HyperX – What Did We Get Ourselves Into?

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HyperX

VELOCITY

CONNECT + ACCELERATE + INNOVATE

LOGILITY   Halo   NGC   Demand Solutions

HISTORY OF HYPERX

2002
HyperX DRAM Modules

2012
HyperX SSD Drives

2014
HyperX Headset

2015-2018
HyperX Peripheral and Console

2018-now
HyperX Consumer Market

HYPERX SCORECARD

5+
MILLION
HEADSETS SOLD

17
YEARS
HYPERX ACTIVITY

50
MILLION
HYPERX AUDIENCE

$550
MILLION
ANNUAL GLOBAL REVENUE

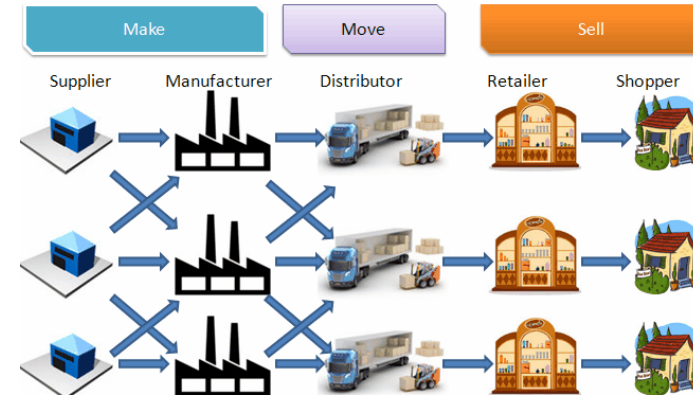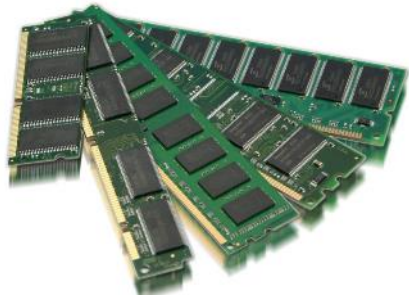**20K**
DOORS
GLOBAL RETAIL

