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PBB GLOBAL LOGISTICS – CASE STUDY

# PBB Solutions Make the Border Easy for Ingram Micro

PBB's proven expertise in Customs Brokerage, its advanced Internet-based systems and value-added supply chain solutions: it's an unbeatable combination for global shippers doing business in today's increasingly complex trade environment.



The partnership forged between the two companies reflects their mutual commitment to service excellence. "PBB is committed to meeting our needs, above and beyond ongoing Customs Brokerage expertise," says Mr. Cosgrove. In fact, PBB's unique combination of trade planning services, e-globallogistics.com™ systems and

For Ingram Micro's import operations, this means accuracy and efficiency in a critical link of its Canadian supply chain.

integrated supply chain solutions offers Ingram Micro many competitive advantages.

As the country's largest global wholesale provider of technology products and supply chain management services, Ingram Micro imports products from all over the world. Ingram Micro Canada has offices and distribution centers located in Vancouver, Montreal and Toronto. The company operates in 37 countries and sells to nearly 170,000 technology solution providers around the world. Top vendors include Hewlett-Packard, Microsoft, Sony, Toshiba, Cisco Systems and Xerox.

## Trade Planning and Research

With tens of thousands of products in its database and roughly a dozen new products being launched every day, HS tariff accuracy is essential for Ingram Micro. PBB's Trade & Regulatory Services experts are frequently consulted to determine proper tariff classifications and establish rules of origin. With AMPS coming into effect, data accuracy is increasingly important to ensure Customs compliance.

## Proven Customs Brokerage

For over ten years, PBB has been clearing Ingram Micro's time-sensitive shipments through Customs efficiently and accurately. Through this partnership, Ingram Micro benefits from over 55 years of Customs Brokerage experience and has access to the expertise of 200 licensed Customs brokers through a network of 70 locations throughout North America.

## Efficiencies Through e-globallogistics.com™

Several years ago, Ingram Micro became one of PBB's first clients to realize the benefits of its e-globallogistics.com™ Web-enabled supply chain management tools.

Timing is a critical element for Ingram Micro. "In our business, success must be 100 per cent," says Trent Cosgrove, Senior Director International Trade Compliance. "Goods cannot be delayed at the border. PBB has a perfect record clearing our shipments in a timely and accurate fashion. They have never let us down."

## PBB CASE STUDY

**Client:** Ingram Micro Inc. (Canada)  
**Solutions:** Customs Brokerage;  
Trade & Regulatory Services;  
e-globallogistics.com™





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Using any standard Web browser, Ingram Micro inputs CCRA Trade Data, saving time and allowing for precise record-keeping, according to Angela Cummings, Customs Manager, Ingram Micro. "The system is reliable, convenient and allows us to generate activity reports sorted by product, manufacturer, vendor or even transaction number."

This generates efficiencies, leading to savings in labor costs for Ingram Micro. Interfaced with PBB's electronic release programs and client tariff databases, e-globallogistics.com™ also improves entry accuracy and reduces the potential for unnecessary delays at the border.

With e-globallogistics.com™, Ingram Micro benefits from full shipment visibility. PBB's tracking and tracing function provides real-time access to logistics data, from anywhere in the world. "We have trucks rolling in that are crucial to our distribution network," says Cosgrove. "PBB's tracking and tracing function allows us to access the details of our shipments."

### Supply Chain Efficiencies

As an integrated logistics provider, PBB provides additional value-added services to Ingram Micro such as reverse logistics.

LTL returns are consolidated in PBB's Western New York logistics facility, where they are shipped back to individual vendors. The process allows for efficiencies in transportation and inventory management, while streamlining applications for duty and tax drawbacks.

PBB is also an important part of Ingram Micro's Logistics Contingency Plan. On one occasion when its logistics staff was temporarily depleted by 40 per cent, PBB took over a number of functions previously handled by their internal Customs department. "PBB not only took on the challenge, they excelled at it," says Cosgrove, adding that should he

ever find himself faced with the same situation again he would have complete confidence in re-implementing the contingency plan.

### A Proud Partnership

With a proven track record in Customs Brokerage and expertise in other supply chain services, PBB Global Logistics continues to provide top-notch service and generate efficiencies for Ingram Micro. The computer products distributor giant frequently recommends PBB's solutions to its vendors and customers. "We tell them we are happy with PBB," says Cosgrove. "For Ingram Micro, PBB represents confidence, familiarity, knowledge and commitment. This is a strong marriage."

*"For Ingram Micro, PBB represents confidence, familiarity, knowledge and commitment."*



Supply chain solutions in a world of international trade  
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