

Reliably *fast* and flexible



Corporate Profile

www.alliancecorporation.ca



Alliance Corporation: *Reliably fast and flexible*

This Mississauga company has grown into an industry leader thanks to its ability to identify trends and its dedication to addressing the needs of every customer

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Today, telecommunications carriers around the globe are scrambling to offer the consistent, large bandwidth service levels needed to support the rapidly-evolving communications products that consumers demand.

Enterprises are searching for cost effective wireless ICT (information communications technology) network alternatives to support their own internal requirements for wireless LANs and WANs to support new data management requirements which include security and surveillance, telemedicine, and smart grid project development. Governments are trying to determine how best to support their constituents in urban, rural and underserved locations in their drive to build the connected community.

Customers in the wireless and broadband industries have become as diverse as the world's

population, and the cutting-edge products they seek are manufactured around the globe. In an effort to meet rapidly evolving customer applications for wireless networks, new innovations in wireless technology are flooding the market. As a result, the need for a dynamic partner with the reach and strategic knowledge to meet these competing and complex demands has never been greater. That's where the Mississauga, Ontario-based Alliance Corporation comes in.

The Alliance Advantage

Founded in 1994 by entrepreneur Nick Moss, Alliance is a single-source solutions aggregator for the wireless industry. After building highly successful manufacturing and distribution ventures in the wire and cable sector, Moss, currently the firm's President and CEO, identified the need for





Alliance was
founded in
1994

a distributor who was truly interested in providing the best quality products at the highest service level to the wireless industry. Today, Alliance collaborates with an extensive network of suppliers and customers to ensure that carriers, enterprises and governments are able to build and operate cost-effective wireless networks.

At the core of the company's current success is the Alliance Advantage. "The Alliance Advantage is about access to world-class technology," Moss explains. "We continually strive to ensure we provide the ideal breadth of assortment and order fulfillment flexibility needed to provide a seamless solution fulfillment experience for the Alliance customer. We keep to the leading edge with an innovative and flexible approach to providing knowledgeable recommendations, pre-packaged full site solutions, efficient delivery and post sales

support."

The Alliance Advantage deploys leading practice principles inherent in the Lean Supply Chain Management philosophy. This approach supports the delivery of flexibility and speed with the highest level of reliability in a cost effective manner. Ted Salter, EVP and Chief Operating Officer sums it up this way: "Our 'leading practices' approach to wireless infrastructure products and services, our process capabilities and our commitment to continuous improvement results in a unique set of key competencies which has enabled us to effectively serve the wireless community throughout the Americas."

Salter adds, "Our daily challenges vary from getting equipment onto the mountain top during monsoon season in Central America to sourcing product from around the globe to meet the building

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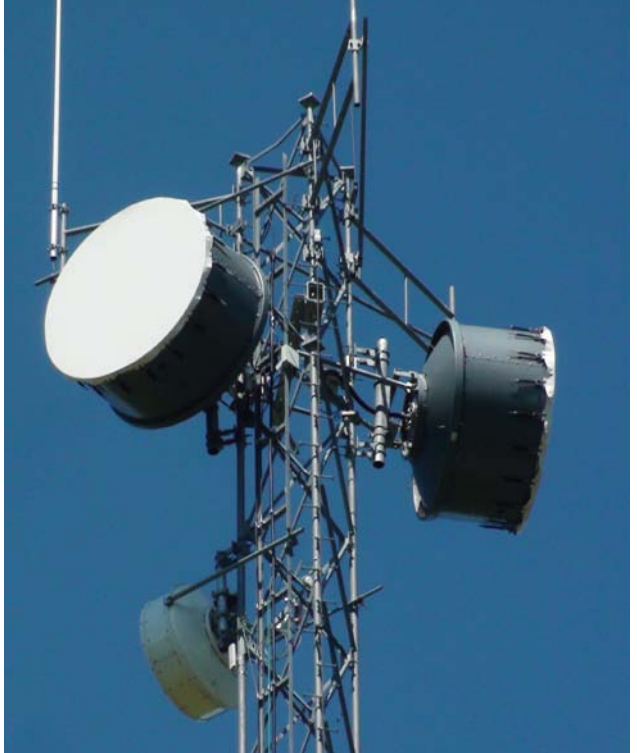
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As an ISO 9001 & 14001 compliant organization with manufacturing and customer service facilities that span the globe, RFS offers cutting-edge engineering capabilities, superior field support and innovative product design.