#1
PC HEADSET BRAND*

*US NPD, as of Aug 2018

CURRENT CHALLENGES

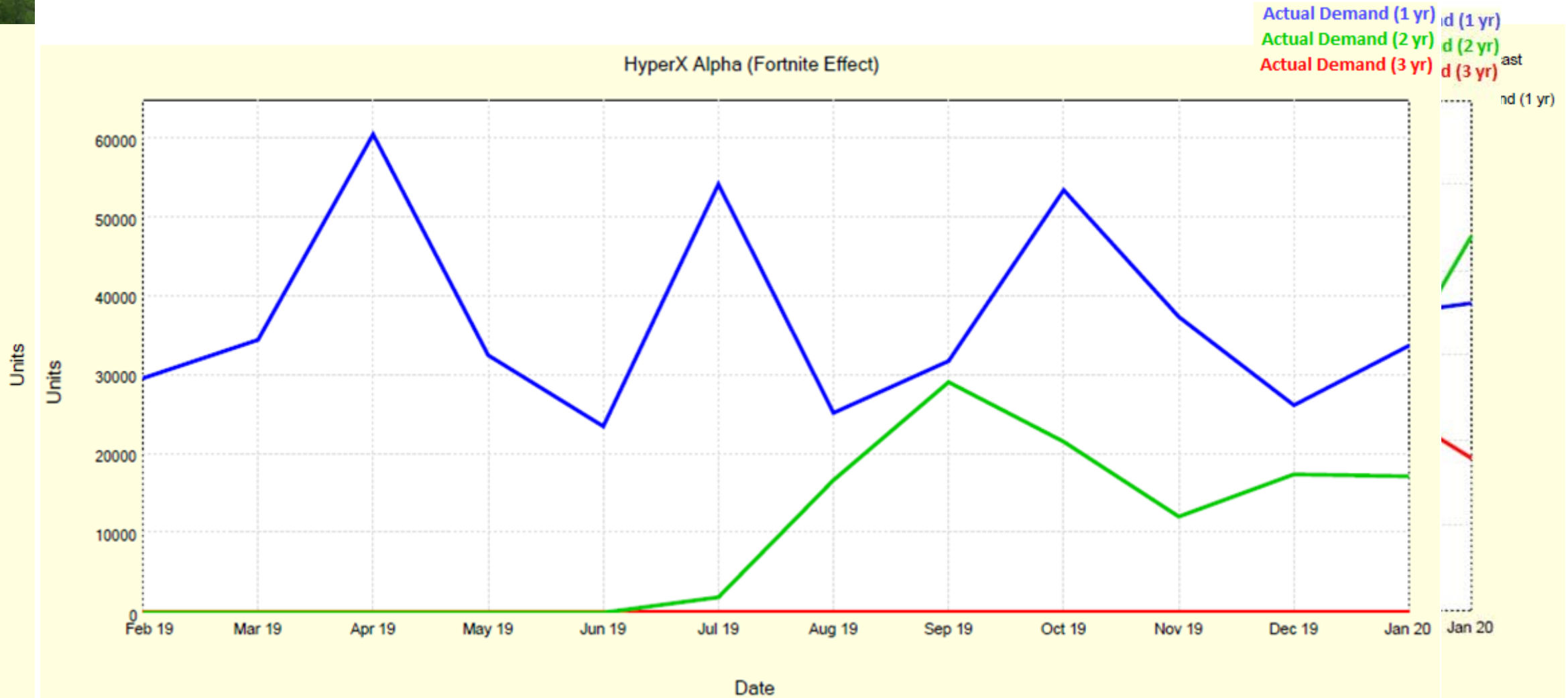- Changing business model: