



REVERSE LOGISTICS DIGITAL magazine™



**Driving Improved
Return Processes
Directly to the
Bottom Line - pg 8**

Edition 21

**Hotel
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Conferencia y Exposición de Logística Inversa en São Paulo Brasil

13-15 de Abril, 2010

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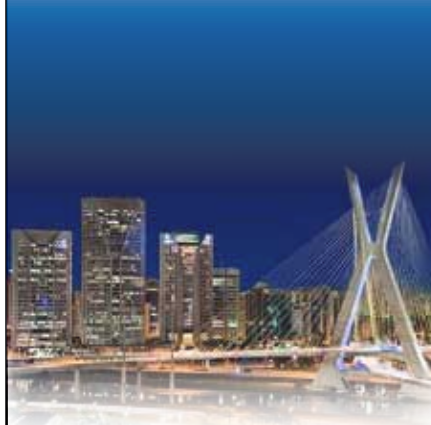
13-15 de Abril, 2010

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APRIL 13-15, 2010

Hilton Sao Paulo Morumbi

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RL Magazine will publish 12 issues in 2010 — 6 printed editions and now with 6 new digital editions!

Cover Story



Driving Improved Return Processes Directly to the Bottom Line
 by Bill Pollock

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Compared to forward logistics, service organizations have historically not spent as much time, effort or dollars in the planning and development of processes for managing the return and repair of damaged parts or products. However, the results of the February 2010 Aberdeen study of more than 160 manufacturer/OEMs and service providers reveal that this is no longer the case.

Articles



**“Better Boothmanship”
 Maximizing Your Trade Show Investment!**
 by Arte Maren

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Consider access, decision makers and executives attend shows and want access to the exhibits to see top quality equipment that is readily available for demonstration. The savings of time and money on sales presentations is considerably less than what it might be “in the field”. Research has shown that fewer follow up calls are needed, as a result.

Special Event



**Reverse Logistics Confernece & Expo
 São Paulo, Brazil, April 13-15**

A Special Preview of the Annual
 RLA Conference & Expo São Paulo

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Message from the Publisher

I hear repeatedly that RLA's definition of Reverse Logistics isn't correct. I couldn't agree more. The definition of RL continues to change as more items are identified outside of the traditional supply chain. Recently on a business trip to Pennsylvania I met with an industry veteran consultant with the same concern, "the definition of RL." His concern was that field service is part of RL, I agreed of course.

Even though the definition of RL is important, it isn't as important as the people that manage RL in corporations around the world. Today I see several groups jockeying for control for the same turf; Green Initiatives, Corporate Giving, Corporate Social Responsibility (CSR), Customer Service, Field Service (service logistics) and Aftermarket Supply Chain. In reality all the departments have the same function, to save assets, promote the company's image and to create sustainability.

I hope that someone at the corporate executive level will intervene on the turf control issue and place all these important departments under the direction of a corporate officer. Let's call the position the CVP of RL. Their charter would be to educate all the departments about RL, similar to what occurred 30 years ago in a new department called "Quality." The world found out that manufacturing couldn't audit itself. So an independent group (Quality Department) was set up to double check the process.

I highly recommend that corporate management teams create a Vice President of Reverse Logistics (on equal footing with the VP of Logistics) that will bring all functions (from the different departments) under one focused individual. Major cost savings can be realized in just one year, not to mention the improved customer satisfaction and streamlined product improvement feedback.

Gailen Vick
RLA President
ReverseLogisticsAssociation.org



Mensagem do Editor

Eu ouvi várias vezes que a definição RLA de Logística Reversa não é correto. Eu não poderia concordar mais. A definição da RL continua a mudar à medida que mais itens são identificados fora da cadeia tradicional de abastecimento (Supply Chain). Recentemente em uma viagem de negócios para a Pensilvânia eu conheci um consultor veterano da indústria com a mesma preocupação “, a definição da RL.” Sua preocupação era que o serviço do campo fizesse parte do RL, eu concordei, é claro.

