

CASE STUDY



RELIABLE COMPONENT SUPPLY FOR WORLDWIDE KIOSK MANUFACTURER

Vast resource capabilities ensure successful long-term partnership between supplier and manufacturer

With more than 25 years of experience, BNR's product sourcing and support services have helped improve the acquisition, implementation and management of the KT Group's essential IT requirements.

The strong bond between supplier and manufacturer has helped to overcome many challenges, highlighting the importance of supplier reliability and trust.

CHALLENGE

The KT Group are an international manufacturer that specialises in providing full-turnkey self-service kiosk solutions to a wide range of industries. Their expertise lies in creating custom-designed kiosks that are built with quality craftsmanship to meet clients' requirements and expectations.

Over the years the KT Group has participated in a multitude of projects where the core solution was based on the same principal idea. Each customer, however, has had their own criteria to meet, resulting in varying challenges for the KT Group.

There are common stages of self-service kiosk design with mass production presenting the biggest challenge:

Mass Production: expertise in producing large volumes of kiosks is specialist knowledge. It is essential to customers that each machine is identical and technically accurate without any deviances. A controlled contract in excess of a thousand units built in batches of one hundred per shipment over 12 months can feel like a monumental challenge

SOLUTION

More than 25 years of experience in IT product sourcing gives BNR confidence when designing complex solutions, which are then presented to the KT Group in simplified and understandable terminology. Pride is taken in delivering cost-saving quality products and services to meet KT's specifications on time.

BNR have developed and sustained a relationship with the KT Group for well over 16 years. In that time, they have successfully sourced and supplied KT with carefully chosen computer components, which are an essential element of their

kiosk designs. As BNR are not tied to any specific manufacturer, brand neutrality and impartial offerings are key components of their supply route.

Solutions for the KT Group are compiled utilising an extensive supply chain network of established international manufacturers and hundreds of UK & European distributors, built up over 25 years. This network equips BNR to offer a highly-competitive pricing structure, backed up by a superior level of support.

BNR are proud to offer distinct advantages as a unique supplier, such as:

- Experienced team
- Deep knowledge of IT hardware solutions
- Trusted by corporate and government
- In-house hardware configuration team
- In-house helpdesk and support
- In-house PC build and service engineers
- Deal directly with BNR and eliminate the need for further contacts
- Dealing only in highly reliable components

RESULT

Through BNR's extensive resource capabilities, essential IT components were provided to the KT Group, assuring their business productivity and increased quality output, with overall reduced costs.

As a valued supplier BNR assisted by using their in-depth industry knowledge and access to their vast supply chain network, ensuring continuous production for the group. This in turn gave KT the reassurance and peace of mind to meet their end users' fixed pricing and delivery timescales.

BENEFITS

Working closely with BNR equates to having a reliable supplier who goes the extra mile to ensure the KT Group does not suffer undue difficulties in an uncertain world.

- Carefully choosing a specific kit of cost-effective components to meet their direct requirements
- Focusing on equipment with longevity for continuity of supply
- Managing the availability of stock to meet short lead times
- Liaising with freight forwarders for shipping equipment to the Far East
- Providing a Dead On Arrival (DOA) policy where faulty product is advance replaced within a week
- Offering a 3-year return to base warranty on any failing product
- Giving advance notice of component manufacturing issues
- Issuing a 3-month notice for product approaching 'End of Life'
- Guaranteeing the end user software imaging process runs flawlessly
- Managing cash flow due to the high volumes involved

THE FUTURE

As a long-term and trusted supplier BNR Computer Services constantly invest in their future ability to reliably supply IT components to industry-leading manufacturers around the globe. Working with a vast network of national and international manufacturers and distributors, equips BNR with the ability to offer the most cost-effective solutions to their customers. This, in turn, provides them with a major source of competitive advantages in today's uncertain world.

BNR Computer Services are extremely adaptive in their approach and if you have any particular requirements that resonate with the capabilities of this case study, or would like any other information, please feel free to contact us and let us propose how we may be able to help you attain your goal.

Book A Free No Obligation Consultation Today! sales@bnrcs.co.uk or call us directly +44 (0)8445 760690