

## Case Study: Global Technology Leader Streamlines Supplier Collaboration with PHRED

A global technology leader sought to improve communication and problem-solving efficiency between its engineers in Portland and overseas suppliers, specifically ODMs (Outsourced Design and Manufacturing) in China. The company recognized the need for a structured system that could facilitate collaboration across geographical and cultural boundaries while reducing the burden on internal engineers.

### Challenges:

- Internal engineers faced communication barriers when working with suppliers in different time zones and with varying cultural norms.
- The process of gathering information and troubleshooting problems with suppliers was often time-consuming and inefficient.
- They aimed to empower suppliers to resolve issues independently, reducing the reliance on internal engineers for initial problem diagnosis.

### Solution:

They implemented PHRED, a software solution designed to foster structured dialogue and collaborative problem solving. This resulted in:

- **Enhanced Communication:** PHRED provided a centralized platform for communication between internal engineers and their suppliers. This streamlined information exchange, reducing delays and misunderstandings.
- **Structured Problem Solving:** The software guided suppliers through a structured problem-solving process, encouraging them to think through issues and identify potential solutions before escalating to internal engineers. This empowered suppliers and reduced the workload on internal teams.
- **Cultural Bridging:** PHRED facilitated collaboration between engineers from diverse cultural backgrounds, helping to overcome communication barriers and establish a shared understanding of problems and solutions.

**By implementing PHRED, they successfully improved communication efficiency, streamlined problem-solving, and fostered a more collaborative relationship with suppliers. The software enabled them to leverage the expertise of their suppliers more effectively, ultimately leading to faster issue resolution and reduced development cycles.**