



Navigating Supply Chain Challenges

In the face of unprecedented challenges, the success story of Queensland Computers in delivering 10,000 devices amidst the intricate web of post-COVID supply chain disruptions, prolonged stock holding, and the unpredictability of Queensland's natural elements is not merely a tale of resilience but a testament to the unwavering passion and dedication of the entire team. Fuelled by a collective commitment to excellence, the team at Queensland Computers demonstrated an extraordinary level of perseverance and adaptability. Their unwavering dedication to fulfilling commitments, even under the most challenging circumstances, not only reflects the company's ethos but also stands as a shining example of how a passionate and dedicated team can triumph in the face of adversity.



Equity Fleet Program

In 2021 calls for a level playing field were made, after a report from the Queensland Auditor General revealed 14% of students from disadvantaged socioeconomic backgrounds did not have access to devices during the lockdowns in 2020. Minister Grace responded increasing the ICT Subsidy from \$250 to \$400 per student per year for geographically isolated students. The State Government also received criticism the 5000 devices procured for financially disadvantaged students in 2020 were not enough to meet the demand and bridge the digital divide in regional communities. By 2023 this number was increased to 10,000 devices by the Palaszczuk Government.



Lenovo recognising the success of the program to deliver 10,000 devices across Queensland



Queensland Computers is proud to contribute to the success of this program, ensuring we continue to work to reduce the digital divide in regional communities.



CHALLENGES

Post-COVID Supply Chain Issues:

The lingering effects of the COVID-19 pandemic had a profound impact on global supply chains. Queensland Computers had to grapple with factory closures, reduced production capacity, and disruptions in the supply of crucial components, especially semiconductors.

CHALLENGES

Extended Stock Holding Period:

The company faced the challenge of holding the stock for an extended period. This was primarily due to the Department of Education's rollout timelines, which required precise coordination and strategic planning to ensure that the devices were still in optimal condition upon delivery.

Logistical Challenges from Queensland Flooding:

Natural disasters, such as flooding in Queensland, resulted in road closures and transportation challenges. This further complicated the timely movement of goods, adding an extra layer of complexity to an already intricate situation.



Proactive Supply Chain Management:

Queensland Computers implemented a proactive approach to supply chain management by closely monitoring the global situation and establishing communication channels with suppliers. This allowed for early identification of potential disruptions and the development of contingency plans.

Strategic Stock Management & Adaptive Logistics Planning:

Recognising the need for an extended stock holding period, Queensland Computers implemented effective stock management strategies to ensure the devices remained in optimal condition. This involved proper storage, regular checks, and maintenance protocols. This involved rerouting shipments and, in some cases, resorting to hand delivery by the dedicated team to meet the delivery deadlines.

KEY OUTCOMES

On-Time Delivery: Despite the myriad challenges, Queensland Computers successfully delivered all 10,000 devices ahead of schedule. The company's ability to adapt to the changing circumstances and implement effective solutions ensured the fulfilment of contractual obligations. This project highlights Queensland Computers ability to not only deliver on large scale product fulfilment, but also large-scale value adds services such as loading custom windows imaging.



KEY OUTCOMES

Team Resilience and Collaboration: The successful delivery of the devices highlighted the resilience and collaboration within the Queensland Computers team. The ability to adapt, problem-solve, and execute under challenging conditions showcased the strength of the company's internal capabilities.



In conclusion, Queensland Computers' ability to overcome the challenges posed by post-COVID supply chain disruptions, extended stock holding, and logistical obstacles exemplifies the importance of proactive planning, adaptive strategies, and resilient teamwork in navigating complex business environments. The case study underscores the significance of anticipating and addressing potential challenges to ensure the successful execution of critical business operations.