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## New Patterns of Innovation

For a year I worked for Engineered Specialty Products in Kennesaw, GA. The company was a small 60 person manufacturer's representative of gauges, thermometers, and similar measurement devices. ESP had two call centers. One for Customer relationship that managed current customers. And another for sales who cold called old or new customers.

We purchased our products from many manufacturers and then distributed the products to suppliers. We could use data to create vendor score cards to determine how reliable their product actually is. We also kept all records on paper. A transition to an all-digital system would be easier to manage and cheaper in the long-term. As a key part of the supply chain, we could also use data from other industries such as weather data to determine if there would be a delay in the six week trip the products took to reach our warehouse from China. We could also purchase data from shipping companies to gain more accurate estimates in wait time to receive a product. We did not have a distinctive service capability to codify and sell.