

Logistics solution for

Microsoft

XBOX 360



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We move imagination.

*We move
imagination.*

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 **Gebrüder Weiss**
transport and logistics

Made-to-order industry solution

How high-tech logistics help high-tech companies keep the focus on their core competencies.

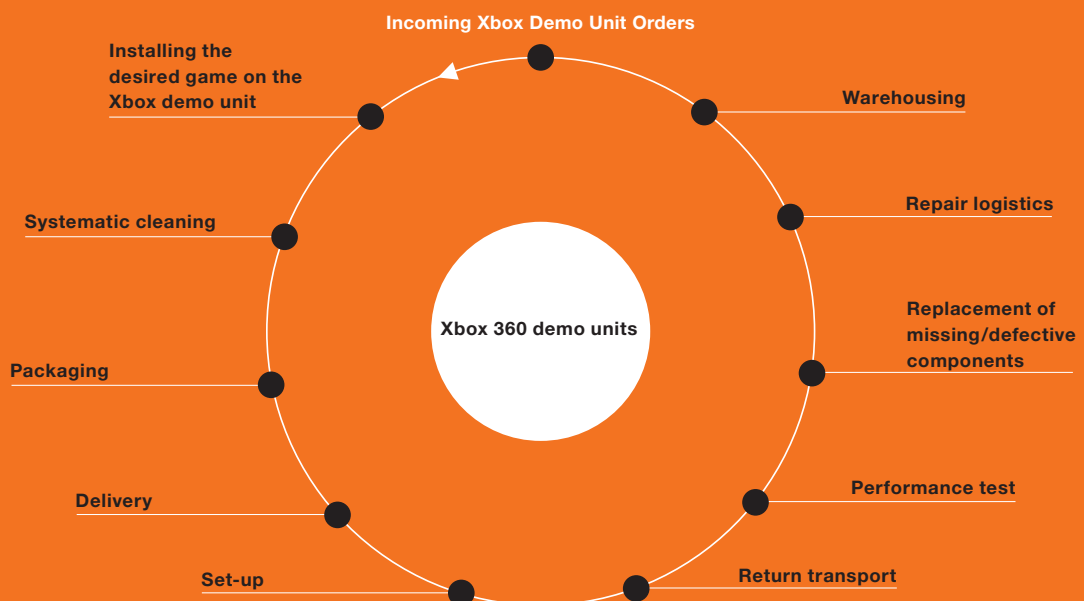
The customer

Microsoft, the world's largest software producer, was founded in 1975 and today has roughly 90,000 employees around the globe. Microsoft opened its branch office in Austria in 1991. With the strength of 250 employees, the enterprise headquartered in Vienna has been working with tectraxx for its Xbox product since 2003. tectraxx, a subsidiary of the Gebrüder Weiss organisation, specialises in the logistics concerns of the high-tech industry, combining logistics solutions with highly-demanding technical services.

*The entire gamut from retrieval to warehousing:
The tectraxx service package for the Xbox 360 demo units.*

Sought: Extremely flexible logistician

Microsoft Austria reserved 250 to 300 Xbox 360 game consoles in order to exhibit them at various different trade fairs and events and also use them for demonstration purposes in electronics outlets such as Saturn, Cosmos and Media-Markt. They needed a logistics service provider who could warehouse these Xbox demo units, safely deliver the highly-sensitive goods on time to recipients throughout the entire nation and also pick them up again later. Deliveries averaged 15 to 20 orders per month of two Xbox demo units each. Microsoft needed an agent who not only offered traditional logistics functions but was also capable of advanced services such as cleaning the units once they came back or being able to independently replace defective parts.



Secured: All-in-one solution

The Xbox demo units are stored at tectraxx's main location at Wiener Neudorf. When Microsoft receives an order, tectraxx installs the software as ordered onto the Xbox demo unit, cleans and packages the unit, and transports it to the recipient where they set up the entire console unit on site and get it running. Once the unit's tour of duty at the site is over, tectraxx picks up the Xbox demo unit again and transports it back to the warehouse.

To head off any nasty surprises, every Xbox demo unit is fully inspected upon its return. This performance test covers all components and checks for power supply, damages and intactness. Monitors and consoles are additionally checked for response times and contrast and colour levels. Any spare part that might be needed is already inventoried right in the warehouse. In the rare cases when tectraxx encounters malfunctions they cannot rectify, they will organise the transport to the repair facility. And when problems arise when the units are out on display at an event or in one of the electronics outlets, tectraxx also ensures the defective unit is quickly replaced by a new one.

Because trust is not something gained overnight, this outsourcing relationship was developed gradually. Today, Microsoft only takes orders for its Xbox demo units, all other facets of the Xbox operations are outsourced to tectraxx. An all-in-one solution unduplicated by any other service provider in today's Austrian market.

The advantages

- **Efficiency**
Microsoft's warehouse space, time and cost expenditures were reduced measurably.
- **Quality assurance**
The all-in-one solution eliminates errors and speeds up response times.
- **Focus on main order of business**
The resources of the highly-specialised engineers can remain focused on their own high-tech activities.
- **Transparency**
Microsoft receives immediate information at any time on the status of all services including performance tests and repairs.
- **Flexibility**
tectraxx also delivers on Saturday, Sundays and nights.

Overland Transport 

Air & Sea 

Logistics Solutions 

Warehousing 

Competence 

IT Solutions 

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