



APICS 2018-2019 Case Competition

School Round Preview

Developed in collaboration with Deloitte Consulting LLP

Integrating a New Version of a Graphics Card into the Supply Chain

A leading global technology OEM selling graphics processing solutions has just developed a new version of their graphics card. The card is slightly smaller, but the biggest news is the greatly reduced sales price of the card, making supply chain costs a higher proportion of the overall card cost.

This case challenges student teams by asking them to analyze data sets related to sales, order cycles, transportation, capacity, utilization, and inventory and handling costs. Teams are then asked to develop proposed solutions to greatly reduce overall end-to-end supply chain costs while maintaining service levels in a rapidly changing industry.