



CASE STUDY

U.S. FEDERAL CONTRACTOR UPGRADES INFRASTRUCTURE FOR MIDDLE EAST MILITARY BASE

Customer Challenge

A U.S. military base in the Middle East serves as the launching pad for the deployment of personnel and assets into smaller, regional bases. As the regional headquarters of centralised command in the region, the highly secure base uses computers, communications and intelligence equipment essential to operations in the region. Much of this equipment sits within the base's green zone, which is a highly secured part of the base.

As the centre of military operations, the base relies on advanced communications networks to feed information to smaller bases throughout the region. As part of a modernisation initiative, the U.S. military wanted to retrofit this part of the base with new cabling infrastructure to support modern communications technologies. The military hired a contractor to install cable for an inside and outside plant upgrade. Working within a four-week window, the contractor needed to install nearly 60,000 feet of copper and fibre optic cable for inside and outside plant network communications.

In addition to the standard logistical challenges, there are numerous other processes and regulations to consider when shipping to the Middle East, such as properly documenting and certifying products for compliance, managing lead times, dealing with changes or shortages, and helping to maintain service standards. With nearly all of the product coming from overseas, the contractor needed local on-the-ground support to address any material management challenges. A steady supply of materials was also essential for the successful completion of the project and for the adherence to important timetables and government regulations.

Anixter Solution

An Anixter location that works closely with the military in the U.S. learned about the project and approached the contractor about managing materials throughout the supply chain for the project. With a regional distribution centre in Dubai and offices in the U.S., Anixter was able to provide uninterrupted communications with the contractor, addressing on-site challenges while discussing logistics with the contractor's U.S. personnel.

Anixter worked with a U.S.-based manufacturer to produce 15 reels of 2,100-count copper cable to the contractor's specifications. In addition to the large reels of cable, Anixter worked to source and deliver nearly 300 items, including ladders, safety equipment and tools to be delivered to the base in the Middle East.

When shipping product on an international basis, freight costs can be up to 30 percent of the cost of the product. Anixter helped reduce freight costs for the customer by using preferred rates and consolidated shipping for the contractor. Anixter worked out the shipping costs from the different manufacturers, consolidated the materials in Dubai and worked through the paperwork

SUMMARY

Customer

U.S. federal contractor

Challenge

Infrastructure upgrade for U.S. military base in Middle East

Solutions

- Global deployment
- Material management

Results

- Real-time local support with global distribution expertise that helped save project deployment time and money
- Delivered project within four-week time frame
- Navigated logistics of U.S. military and Middle East deliveries

Due to Anixter's local support, the contractor completed the project on time, which was very critical as the U.S. military base is the central command for all operations in southwest Asia.

Global Team, Local Support and Expertise

With a sales location and distribution centre in Dubai, Anixter's in-country specialists are familiar with the trends, standards, customs and needs of local markets. By partnering with industry-leading manufacturers and trusted shipping companies, Anixter delivers products throughout the region while adhering to important regulations, documentation and certification. Anixter can also offer federal customers in the Middle East the following capabilities:

- Employees who understand the intricacies of procuring and delivering products in the Middle East
- Anixter personnel who can perform regular visits to all bases in Kuwait, Qatar, Bahrain and the UAE
- Coordinated deliveries with the U.S. military to confirm materials arrive safely
- In-transit consolidation points in Dubai to service southwest Asia
- Door-to-door deliveries throughout the area of responsibility, which allows Anixter to take responsibility for delivering material where it needs to be

and customs challenges. Instead of the contractor dealing with these issues via numerous channels, Anixter was able to provide a single source for materials, greatly reducing the time and efforts the contractor needed to exert in ordering, tracking and storing materials.

To ship the nearly 60 tons of cable from the U.S. to its Dubai distribution centre by air, Anixter used specially built crates that would hold up to the rigors of transportation. As the material made its way to the Middle East, Anixter used its Dubai location as a consolidation point for the incoming materials. Once all the paperwork was processed, the materials were delivered to the U.S. military base by local shipping companies. Because of the strict security requirements of delivering materials onto a U.S. military base, Anixter used trusted local shipping companies that had the proper clearance levels to deliver products to the job site.

Project Solutions

By relying on Anixter's international distribution capabilities, the contractor received all of the materials on schedule, which went a long way to meeting its project benchmarks and avoiding delays. Having the materials when they were needed provided the contractor with the peace of mind to successfully complete the task.

Because Anixter has years of experience working with documentation and customs in the Middle East, it has knowledge of dealing with different duty and customs issues, including obtaining the five percent customs exemption for the U.S. military. The local support provided by Anixter in the Middle East and in the U.S. provided the contractor and U.S. military with immediate resolutions to material management challenges, from signing customs documentation to dealing with product changes.

Anixter was able to provide stability and consistency throughout the project in understanding how materials are imported and shipped throughout the region. Having a partner such as Anixter to address these challenges proved invaluable for the customer and military. With a local presence in Dubai, the contractor had a local contact that was able to sign off on documents, make changes to specifications and immediately respond to challenges without the delays commonly experienced by working with U.S.-based manufacturers and distributors. Because of the success of the project, Anixter and the contractor continue to work together on new projects throughout the Middle East.

About Anixter: anixter.com/aboutus
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