

SUPPLY CHAIN OPTIMIZATION & YEAR-OVER-YEAR COST SAVINGS ON AGRICULTURE WIRE HARNESSES

See how a 30-year partnership unlocked massive supply chain relief by consolidating 17 legacy lines into a single, top-tier product family. By leveraging a vast manufacturing network, LAPP Tannehill provided a seamless spec-to-spec crossover that wiped out production downtime and protected long-term engineering integrity.

OVERVIEW



Headquartered in Sioux Falls, South Dakota, Raven (CNH) is a global leader in autonomous farming and construction equipment. To deliver precision platforms that maximize field efficiency, Raven relies on ruggedized wire harnesses engineered to withstand extreme environmental stress, vibration, and temperature fluctuations.

To maintain their competitive edge, Raven's procurement team actively seeks strategic opportunities to optimize component sourcing, lower material costs, and build a more agile supply chain.

CHALLENGES

In the highly competitive agriculture and manufacturing landscape, component availability and cost control are vital to preventing assembly line disruptions and maintaining healthy margins. Raven's procurement and supply chain teams

faced pressure to maintain sustainable cost savings across their high-volume production lines. Historically, Raven sourced its heat shrink tubing from legacy vendors simply out of habit - a reliance that exposed the company to several operational vulnerabilities:

■ Restrictive Lead Times & High MLQs:

Legacy vendors imposed extended lead times and required Minimum Line Quantities (MLQs), reducing manufacturing flexibility and increasing inventory costs.

■ Design Limitations:

Standard legacy heat shrink offered limited customization options, restricting the engineering team's ability to optimize wire harness geometry and routing efficiency.

■ Inflated Legacy Pricing:

Sticking with legacy brands meant paying a premium for parts that could be matched or exceeded by alternative top-tier manufacturers.



Recognizing the need for a more agile approach, Raven turned to their primary distributor of over 30 years, LAPP Tannehill, to leverage their consultative expertise and find a modern solution.

SOLUTIONS

Faced with rising costs and mounting lead-time challenges, Raven required a more efficient component strategy. LAPP Tannehill audited Raven's bill of materials, evaluating a wire harness protection design that relied on 17 separate legacy heat shrink tubing items. Leveraging deep manufacturer relationships, LAPP Tannehill engineered a strategic product crossover, successfully consolidating all 17 lines into premium Dunbar heat shrink tubing.

To guarantee complete operational safety and compliance, Raven's in-house engineering group subjected the new Dunbar solutions to rigorous, independent validation. The components

UNDERSTANDING COMPONENT SOURCING AND VALUE-ADD

■ Spec-to-Spec Cross:

An alternative component from a different manufacturer that meets or exceeds the precise technical, physical, and regulatory dimensions of an existing part, allowing for a seamless drop-in replacement without system redesign.

■ Price-Optimized Sourcing:

A procurement strategy focused on auditing legacy bills of materials to find identical or superior components from alternative manufacturers to bypass inflated legacy brand premiums or high minimum orders.

“

By leveraging our vast manufacturer ecosystem, we can break legacy bottlenecks, cross-reference parts to exact technical equivalents, and deliver massive bottom-line relief without sacrificing engineering integrity.”

– Betty Kirklin, District Sales Manager, LAPP Tannehill

successfully passed every performance benchmark, confirming a perfect spec-to-spec match that seamlessly met Raven's strict quality standards.

PROVEN RESULTS

By transitioning to the Dunbar heat shrink tubing solutions, Raven achieved immediate advantages across procurement and engineering:

Substantial Year-Over-Year Cost Savings

Replacing all 17 legacy heat shrink lines with cost-effective alternatives yielded massive, ongoing financial savings for the CNH procurement team.

Eliminated Supply Chain Downtime

Shifting away from legacy lead times ensured a steady, predictable flow of components, completely safeguarding the production line from material shortages.

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