

Change of strategy for logistics and parts delivery for 3PAR

Provider of virtualised, dynamically tiered, multi-tenant storage arrays built for public and private cloud computing, 3PAR has announced changes to its logistics and mission-critical parts delivery operations in Europe.

It has a broad network of strategic stocking locations (SSL) throughout live countries, including Germany, Ireland, Luxembourg, Switzerland and the UK.

Rusty Walther, 3PAR vice president of customer services, told Service Management that logistics and parts delivery had previously been handled by a single vendor.

Due to the critical business functions supported by the company's virtualised storage platform, a majority of its customers require a four-hour response to service requests on a 24/7 basis.

Choice has been contracted to provide the fulfillment of 3PAR's mission-critical service parts to meet these aggressive service level agreements (SLA), as well as reverse logistics for returned parts.

'The EMEA region was our main pain point and we made the decision to break out from this blended model,' said Walther. 'We chose Choice Logistics to handle our service parts logistics and Unisys for service and repair.'

3PAR had previously looked at other logistics services providers, he continued, but they required the company to adapt its processes to fit within their established systems.

'We needed a flexible, price competitive solution,' said Walther. 'It was important for us in Europe to have an affordable and process efficient model that would allow us to expand our geographical footprint.'

Having purchased the solution late in 2009, the Choice Logistics solution began implementation after a four week planning phase.

'It was the quietest change I've ever had,' said Walther, referring to issues arising and complaints from users. 'There was virtually no noise over this one and we went from making the decision to deployment in less than three months.'

'Our customers rely on us to deliver exceptional service and maintenance in a timely and efficient manner.'

'We believe that Choice is now fundamental to helping us meet these customer requirements, 24/7. As we continue to expand throughout EMEA, we view Choice's flexibility and capacity to meet our evolving needs as a huge plus.'

3PAR's entire EMEA service parts operation now uses the Choice's SSL network and global inventory management platform, providing increased visibility and ability to track and manage inventory to more efficiently meet SLAs, the company states.