RFS is committed to globally fulfilling the most demanding worldwide environmental protection directives and integrating green-initiatives in all aspects of its business.



At the core of Alliance Corp.’s success is the “Alliance Advantage”

of thousands of cellular sites to support the launch of the latest 3G phone network in North America.”

Making the connection

When a Canadian national carrier needed to rapidly deploy more than 1,000 sites in a 12 month period, they called on Alliance to coordinate the complex and time-sensitive project. With a build-out plan that required products to be supplied by manufacturers from around the globe, the carrier faced formidable lead-time and synchronization challenges. Alliance sourced, staged and deployed their material as required to supply each market across the country.

The Alliance Advantage is also about access to world class technology, states Ron Moss, VP of Wireless Broadband technology. Alliance was part of their early pioneers supporting the launch



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of wireless broadband networks throughout the Americas. For example, Smart Grid initiatives are becoming a high priority for North American Utilities. The need to transmit large amounts of data, such as machine-to-machine control and surveillance, from remote locations across vast

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- Nick Moss , President, CEO & Founder

distances, is key to the success of Smart Grid initiatives. Alliance provided the wireless technology components needed to backhaul the data from remote locations to the primary communications hub for a US mid-western utility. Ron Moss states “that wireless networks will be an integral component of the Smart Grid foundation.”

All about outcome

Aligning expectations for optimum outcomes is an Alliance specialty. The firm has integrated some of the key elements of the enhanced Telecommunications Operations Map (eTOM) and has introduced some of the key components of Total Quality Management (TQM), TL 9000 and Six Sigma methodologies to reduce process variability.

Alliance takes a proactive, integrated approach to planning and procurement to eliminate process gaps and overlaps among the various supply chain partners. This approach is supported by Alliance's sales operations planning methodology, which



FACTS AT A GLANCE

COMPANY NAME: Alliance Corporation

CEO: Nick Moss

OPERATIONS: Value Added Distributor
of wireless network technologies

ESTABLISHED: 1994

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enables their supply chain planners to coordinate consolidated forecasted demands from all of the customers in a given market. The demand is then aligned with the manufacturers' planned orders and production schedules.

The ability to make informed decisions prior to the purchase order stage of a project allows Alliance to buffer unpredictable lead times, eliminate product shortages and partial shipments, offset production capacity constraints, and adapt to changing requirements. Coupled with a customer-centric approach to process design, and a commitment to keeping open communications with all the stakeholders involved, Alliance offers reliable results on every type of project.

From customer accounting, engineering, and program management groups, to logistics partners and component manufacturers, all project stakeholders need to share information



Alliance Corporation's security and surveillance products have been deployed to support security networks on the Panama Canal

in a timely manner. Alliance has developed a communications portal, supported by the supply chain planning team, which ensures everyone has rapid, consistent access to required information.

The Advantage catches on

Alliance has continued to grow along with their customers and suppliers, and the variety of customers choosing Alliance is growing as rapidly as the technology and services they provide.

"We serve customers from Alaska to Argentina and everybody in between," affirms Ted Salter. "Working with a local partner we recently supported the launch of a wireless network for the school board in Buenos Aires. Our security and surveillance products have been deployed to support security networks on the Panama Canal and the latest initiatives along the US border. We

have supported wireless broadband initiatives to bring connectivity to first responders and several other local government initiatives such as intelligent traffic management systems."

"One of the best compliments you can get is when a customer or supplier has identified you as a key part of their past success and invites you to join them in new market ventures," Nick Moss says. While Alliance successfully supports customers in 23 countries including Asia and the Middle East, their primary focus will be on the Americas.

"The Americas still present us with considerable growth opportunities within both the emerging markets of Latin America and the more mature markets in North America," Moss adds. "Alliance will continue to offer the highest level of quality to our customers as we continue to strive to find new innovative product and services to serve them better." ■



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