

Global Success Story



ALOM

ALOM was founded in 1997 by Hannah Kain. The company almost immediately began to grow at a rapid pace. It received its ISO 9000 certification in 1998, added more capabilities in the supply chain field and added prestigious customers to its portfolio. In 2005, the company expanded to a new headquarters. Soon thereafter, the international expansion began. A detailed list of awards and recognitions can be found here: www.alom.com/about/history.html

ALOM's global expansion was based on customer needs. With the supply chain industry becoming increasingly global, ALOM was facing pressure to service its customers internationally. In anticipation of the needs, ALOM forged strategic alliances with several overseas companies and expanded the alliances with closer integration, joint marketing and larger global service offering.

The Benefits of Being Global:

- Not becoming a dinosaur. ALOM was facing the possibility of losing serious business opportunities if we did not offer global services
- Ability to service larger pieces of business and offer more complex services to increase customer loyalty
- Ability to source in more locations for optimal pricing
- Getting business from more locations

Lessons Learned:

- Frequent and open communications are needed
- You really need to share the culture and over-all business philosophy in order for the partnership to work
- Be clear about responsibilities and business arrangements
- Have a "lead person" work the relationship -- but do get everyone involved on a functional level.