



Case Study: Avocent

Business Challenge

Avocent's growth is impressive. As a leading global provider of KVM switching, remote access, and serial connectivity solutions to companies like Dell, IBM and HP, Avocent has grown more than 50 percent in the last four years. But their business systems were on the verge of constraining that growth.

Their accounting functions were heavily supported by manual processes and they needed better visibility and management of inventory, which was spread across 20 hub locations around the world. Additionally, they needed to improve their supply chain planning processes to compete in a globally outsourced manufacturing environment.

Avocent also struggled to meet the demands of their growing global customer base—customers wanted to do business electronically and consistently, no matter where they were in the world—and Avocent needed better customer and prospect data to understand buying trends and enhance marketing. They also wanted more accurate pipeline and contact management tracking.

The Solution

Avocent selected Hitachi Consulting to improve their worldwide business processes and implement a broad-based business system that would serve as the foundation for efficiency and continued growth.

Hitachi Consulting began this several year project by assessing Avocent's current systems, business processes, and organizational structure. Next they developed a road map for the future and evaluated several software vendors for their ability to support Avocent's business model and growth plans. Avocent selected SAP as its technology platform and set a stretch goal to automate its finance, supply chain, logistics, order management, human resources and reporting functions, starting in the U.S., in a mere eight months.

On the day we went live in the U.S., there was an eerie calm. The implementation went far better than we expected. It was one of the smoothest I've ever experienced, or heard of.

—Dusty Pritchett
Sr. VP Finance & CFO, Avocent

With a single, integrated system in place, Phase Two, the rollout to the Europe and Asia-Pacific, began. Hitachi Consulting deployed a significant portion of their project team to Ireland, where they spent six months meeting requirements for international reporting, language customizations, international logistics and training. Part of the challenge was ensuring Avocent had visibility to the inventory in their European Hubs, warehouses run by third parties on Avocent's behalf.

During the evaluation phase, we gave Hitachi Consulting two small projects as tests. I was especially impressed with how they led us through an evaluation of vendors without inserting any bias.

Based on those successes, we hired Hitachi Consulting to conduct our entire worldwide implementation project.

—Dusty Pritchett
Senior VP of Finance and
Chief Financial Officer
Avocent



C Case Study: Avocent

Next, Hitachi Consulting attended to Avocent's sales, service and marketing functions. A "blueprint for the future" addressed all activities around people, process and performance, and the technology to support the. They set up a global Customer Interaction Center to handle all post sales technical support calls and began to capture client and competitor information centrally, automatically issuing quotes and sales orders for key customers. Additionally, they automated planning, tracking and measuring ROI for marketing campaigns and implemented several modules and systems to support the process.

Business Benefits

The results have been tremendous. Avocent now has an integrated view of activities in all departments across the globe. They eliminated many manual processes, consolidated sales, marketing and customer information, and integrated their website with their order entry system. They also developed a self-service portal for employees to update information.

Avocent can easily track and measure their sales pipeline and marketing campaigns now. They are able to better manage inventory and are more accurately planning and forecasting. Additionally, they are experiencing lower logistics costs and improved on-time deliveries.

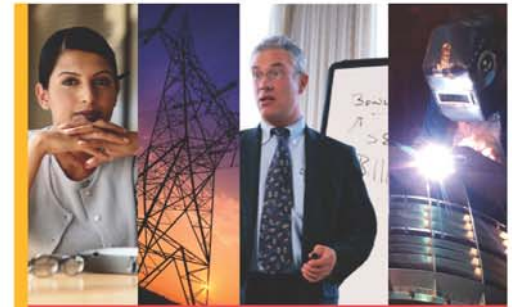
All of these changes have helped Avocent automate and streamline basic functions and allow them to focus on satisfying customers.

As a result of the project, Avocent has:

- Increased top-line revenue growth
- Streamlined sales and marketing processes and made them more effective
- Improved customer satisfaction and retention
- Acquired more profitable customers

Hitachi has been a real partner to us. They did a good job of transferring knowledge to our people and worked hard to keep us on time and on budget.

—Dusty Pritchett
Sr. VP Finance and CFO, Avocent



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

Hitachi Consulting - Inspiring your next success®.

Hitachi Consulting
2001 Bryan Street
Suite 3600
Dallas, TX 75201
info@hitachiconsulting.com
Toll Free Phone: 877.664.0010

© 2006 Hitachi Consulting Corporation. All rights reserved. "Inspiring Your Next Success", "Information Velocity" and "Knowledge-Driven Consulting" are registered service marks of Hitachi Consulting Corporation. Printed in USA.