

Noon Home & Ingram Micro Commerce & Lifecycle Services

Noon Home (NOON) is an innovative smart home company whose aim is to enable customers to easily create a personalized home lighting system with simple and elegant devices. Their products put customization within reach of ordinary consumers, empowering them to create moods and professional-quality layered lighting scenes using their existing bulbs and fixtures.

NOON's slogan, **"It's time to make a switch,"** also rang home when they began their search for a fulfillment partner to keep up with their rapid growth and evolving business.

Omni-Channel Fulfillment

NOON's quest for a new fulfillment partner was sparked when they initiated relationships with big box retailers, who came with strict compliance requirements and the opportunity to move high product volumes. They sought a fulfillment provider that could navigate the intricacies that come with working with large, complex retailers, but could also be flexible enough to support B2C eCommerce and their Amazon Prime channel. Building on these initial needs, NOON has since widened their focus to include professional applications, selling directly to electricians, home builders and renovators.

NOON represents one of many Ingram Micro Commerce & Lifecycle Services' (IMCLS) omni-channel customers. IMCLS proudly supports businesses as they grow into different markets and find success through a variety of channels, an often challenging undertaking for any business.



“As we’ve been learning how each market reacts to our product, Ingram Micro has been instrumental to our success. As we’ve maneuvered into what we believe is our correct market, it’s been amazing to have Ingram Micro along for the ride. Ingram Micro’s been right there, proactively ready to help, and it’s been great.”

- Rivka Lund, Head of Accounting & Finance, NOON



Operational Key Performance Indicators

Ingram Micro Commerce and Lifecycle Services has been partnering with NOON for a year, growing alongside them in their new business initiatives. One key goal for NOON was to continue to maintain KPIs that directly impact customer satisfaction: On-time Shipping, Delivery & Order Accuracy.

“Order accuracy is particularly important to us when our products are going to builders and electricians. We have hard deadlines and if you’re missing something on the order it blocks people from doing their job.”

- Dzevad Kudic, Head of Sales Operation, NOON.

NOON’s U.S. fulfillment is done from our centrally located Millington, TN facility, a key central point of fulfillment for U.S. companies averaging two transit days to the continental U.S. via ground shipping.

Successful Amazon Prime Day

AOmni-channel fulfillment is the way of the future, with brands that sell through two or more marketplaces averaging 190% more sales revenue than single-marketplace retailers. IMCLS knows the value of omni-channel sales and works to help our clients stay ahead of market trends. With our Seller Fulfilled Prime capabilities, companies like NOON can benefit from a single pool of inventory and maintain greater control over its brand.

On NOON’s first Amazon Prime Day, Ingram Micro Commerce & Lifecycle Services was able to support their business through proactive forecasting, labor

planning and ensuring there was adequate air and ground freight to meet these shipments. NOON experienced nearly 160x volume growth on Prime Day alone, delighting customers around the United States with rapid, efficient order deliveries even with the tremendous growth in normal sales activity.

“Before Prime Day, Ingram Micro was very proactive. There was a really low percentage of errors considering the mass amounts of volume going through that day.”

- Dzevad Kudic, Head of Sales Operations, NOON

Looking Forward

As more smart home products enter the market, NOON continues to differentiate itself by creating products that transcend the light switch category to enhance users’ homes and lives. As NOON continues to make a name for itself in the ever-evolving smart home industry, their flexible partnership with Ingram Micro provides an ongoing competitive advantage.

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“We’re always looking to Ingram Micro to provide insight on best practices and the things we can do to improve to best support our customers.”

- Rivka Lund, Head of Accounting & Finance, NOON