Commodity to Consumer Goods

- Changing Transportation model: Air to Ocean
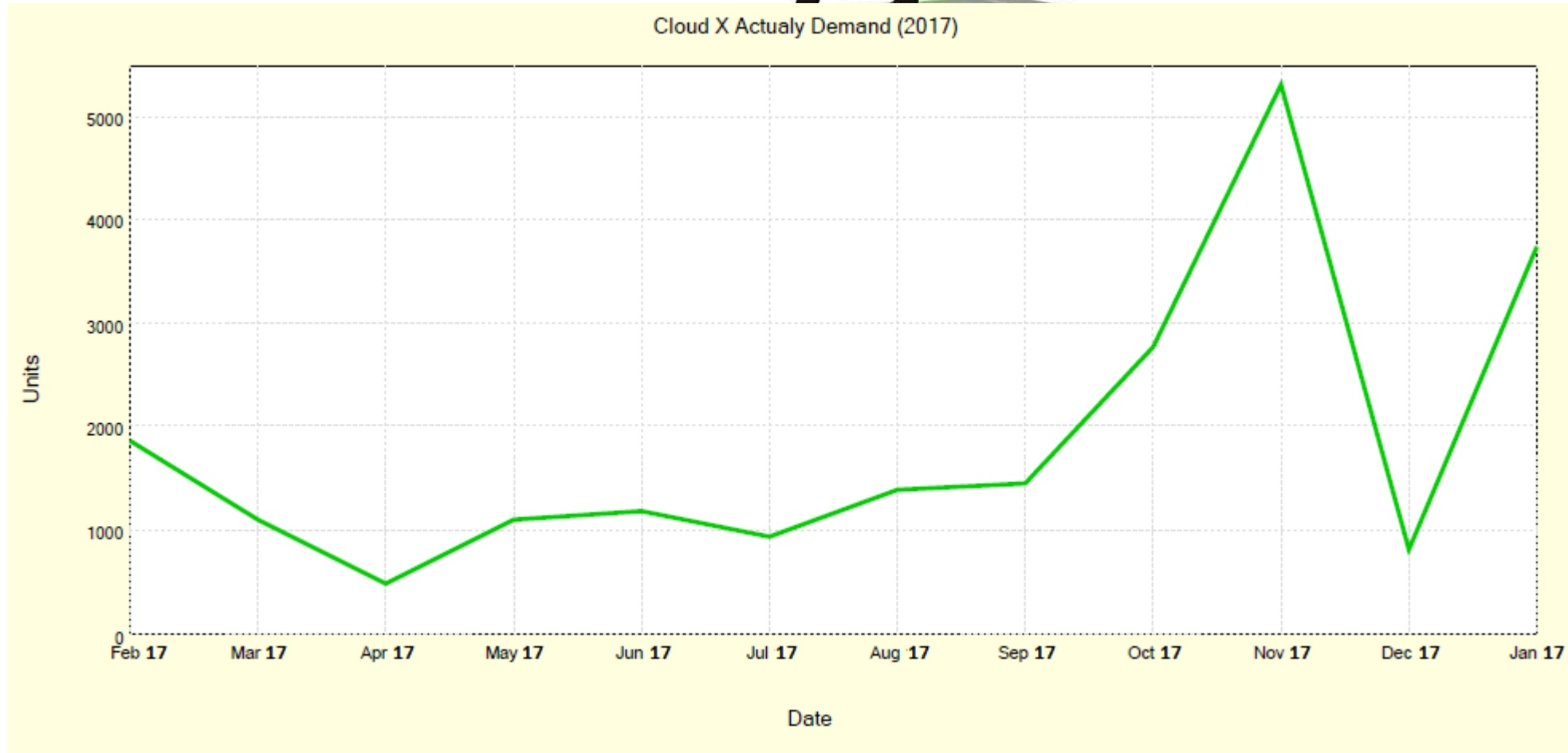
WHY LOGILITY?

