
PARROT



Founded in 1994 by Henri Seydoux, Parrot creates, develops and markets advanced technology wireless products for consumers and professionals. The company builds on a common technological expertise to innovate and develop in three primary markets:

- Automotive: With the most extensive range of hands-free communication and infotainment systems for vehicles on the market.
- Civil drones: With leisure quadricopters and solutions for professional use.
- Connected objects: With a focus in audio and gardening.

Headquartered in Paris, Parrot currently employs more than 900 people worldwide and generates the majority of its sales overseas.

“A few years ago, we were looking for a solution specialized in parts management for our electronic development activities. Our choice leaned towards Optymo because it was developed for the electronics industry. Optymo was easy to deploy and it allowed us to manage our electronic parts effortlessly. It also provided us the ability to integrate the use of substitutes and equivalences, which was essential to our business.”



We use Optymo in a complex environment. The key to our success is the communication between Optymo and our ERP / EDA tools.

We have been able to successfully integrate Optymo and other software packages within Parrot to ensure coherence and good global performance.

“With the growth of the company, the volume of development increased significantly. Today we are delivering up to one new board per day and therefore parts management in the design and prototyping phases require us to be reactive.”

“The continuous development of Optymo, particularly the EDI function with major parts vendors and Octopart, were undoubtedly in line with our needs. Thanks to the EDI functionality we are now able to access specific (substitutes, packaging, etc.) and complete part specifications on electronic parts from various vendors to refine our parts management process.”

“Innovation is at the heart of the Parrot’s DNA. We must anticipate the desires of consumers and invent new products to create new opportunities. The continuous demand and advancement of new product, highlights the importance of response time and product supply.

“Today we mainly use Optymo for part pricing and availability at the procurement and prototyping level. Our R&D team also uses Optymo to track inventory and availability in the parts selection process or to anticipate the future needs and reserve parts. The objective always being to reduce supply chain delays and optimize the use of current inventory.”

“The cost analysis for budget approval is critical at the design stage. Optymo provides Parrot the market view for both initial development steps and future mass production. Optymo helps us to achieve significant savings in cost and time by ensuring the best buying strategy.”

Hervé Santiano, *Senior Supply Chain Manager*

Parrot®