder and CEO, Tapwave.

“We are confident that the delivery of Zodiac units to our customers will continue smoothly under the direction of these great partners, while we keep our attention focused on understanding our customers and providing the best possible products to meet their needs.”

Case Study

Business Challenge:

Tapwave, the pioneer in the development of mobile entertainment gear, needed an innovative online order and fulfillment solution to support the launch of its Zodiac® mobile entertainment console.

Approach:

Ingram Micro Logistics teamed up with ChannelWave to create an e-commerce and logistics solution that would provide Tapwave with a Web-based ordering portal with flexible, scalable logistics. Outsourcing its solution enabled Tapwave to focus on its core business instead of the complexities of product logistics.

Solution:

Ingram Micro Logistics and ChannelWave worked together to implement a comprehensive program of e-commerce and logistics services that allowed Tapwave to streamline its sales and fulfillment processes.

Ingram Micro Logistics Gives Tapwave Mobility To Market

No matter how innovative and compelling, bringing new products to market is a daunting task. Getting products in front of consumers is even more complicated for startup companies with limited operational resources and manpower. Tapwave, the pioneer in the development of mobile entertainment gear, identified a large gap in the mobile entertainment market and filled it with a multi-functional console that offered gaming, a high-end PDA, MP3 player, photo viewer and videos all in one unit.

Called the Zodiac®, the launch of the innovative mobile entertainment console created an entirely new category – mobile entertainment gear.

The Zodiac’s rich multimedia experience, stereo sound and wireless functionality are a natural fit for avid gamers. In addition, its use of the Palm 5.2 (Tapwave-enhanced) operating system makes it even more attractive as a complete mobile information management tool.

Tapwave needed an end-to-end supply chain and e-commerce solution to bring the Zodiac mobile gaming system to customers.

Finding the right e-commerce and logistics partners would enable Tapwave to focus on its core competency of designing mobile gaming and productivity products.

The company’s search led it to Ingram Micro Logistics (IML) and ChannelWave.

IML, a division of Ingram Micro Inc., is an industry-leading IT distribution and logistics company with more than 25 years experience in getting products to the retail market and a veteran provider of back room operations for online retailers.

ChannelWave, a leading provider of channel management and commerce solutions, enables manufacturers to sell and support their products directly online or through dealer, VAR and retail channels. The two companies collaborated to develop a program that would answer Tapwave’s needs.



Logistics

The Logistics Game

Tapwave's initial logistics program was focused on getting the Zodiac into the hands of early adopter customers through its own Web-based commerce site powered by ChannelWave. The IML/ChannelWave relationship manages an end-to-end logistics program for every aspect of Tapwave's online supply chain, including product ordering, fulfillment and returns management.

In order to easily offer relevant accessories to the Zodiac mobile gaming console, the program provides Tapwave with access to additional services through IML's regular distribution inventory, allowing Tapwave to offer a range of add-on products, such as speakers, headphones, SD cards and SDIO peripherals and more.

And Ingram Micro's seamless electronic transactions help build brand awareness in the minds of Tapwave's end-user customers by emphasizing the company's brand - from the Web site all the way to package labeling featuring Tapwave's logo.

Conclusion

Ingram Micro Logistics and ChannelWave have worked with Tapwave to deliver a sound logistics e-commerce solution that enables the company to minimize operational infrastructure costs and remain focused on what it does best - creating and marketing innovative mobile entertainment gear.

"Tapwave didn't want to sink resources into dealing with the complexities of warehousing and shipping products, preferring to focus on their core efforts of understanding their customers and providing them with the best possible products," said Bryan Moynahan, vice president, general manager sales, Ingram Micro Logistics.

"Together, IML and ChannelWave evaluated Tapwave's requirements and tailored a flexible and scalable solution that suited Tapwave's go-to-market needs."

- Bryan Moynahan, vice president
and general manager,
Ingram Micro Logistics

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