



Mercury Wire

CASE STUDY

Enhancing Assembly Efficiency through Strategic Outsourcing

One Mercury Wire
Drive Spencer, MA
01562 USA

sales@mercurywire.com
(508) 885-6363
www.mercurywire.com



ABOUT THE COMPANY

Mercury Wire (Mercury Wire) partners with customers to enhance their operational efficiency by outsourcing assembly work. This case study focuses mainly on one customer's journey to draw out how Mercury Wire will create bespoke assembly lines and processes to deliver the highest quality result. The customer, a company focused on complex product manufacturing, needed to streamline their operations to better allocate resources towards new product development and other value-added activities. By collaborating with Mercury Wire, the customer was able to shift their focus from time-consuming assembly tasks to strategic initiatives that drive business growth.

THE CHALLENGE

The customer faced multiple challenges in their in-house assembly operations:

- **Space and Resource Constraints:** The assembly processes required significant space and a large allocation of internal resources. This limited the customer's ability to scale other core operations or introduce new product lines.
- **Operational Inefficiencies:** Handling heavy and cumbersome components led to logistical bottlenecks and increased safety risks. The customer's existing assembly processes were not optimized for speed or efficiency, impacting overall productivity.
- **High Costs:** Maintaining assembly operations in-house was costly, involving substantial investments in equipment, labor, and floor space.
- **Demand for Faster Turnaround:** The market demanded quicker response times, but the consumer's internal assembly processes were too slow to meet these expectations consistently.
- **Need for Flexibility and Scalability:** The customer needed an agile solution that could accommodate fluctuating demand and allow for easy expansion of product offerings without significant additional costs.



THE SOLUTION

Mercury Wire provided a comprehensive solution by taking over the customer's assembly work and implementing several strategic initiatives:



Dedicated Assembly Cells: Mercury Wire established specialized assembly cells within their facilities tailored specifically to their customer's products. These cells were optimized to handle heavy components and streamline the assembly process.



Seamless Integration: Mercury Wire managed the transition of assembly operations from the customer's site to their own, including relocating equipment and training Mercury Wire's team on the customer's processes. This ensured minimal disruption to the customer's ongoing production.



Supply Chain Alignment: Mercury Wire worked closely with the customer's supply chain, enabling just-in-time delivery of materials. This coordination allowed Mercury Wire to achieve rapid assembly turnaround, with orders often completed and shipped within a two-day window.



Process Optimization: By strategically positioning assembly cells near shipping and receiving areas, Mercury Wire minimized the handling of heavy components, reducing both the time and the risk involved in the assembly process.



Expansion Capability: Mercury Wire scaled the customer's assembly operations from 13 to over 23 product families, each with multiple variants, thus significantly increasing the customer's production flexibility and ability to respond to market changes.








THE RESULTS

The partnership between Mercury Wire and the customer led to a series of impactful outcomes:

- **Significant Cost Reduction:** By outsourcing assembly to Mercury Wire, the customer avoided substantial capital expenditures on new facilities and equipment. Mercury Wire's cost-effective assembly processes also helped lower the overall production costs for our customer.
- **Enhanced Focus on Core Competencies:** With Mercury Wire handling assembly, the customer could reallocate their resources to precision tasks and higher-value activities such as product innovation and customer-specific customizations.
- **Improved Turnaround and Customer Satisfaction:** Mercury Wire's efficient assembly processes enabled the customer to meet tight deadlines, often delivering products within 24 hours of order receipt. This responsiveness helped the client maintain high levels of customer satisfaction and secure long-term contracts.
- **Increased Operational Flexibility:** The expanded assembly capabilities allowed the customer to easily scale up production in response to increased demand or introduce new product lines without significant delays or cost increases.
- **Risk Mitigation and Safety Improvements:** By managing the heavy assembly work, Mercury Wire reduced safety risks associated with handling large components within the customer's facility. This contributed to a safer work environment and minimized potential liabilities for our customer.
- **Strengthened Competitive Position:** The streamlined processes and cost efficiencies achieved through Mercury Wire's assembly solution enabled the customer to offer more competitive pricing and faster delivery times, enhancing their market position.

Mercury Wire's (Mercury Wire) strategic outsourcing solution provided the customer with several key benefits, significantly enhancing their operational efficiency. By taking over the assembly processes, Mercury Wire allowed the customer to focus on core activities, reduce costs, and improve service delivery. This partnership positioned Mercury Wire as a vital value-added partner, driving improvements across various aspects of our customer's business.

The Solution - Key Benefits Here are the main benefits delivered by Mercury Wire:

-  **Cost Savings:** Mercury Wire's outsourcing offered a cost-effective alternative to in-house assembly, reducing operational expenses and allowing the customer to redirect capital towards growth initiatives.
-  **Efficiency Gains:** The integration of just-in-time assembly and optimized cell placement reduced handling times and boosted overall efficiency.
-  **Flexibility and Scalability:** Mercury Wire's adaptability to our customer's needs and ability to expand assembly operations without disruption provided a significant competitive advantage.
-  **Improved Cash Flow:** Faster assembly and delivery cycles led to quicker invoicing and reduced inventory costs, enhancing cash flow.
-  **Enhanced Customer Satisfaction:** The customer benefited from Mercury Wire's reliable and responsive service, which helped maintain strong customer relationships and consistent delivery promises.

Through this strategic partnership, Mercury Wire not only enhanced our customer's operational efficiency but also positioned itself as a key value-added partner, capable of driving improvements across multiple dimensions of the client's business. By focusing on flexibility, efficiency, and strategic alignment, Mercury Wire helped the customer achieve their goals and maintain a strong competitive edge in their industry.

If your company is space or resource constrained, speak to the team at Mercury Wire to see if this style of outsourcing would work well for your organization.

[CONTACT US](#)

One Mercury Wire Drive Spencer, MA 01562 USA
sales@mercurywire.com | (508) 885-6363 | www.mercurywire.com