Supply chain integration for a new distributed product line

A product ready to sell and a supply chain not ready to support it. That gap has a cost.

ORDER-TO-DELIVERY FLOW | THREE DISCONNECTED FUNCTIONS, THEN ONE COORDINATED FLOW

BEFORE SILOED FUNCTIONS, DISCONNECTED SYSTEMS

MARKETING
Own system

SALES
Own system

FULFILLMENT
Own system

3	$15M+	Zero
FUNCTIONS, NO SHARED PROCESS	REVENUE TRAPPED ANNUALLY	END-TO-END VISIBILITY

- Capped at manual capacity
- Fragmented customer experience
- No coordinated demand signal
- Scale impossible

AFTER ONE PROCESS, DEMAND SIGNAL TO CUSTOMER DELIVERY

DEMAND SIGNAL ► 01 MARKETING SIGNAL IN ► 02 SALES ORDER THROUGH ► 03 FULFILLMENT PRODUCT OUT ► CUSTOMER DELIVERY

MARKETING
Demand signals and pricing visibility feeding the front end.

SALES
Order management and the customer interface, connected to both sides.

FULFILLMENT
Delivery execution and the experience at the point of receipt.

OUTCOME | New product line launched with seamless end-to-end support. A $15M+ annual revenue opportunity unlocked.

A new line of distributed products was ready to sell. The supply chain had no end-to-end integration to support it. Marketing, sales, and fulfillment each had their own systems, and none of them connected.

Without a coordinated flow from demand signal to delivery, the product could not be sold at scale, and every order placed risked a fragmented customer experience.

The work was to build that foundation. The integration process was designed and launched from the ground up, with cross-functional alignment managed across supply chain and commercial teams throughout.

The product line launched with seamless supply chain support, and the integration established the operational model for how future distributed lines would be managed.

RESULTS

$15M+	3	Zero	Standard
Annual revenue opportunity unlocked	Siloed functions unified	Customer disruptions at launch	Model adopted for future product lines

BUILD