

IBM/Motorola/Zebra – Synergy At Work

NARRATOR:

Since 1957, IBM Burlington has developed and manufactured electronics components for IBM information processing systems. Today, it is one of the world's largest producers of semiconductor technology, with over 6,000 employees and facilities of more than 3.2 million square feet.

It is also home to a Physical Product Distribution Center where the receipt, handling, storage, repackaging and shipping of products such as wafers, devices, modules and cards must be trafficked and accurately assigned to the correct destinations; tasks that demand the best adoption and utilization of today's leading warehouse management technologies, products and solutions.

JERRY MCNERNEY, MOTOROLA:

Here at Motorola we spend a lot of time thinking about how we mobilize the enterprise and a key component of any enterprise is their warehouse operations.

When you look at the warehouse operation it's full of people. People who have tasks to do and they have to do it as efficiently and effectively as possible.

What we see is as we continue to add complexity into a warehouse environment we take advantage of mobile tools and we put it into people's hands and they have the right information so that they can start to manage the operation and be proactive in the way they can do their tasks.

And that group means doing things that are beyond just maybe picking and sorting in the warehouse itself but also extending information or having the appropriate information so they can manage operations that extend beyond the warehouse.

NARRATOR:

Here throughout the IBM Burlington facility, key supply chain and ERP (enterprise resource planning) management processes such as asset tracking, inventory picking, and logistics take place around the clock.

Today, employees at the facility utilize mobile technology and state-of-the-art systems to perform their tasks and roles, however, less than ten years ago, many of the processes were handled manually and were paper-based driven.

MAUREEN BARRY, IBM BURLINGTON:

Fifteen Years ago when I came in, we had all different kinds of products. We had products from long boxes to short boxes; I couldn't tell you what they were, all hand written with magic markers. Part number, lot number, and that's how we found it.

BRIAN BARRETTE, IBM BURLINGTON:

Here at Burlington, in the past, we had separate cribs for every level of inventory. The solution we have today has allowed us to combine all these cribs together and our efficiency rating is 99.9%.

KEN PYWELL, ZEBRA:

Asset tracking, especially in a warehouse environment, is very critical; and the reason for that is that ten years ago, it was not uncommon for warehouse managers to misplace small portions of their warehouse inventory.

This doesn't sound like much but what happens then is when a requirement comes up for a piece of inventory, you can't find, someone has to purchase another piece of equipment that's the same, which means you've now duplicated inventory.

NARRATOR:

To help mobilize these supply chain processes and drive greater efficiencies from its warehouse workforce, IBM Burlington turned to two key IBM global solution partners - Motorola (which includes Symbol Technologies) and Zebra Technologies - for best-in-class enterprise mobility hardware solutions.

Many of today's industry leading companies and manufacturers around the world have benefited from these decades-long strategic relationships. IBM turned to Motorola and Zebra to provide the same great functionality within the Burlington facility, both in the warehouse and manufacturing areas.

KEN PYWELL, ZEBRA:

Zebra has a strategic global alliance relationship with IBM. What this does is it ensures that the Zebra products that we make available through IBM pass the same stringent requirements they have for their own products.

NARRATOR:

In implementing Zebra printers and Motorola hand-held scanning devices within the overall facility, IBM chose from a variety of enterprise mobility options, which have proven successful with manufacturing customers globally and that could handle the daily rigors associated with a heavy-duty, industrial operation like IBM Burlington.

The Zebra printers in use throughout Burlington offer resolution options from 200 to 600 dpi. They integrate with a number of key business process applications, producing a wide variety of labeling options, all designed to address specific functional needs. They even have RFID options built-in for upgrading to RFID technology in the future.

The Zebra printers in use at Burlington offer an unprecedented level of on-demand printing flexibility in tag placement as well as unique features such as seamless integration for SAP solutions or XML. They also provide automatic calibration, flexible inlay positioning, multiple power levels and statistics-tracking through their front-panel display, thus making usage easier and more intuitive.

KEN PYWELL, ZEBRA:

Because of the relationships that we have had in the supply chain, we also work with SAP. We've got several technical capabilities that set us apart from other manufacturers of like devices, printers. And, as a result, we're able to interface directly with SAP for warehouse applications and other ERP functions.

NARRATOR:

Because Motorola warehouse management solutions help increase inventory turns, improve line-level accuracy and expedite shipments, IBM incorporated them throughout their warehouse facilities... from the minute, pallets, boxes and crates are checked in-- through stocking, picking and re-packaging, all the way until the products leave from the loading dock, these ruggedized devices provide the level of security and durability critical to ensuring 24/7 operational effectiveness.

JERRY MCNERNEY, MOTOROLA:

One of the values that we have here at Motorola is a very broad portfolio of products. And what that portfolio does is it answers the need for a whole mobility ecosystem. Whether you're looking at the wireless infrastructures where you have real time connectivity or information that can flow to lots of different mobile devices, rugged mobile computers, and those mobile computers come

in lots of different form factors whether it be something that is fixed on a forklift or a handheld device you're carrying around. Or even a wearable one allowing you to keep your hands free.

But beyond that you then start to look at the different ways you extend the mobile edge. The different types of data capture technologies whether it is something that reads a barcode, uses RFID or even voice type technologies if you want to do voice directed picking or actually voice communications from one person to another.

NARRATOR:

The partnership of IBM, Motorola and Zebra at the Burlington location perfectly illustrates how a successful warehouse mobility implementation can drive greater return on investment for any company managing a complex warehousing and manufacturing operation.

Paper processes are drastically reduced, even eliminated, and access to information is instantaneous. Plus, back-end systems integration reduces errors, improves workflow and increases overall productivity.

DAVID GREEN, MOTOROLA:

By working synergistically, IBM and Motorola, along with other eco-system partners such as Zebra Technologies, continue to help our customers achieve the desired ROI by leveraging existing and emerging technologies, all of which ultimately help the customer increase productivity, profitability as well as put them in a competitive place in the market.

NARRATOR:

From producing memory, logic and microchips around the clock to packaging and shipping products around the world IBM Burlington - a city within a city - remains a critical link in the manufacturing and supply chain not only for IBM, but for thousands of our customers, partners and suppliers.

By mobilizing warehousing and manufacturing processes and operations as well as working with industry leaders such as Motorola and Zebra, IBM Burlington and its dedicated workforce continually design and deliver the very best IBM has to offer day in, day out.

To learn more about how Motorola and Zebra are working with IBM in Burlington, or for other companies, please visit ibm.com or contact your client representative.