



Case Study:

SMART Technologies Inc.

SMART™

*Collaborations solutions leader
and interactive whiteboard system
manufacturer streamlines RMAs
and bolsters brand equity.*

Challenge

In 2011, SMART Technologies was in need of a much improved projector service experience for its U.S. customers. Turnaround times were slow, communication and reporting was poor and only one service location added to a weak customer experience in its biggest market.

*“We needed a
scalable, bi-coastal
partner that could
deliver superior
repairs, logistics and
turnaround times.”*

- SMART Technologies

Solution

After one visit to Mendtronix's headquarters in San Diego, SMART service management quickly decided on a trial use of the MTI's west coast operation, immediately solving their need for bi-coastal support. Within one year, MTI's performance earned it a chance to gain a growing share of the work in the east via MTI's Atlanta operation. Within another nine months, MTI had earned 100% of SMART's projector repair business in the U.S. The company also improved overall communication, turnaround, and quality.

“Multiple SMART top-tier resellers recommended Mendtronix as a solution to their needs based on their successful experiences with similar brands.”

- Steve Storr, President/CEO, Mendtronix, Inc.



Results

Today, SMART is enjoying a single and reliable U.S. projector service partner and improved communications with the Asian manufacturer, Coretronic. This example highlights MTI's ability to work efficiently with multiple parties. Daily operations include shipping new exchange requests within 24 hours, parts forecasting, safety stock management, extensive reporting, board repairs, call center support, website integration, warehousing, freight management, RTV execution and 24 hour out-of-warranty repairs. MTI is now also servicing Canadian out-of-warranty customers with a streamlined cross-border round trip process in partnership with UPS.

- Decreased Turnaround
- Gained Support
- Improved Quality
- Minimized Costs

About Mendtronix

Mendtronix offers a full suite of support services ranging from reverse logistics, distribution and parts management to factory repair and refurbishments. With over 15 years of experience in the AV industry, the company has serviced more diverse projector models than any other company in the world and supports a wide range of electronics and digital signage products such as interactive flat panel displays, LCDs and PCs.

About SMART Technologies Inc.

SMART Technologies Inc. is a leading provider of technology solutions that enable inspired collaboration in schools and workplaces around the world by turning group work into a highly interactive, engaging and productive experience. SMART delivers integrated solutions of hardware, software and services designed for superior performance and ease of use, and remains a world leader in interactive displays.