

Insight provides a customized buffer stock solution to assist IT service provider ad agency services GmbH in the reliable provisioning of Omnicom Group project teams.

CLIENT

Ad agency services GmbH, which is a member of the Omnicom Group, a global leader in communication, advertising, and marketing services, offers a range of IT services to its associated companies. The IT teams' expertise, experience, and commitment to exceptional service are relied upon by over 3,000 employees across 40 agencies and 5 locations.

CHALLENGES

The advertising industry, more than any other market, operates at a rapid pace and is project-driven. Upon winning a project, it is crucial to quickly provide fully-equipped workspaces for teams of varying sizes to ensure efficient and timely processes.

Nevertheless, recent hardware supply chain bottlenecks have presented significant challenges to those in charge. The absence of end-user devices has caused project delays and has had a direct adverse effect on the company's financial performance.



OVERVIEW:

CLIENT PROFILE

ad agency services GmbH

- Part of Omnicom Group
- Provides a diverse range of IT services to over 3,000 employees across 40 different locations worldwide.

CHALLENGES

- Rapid and dependable delivery of designated workplace devices
- Ensuring availability during periods of worldwide supply chain disruptions

SOLUTION

- Buffer stock in the Insight central warehouse
- Definition of standard s hopping carts
- Inventory planning

agency services

SOLUTION

Omnicom, a marketing service provider, considers speed, reliability, and scalability as crucial factors for success. To ensure this, the company has been utilizing a customized "buffer stock" solution from Insight for over five years. Under this arrangement, Insight purchases and maintains defined shopping carts containing various workplace products, including displays, laptops, accessories, headsets, and more, primarily from manufacturers such as HP, Dell, and Jabra.

As part of this solution, Insight guarantees to maintain a specific quantity of these products at all times in its state-of-the-art 5,000 square meter central warehouse in Ginsheim-Gustavsburg near Frankfurt. The client can request delivery in individual batches as needed and have them shipped to any location. To ensure this even during supply chain bottlenecks, Insight leverages its purchasing power as a global reseller to secure stock at the best possible terms.

To ensure a smooth procurement process, regular coordination calls between Insight and the client take place to verify the availability of the optimal amount of buffer stock and whether the product selection needs any adjustments. Insight's product specialists also provide information about the product roadmap and policies of individual manufacturers to ensure that the client always receives the best possible technology solutions.

„Over the course of approximately nine years, we have developed a highly trustworthy partnership with Insight.“

Hendrik Bijman
Manager Procurement, ad agency services GmbH

„Our efficient and well-coordinated stockpiling solution enables us to promptly and reliably equip new teams as needed.“

Rainer Chabrie
Director Projektmanagement & Procurement, ad agency services GmbH

Insight Enterprises, Inc. is a global Fortune 500 Solutions Integrator helping accelerate transformation by unlocking the power of people and technology. We architect, build and manage solutions for complex IT environments. Our digital transformation services include deep expertise in cloud, data, AI, cybersecurity and intelligent edge, augmented by longstanding relationships with 6,000+ technology partners. By quickly and effectively delivering best-fit solutions, we help our clients simplify modern business processes to improve client and work experiences, business intelligence, efficiency and growth. We're rated as a Great Place to Work, a Forbes World's Best Employer and a Fortune World's Best Workplace. Discover more at ch.insight.com.