- Increasing SKU count with regional splits

- Regional/International DC management

- Reduce Volatility and Noise

- Excel

- Forecasting

- E-tailer to Retailer (end caps)

FORTNITE EFFECT

HyperX Alpha (Fortnite Effect)

MANAGING BY EXCEPTIONS

Cloud X Actualy Demand (2017)

ABC CLASSIFICATION

- Segmented products
  - Location
  - Product Type
- Inventory Parameter

  -Mass Maintenance based on ABC

CURRENT STATE OF LOGILITY

- Forecast Consensus

- Information Hub

- Configuring Supply Chain

- Data Integrity

- Integration
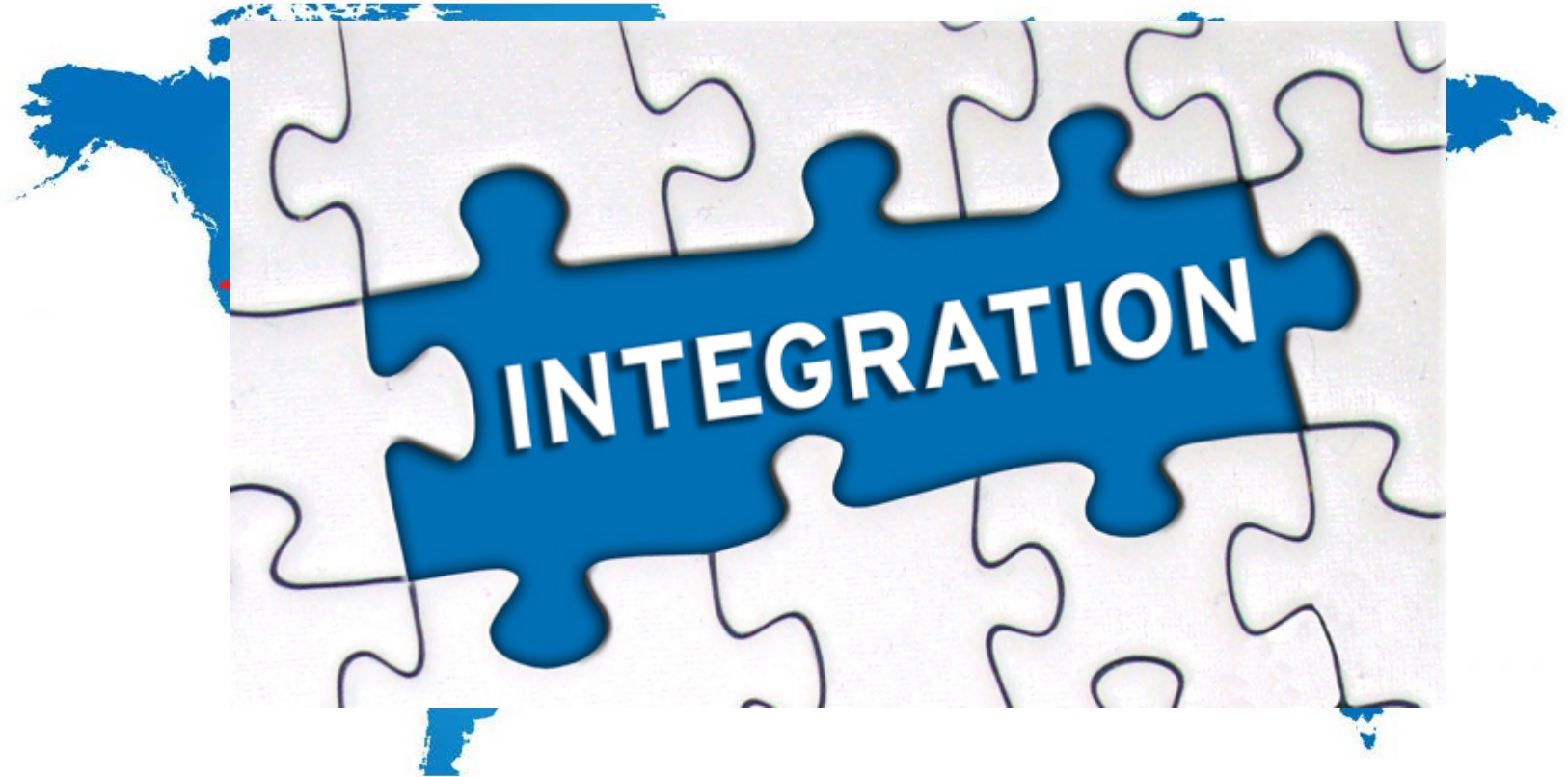
CURRENT STATE OF HYPERX

- Marketing, more Marketing

- Influencers, sponsorships, celebr

- Managing the Post-Fortnite Effe

INFLUENCERS & AMBASSADORS

105K — Daigo

2.3M — Pokimane

163K — AngelsKimi

5.5M — Dele Alli

1.6M

#HyperXFamily

Shroud

Gordon Hayward

De'Aaron Fox

Joel Embiid

JuJu Smith-Schuster

WE'RE ALL GAMERS

Fuslie

MangO

1.4M

1M

4.5M

165K

2.9M

198K

POST MALONE

- Brand ambassador Oct. 2018
- Globally recognized songs
  - Rockstar
  - Psycho
  - Better Now
- PC Gamer
  - PUBG
  - Call of Duty

Post Malone - Musician turned PC Gamer
JayzTwoCents
2.1M views

Post Malone reacts to his Custom PC Concepts!
JayzTwoCents
1.7M views

Beerbongs & Bentleys @PostMalone · Mar 14
PUBG is still better

4.3K   44K   178K

POST-FORTNITE EFFECT

LOOKING INTO THE FUTURE

- Moving into Consumer Market
  - Branching away from the niche gaming market
  - Life style products

LOOKING INTO THE FUTURE

- Implementing new ERP

- Digitization of Supply Chain
  - Connecting more systems
  - New Systems

- Preparing for the next big thing

QUESTIONS?

THANK YOU

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