



## CASE STUDY

# Driving Revenue, Visibility, and Sustainability with Smarter Data

Running a semiconductor distribution business means making smart decisions at speed and scale. CCI partnered with P3 Adaptive to turn data overload into clear insights—unlocking hidden revenue, streamlining operations, and strengthening their edge in a volatile market.



## The Company

Based in Peabody, Massachusetts, CCI has spent over 30 years helping customers in Military, Automotive, Medical, and Telecom industries manage surplus electronic components and navigate complex distribution markets. The company specializes in surplus inventory management and component redistribution, offering value through visibility, speed, and compliance. In the aftermath of the COVID-19 pandemic, CCI faced the largest surplus market the industry had ever seen—and with it, a major opportunity to lead.

For Commodity Components International (CCI), an independent semiconductor distributor, staying competitive in a fast-moving and volatile market requires more than instinct, it requires clarity. CCI knew they had a wealth of data, but unlocking its potential and applying it to pricing, sales, and customer strategy was the next step. That's where P3 Adaptive came in.

“ P3 Adaptive provided us with the tools and insights to craft the ideal solution. In just weeks, we uncovered hundreds of thousands of dollars in profit.

**Sean Cuddy**

Commodity Components  
International

## Quick Insights

### The Challenges

- Unscalable Pricing Strategy
- Hidden Sales Opportunities
- Cross-Unit Complexity

### The Solutions

- Tailored Power BI Dashboards
- Customer-Facing Reporting
- Iterative Collaboration

### The Results

- 2 Weeks to ROI
- 30% More Material Mitigated
- 40% Increase in Component Offers



- **Customer-Facing Reporting:** Visuals weren't just internal—CCI began using tailored reports to show customers how they could mitigate excess, opening the door to expanded partnerships.
- **Iterative Collaboration:** As business needs evolved, so did the reports. P3's team stayed agile, building new views and adding enhancements to support CCI's expanding use cases.

## The Challenges

Like many companies operating at scale, CCI faced growing data challenges that hindered growth and efficiency. They needed a way to shift from reactive to strategic pricing and mitigate growing inventory for themselves and their customers.

- **Unscalable Pricing Strategy:** Thousands of part numbers came in from customers, but the lack of real-time market visibility limited CCI's ability to price dynamically and competitively.
- **Hidden Sales Opportunities:** Without the right tools, valuable profit opportunities remained buried under a mountain of disconnected data.
- **Cross-Unit Complexity:** Different teams had different reporting needs, which made building a shared understanding of performance difficult.

## The Solution

P3 Adaptive worked closely with CCI to implement modern BI tools and a collaborative reporting strategy that delivered both quick wins and long-term gains.

- **Tailored Power BI Dashboards:** CCI gained intuitive, role-specific dashboards that simplified decision-making and created consistency across teams.

## The Results

With support from P3 Adaptive, CCI didn't just clean up reporting. They found meaningful, measurable value—and fast.

### Hundreds of Thousands in Profit:

Within weeks, CCI uncovered overlooked opportunities that translated into immediate revenue.

### 30% Increase in Material

**Mitigation:** By using data to guide redistribution efforts, CCI helped customers recover value and prevent waste.

### 40% More Component Offers:

Enhanced visibility and efficiency empowered employees to scale up outreach and response efforts.

### Expanded Customer Base:

With customer-facing reports in hand, CCI strengthened relationships and closed more deals.

## Why P3 Adaptive

CCI chose P3 Adaptive for more than just technology. They wanted a partner who would listen, adapt, and move fast—without locking them into a never-ending engagement. Here's what made the difference:

- **Business-First Approach:** P3 started by understanding the problem, not just the tools.
- **Fast Results:** Real ROI came within weeks, not months.
- **Built for Growth:** Solutions were designed to evolve as CCI's needs changed.

## Powering What's Next

With a modern reporting foundation and a data-savvy team, CCI is well-positioned to keep evolving. Their internal teams now rely on Power BI daily, using it as a core part of decision-making and operations. As their analytics maturity grows, they're exploring the development of a standalone application to extend their reporting capabilities even further. With scalable infrastructure, adaptable tools, and a strong data culture, CCI is ready to lead with confidence, no matter what comes next.



# 2

WEEKS TO ROI



# 30%

MORE MATERIAL  
MITIGATED



# 40%

INCREASE IN  
COMPONENT OFFERS

## Ready to Redefine Your Operations?

It's time to act. Discover how we can help drive your company towards greater efficiency, innovation, and market leadership. If you're ready to redefine your operations and unlock the power of your data, P3 Adaptive is here to help. Schedule a call now.

[Get Started](#)

