



**REDEFINING THE  
TRADITIONAL SUPPLIER  
RELATIONSHIP TO CREATE A  
10 YEAR PARTNERSHIP**

**CASE STUDY**



# About the Company

The subject of this case study is a Telecommunications company that produces a mix of commercial and government-specific products. The company is working to build the ultimate communications network and enabling global connectivity for both commercial purposes as well as to serve our military service members.



# A 10 Year Relationship

It comes as no surprise that quality is first on this list. With both commercial and government customers, this telecommunications company must provide a quality end-product, and so their suppliers must adhere to the highest quality standards themselves.

*"We continue to come to Modus because of their dedication to quality. From the materials they work with, to the quality of their workmanship, all the way down to the way products are packaged and shipped, Modus never sacrifices quality."*

*Lead Product Engineer,  
Telecommunications Company*



## Design Support

One of the most important aspects of ensuring quality, and deepening the relationship between supplier and customer is involvement and engagement in the design process itself.

*“Modus reviews designs, gives feedback, and provides priceless recommendations. On many occasions, their feedback has helped save time, improve our designs, and ultimately allows us to bring quality products to market faster.”*

*Lead Product Engineer,  
Telecommunications Company*



The Design for Manufacturability (DFM) process at Modus has been instrumental in helping build a relationship that provides value on both sides. Deep involvement by the Modus engineering team during the design process helps to uncover design changes before building to print, saving time and money.

## Lead Times

Time is money. Nowhere is this more true than in a competitive market, where each day sooner a company brings a product to market can impact thousands of lives and can significantly improve product revenue.

*“In our space, schedule is key. Lead times are very important, and having a partner like Modus, who is able to quick-turn parts for us when needed is vital.”*

*Lead Product Engineer,  
Telecommunications Company*

Quick turn capabilities, particularly in prototype situations are a big reason why this telecommunications company continues to work with Modus. In addition, the design feedback Modus provides helps to avoid costly production delays and improves turnaround times on orders.

## Breadth and Depth of Capabilities

Yet another important factor in building the relationship between supplier and customer is the ability to support needs across multiple manufacturing capabilities.

Managing communication with a single vendor across multiple concurrent processes involved in bringing a product to market helps to streamline and simplify a very complex process.

*“As part of a strategic initiative, we’ve worked on consolidating vendors to simplify the design and procurement process. Modus has been a great fit because they offer a wide range of manufacturing processes that meet our needs.”*

*Lead Product Engineer,  
Telecommunications Company*



## Level of Access

None of the benefits mentioned above would be possible without the level of access this telecommunications company has directly to the staff at Modus.

*“A skilled workforce, and the ability to work directly with key people in the engineering department significantly increases our speed to market, and helps us get parts manufactured to our specifications the first time.”*

*Lead Product Engineer,  
Telecommunications Company*



The passion and skill of the engineers at Modus, combined with the ability to communicate and work directly with them helps to make this kind of relationship successful.

## Investment in Infrastructure

As part of building deeper connections than the traditional supplier relationship has provided in the past, Modus works directly with Partnership Accounts to invest in infrastructure to support customers and their needs.

*“One of the biggest reasons we keep coming back to Modus is their continuous investment in infrastructure that supports our needs. They truly act as an extension of our organization, helping us bring products to market faster.”*

*Lead Product Engineer,  
Telecommunications Company*



## Price

While price is rarely the most important part of the decision when ordering a part or working with a supplier, it is important that price be competitive.

*“What’s great about Modus is that we get all these benefits from a relationship, and they still come in competitively priced with other vendors.”*

*Lead Product Engineer,  
Telecommunications Company*



# Final Thoughts

Modus is passionate about building deeper relationships with customers and rethinking the traditional supplier relationship.

*"It is crystal clear to us that Modus is in it for the long haul, and they regularly invest in our relationship, making it an obvious choice to work with them."*

**Lead Product Engineer,  
Telecommunications Company**





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