

Sphere 3D Corp. delivers virtualization technology and data management products that enable workload-optimized solutions. It achieves this through a combination of virtual applications, virtual desktops, virtual storage and physical hyper-converged platforms. Sphere 3D's value proposition is simple and direct - it allows organizations to deploy a combination of public, private or hybrid cloud strategies while backing them up with state of the art storage solutions at the most affordable price. Sphere 3D, along with its wholly-owned subsidiaries Overland Storage and Tandberg Data, has a strong portfolio of brands including Glassware 2.0™, SnapCLOUD™, SnapScale®, SnapServer®, V3, RDX®, and NEO®. For more information, visit www.sphere3d.com.

A consolidated fulfillment solution with Global visibility for Sphere 3D

Benefits of the SEKO Solution

- A consolidated approach from a single supplier across three continents
- Global stock movement visibility through MySEKO and SEKO WMS
- Access to scalable multi-user facilities in key Global locations
- Creative and flexible distribution pricing models
- Duty and risk assessment, with fiscal representation
- Ability to validate detailed revenue recognition through accurate reporting
- A nimble and flexible partner, with vital local knowledge in multiple markets

“We chose SEKO Logistics for their ability to be innovative and flexible in their solutions, and to move rapidly in implementing those solutions. SEKO is very customer focused with 'boots on the ground' local resources on each continent. They were able to deploy a scalable distribution solution and get it up and running very quickly. Their IT solutions provided complete 'supplier to fulfillment center to customer' visibility of all transactions and movement throughout the supply chain. SEKO created a scope of work that was easily repeatable, to meet our demanding needs as we grow current regions and move into other regions. Our global logistics partner needed to be nimble, creative, flexible and accommodating and SEKO has fit the bill perfectly on all counts.”

Marc Smith - Sr. Manager Worldwide Distribution and Logistics, Sphere 3D



Sphere 3D story

THE CHALLENGE

Sphere 3D is expanding rapidly and needed a logistics partner that could offer a consolidated Global service - to replace two company-owned warehousing facilities in the US and Germany, and a current fulfillment provider in Hong Kong. This partner needed to be able to cover the Americas, EMEA and APAC regions, whilst also offering a single solution which would save money through the use of a single supplier. It was also essential that this new solution could provide Global visibility of computer data storage libraries, drives and media inventory, as well as customer shipments around the world.

THE SOLUTION

After considering a number of suppliers, including the incumbent AIT Worldwide Logistics, Sphere 3D selected SEKO, primarily for its commitment, pricing, technology and global reach. The solution includes providing logistics support for shipment of finished goods from manufacturing facilities in Mexico, Taiwan, Japan, China and Germany to SEKO multi-user warehouses in California and Amsterdam - then out to end customers and distributors around the world via road, air freight and ocean freight. The APAC region is also being added in the next few months, via SEKO's Hong Kong facility. Additionally SEKO provides fiscal representation in Europe and customs brokerage in all regions, and uses its local knowledge to analyse duties and taxes in new Global markets as Sphere 3D moves into these.

THE RESULT

As well as reducing logistics and warehousing costs, and giving Sphere 3D the global visibility it needed, SEKO's distribution model is helping the business manage spikes of activity month to month and especially at quarter end. The combination of MySEKO and SEKO WMS portals enables detailed tracking of inbound shipments to each facility and finished goods leaving the warehouses - enabling accurate validation of product movement, and the associated revenue recognition which is vital for a public company.



To find out how SEKO can help you transform your business, please email hello@sekologistics.com



Intelligence Delivered

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