

Case Reference: Desktop refresh in a faraway land

The global logistics conundrum: Ensuring trust when you know none of the in-country suppliers and cannot fully assess if out-of-country suppliers know the lie of the land well enough when it comes to getting the paperwork right.

About the client:

This global online gambling company develops and distributes its proprietary sportsbook software to some of the world's leading online sports betting operators. With around 500 employees globally they have a widely-dispersed network of office locations.

In a land of many mysteries, logistics needs hard-nosed experience

Viadex have a one-world, one-market view, driving great deals and faster outcomes

The ability to get logistics right, in over 190 countries, sits at the heart of what Viadex do. It's our business. For gaming companies, logistics is not core to what they do. Yet many gaming companies operate in territories where they can't rely on local suppliers to fully understand their technical problems and they can't rely on external technical specialists to fully understand the problems of getting goods smoothly into certain countries or continents, one such continent being Asia.

What did they seek from Viadex?

This client was looking to refresh its desktops and wanted a supplier it could trust to understand everything: technicals, logistics and global headaches.

Viadex have been working with customers in the Asia region for many years. The client knew they could trust us to deploy on-time and without any delays due to customs clearance requirements not being met.

They chose Viadex as their strategic partner due to our experience in the region and within the online gaming community.

The Viadex Solution: Trust, respect, insight, and experience

Viadex negotiated an aggressive discount through HPI IQ that could not be achieved within the client's region. As an HPI premier partner, our supply chain meant we had the stock ready to ship. Viadex managed some system upgrades that the customer required.

World-class support

DELIVERING MORE: MULTI-DIMENSIONAL ...While Viadex specialise in taking care of global logistics we also provide the technical expertise to deliver solutions ready to deploy; our long-established network of leading vendor partners also gives us edge, insight, and world-class support when needed.

Results: Viadex delivered the best outcomes on both fronts: best terms for the deal, and smoothest delivery of the kit, despite hurdles along the way when importing to Asia.

The full Viadex service delivered: -

- **Reduced risk:** By centralising procurement in the UK and leveraging superior pricing agreement, a local supplier could not achieve the terms Viadex can.
- **Reduced cost:** Reduced lead times from 6 weeks to 1 week. The kit was sourced in stock in the UK and delivered to us the next day.
- **Saved time and effort:** By centralising procurement the client did not need to deal with in-country suppliers.
- **Total project success:** By working with Viadex and utilising our years of experience in the region; relieving the stress of handling customs and freight challenges and enabling the client to focus on their customers, their business and their value.

Supporting your global strategy

Viadex have been shrinking the world since 2001. Using Viadex as Importer of Record, geo-dispersed gaming companies can rest assured that whenever a global project crosses borders, countries, frontiers, and continents, our **end-to-end global logistics management solution** supports their strategy for business growth and technological excellence.

