



SOLUTION REVIEW: GOOGLE

World's Largest Search Engine Reengineers and Implements New BPs for Internal Forward and Reverse Supply Chains

ABOUT GOOGLE

Google is based in Mountain View, CA with offices in more than 40 countries around the world. As of 2007, Google ran an estimated one-million+ servers in data centers worldwide. It processes more than a billion search requests and about 24 petabytes of user-generated data every day. In December 2013, Alexa listed google.com as the most visited website in the world.

THE CHALLENGE

Google wanted to build a consistent supply planning business process (BP) for their order-fulfillment cycle across all of their global locations. They also wanted to streamline the reverse supply chain that remanufactures and refurbishes their existing servers, and upgrades the capabilities of existing, in-service servers. Consistent roles and responsibilities needed to be defined and implemented across the organization, including commodity managers, planners, buyers, and CM managers.

THE SOLUTION

Gaea reengineered Google's supply chain management BPs and implemented them through a solution that included Oracle Advanced Supply Chain Planning (ASCP), Order Management, Purchasing, Quoting, Bills of Material (BOM), Work in Process (WIP), Inventory Management, and Supply Chain Management (SCM). Gaea also re-engineered the supply planning process across new product introductions, steady-state products, and end-of-life products. Gaea created capabilities to compare supply chain spend with the allocated budget, and the ability to support component substitutions. Gaea streamlined the replenishment of servers and components from inventory hubs to individual data centers.