Mesmo sabendo que a definição de RL é importante, consideramos mais importante as pessoas que gerenciam RL em empresas ao redor do mundo. Hoje eu vejo varios grupos disputando na questao de controle no mesmo segmento. Green Initiatives, Filantropia, Responsabilidade Social Empresarial (RSE), Customer Service, Serviço de Campo logística (serviço) e Aftermarket Supply Chain. Na realidade, todos os departamentos têm a mesma função, para economizar recursos, promover a imagem da empresa e criar sustentabilidade.

Eu espero que alguém no nível executivo corporativo interfira na questão do controle de segmento e tome iniciativas em colocar todos estes departamentos importantes sob a direção de um funcionário da empresa. Vamos chamar a posição de CVP de RL. A sua funcao seria educar todos os departamentos sobre RL, semelhante ao que ocorreu 30 anos atrás, em um novo departamento chamado de “Qualidade”. O mundo descobriu que fabricação nao faz auditoria por si mesmo. Então, um grupo independente (Departamento de Qualidade) foi criado para verificar novamente o processo.

Eu realmente recomendo que as equipes de gestão corporativa criem um vice-presidente de Logística Reversa (em pé de igualdade com o vice-presidente de Logística), que trata de todas as funções (a partir de diferentes departamentos), sob um foco individual. Importantes reduções de custo pode ser realizado em apenas um ano, para não mencionar a satisfação do cliente e também um extremo improvimento de respostaS na linha de productos.

Gailen Vick

RLA Presidente

ReverseLogisticsAssociation.org



Mensaje del Editor



He oído en varias ocasiones que la definición de RLA de logística inversa no es correcta. Yo no podía estar más de acuerdo. La definición de RL sigue cambiando a medida que más productos se identifican fuera de la cadena de suministro tradicional. Recientemente en un viaje de negocios a Pennsylvania, me reuní con un consultor veterano de la industria con la misma preocupación, “la definición de RL.” Su preocupación era que el servicio de campo forma parte de RL, estuve de acuerdo, por supuesto.

A pesar de que la definición de la RL es importante, no es tan importante como las personas que gestionan RL en las empresas de todo el mundo. Hoy veo a varios grupos de maniobras para el control de la misma superficie; Iniciativas medioambientales, de donaciones corporativas, Responsabilidad Social Corporativa (RSC), Atención al Cliente, Servicio Móvil (servicios logísticos) y Aftermarket la cadena de suministro. En realidad, todos los departamentos tienen la misma función, para salvar a los activos, promover la imagen de la empresa y la creación de la sostenibilidad.

Espero que alguien en el nivel ejecutivo de una empresa va a intervenir en el tema de control de césped y el lugar de todos estos departamentos importantes bajo la dirección de un oficial de la empresa. Vamos a llamar a la posición de la CVP de RL. Su carta sería educar a todos los departamentos acerca de RL, de forma similar a lo que ocurrió hace 30 años en un nuevo departamento llamado “de calidad”. El mundo se enteró de que la manufactura no podía propia auditoría. Así que un grupo independiente (Departamento de Calidad) fue creada para corroborar el proceso.

Es altamente recomendable que los equipos de gestión de las empresas crea un Vicepresidente de Logística Inversa (en pie de igualdad con el vicepresidente de Logística) que agrupe a todas las funciones (de los distintos departamentos) en cada uno de ellos centrado. Mayor ahorro de costes puede ser realizado en un solo año, por no mencionar la satisfacción del cliente mejorado y racionalizado de votos la mejora del producto.

Gailen Vick
 RLA Presidente
ReverseLogisticsAssociation.org

OUR MISSION

Our mission is to educate and inform Reverse Logistics professionals around the world. RLA focuses on the reverse logistics processes across all industries. No matter the industry — High Tech, Consumer Electronics, Automotive, Medical/Pharmaceutical, Food and Beverage, Apparel, or other — our goal is to provide RL process knowledge to all industries. We want to educate everyone about the Reverse Logistics processes that are common to all industries and to be a catalyst

for innovation in developing and implementing new RL processes. We have been and will continue to provide our services to the industry at a moderate price.

Managing the latest information in services such as repair, customer service, parts management, end-of-life manufacturing, service logistics, field service, returns processing and order fulfillment (just to name a few) can be a little intimidating, to say

the least. Yet that is exactly what the Reverse Logistics Association provides through our membership services. We serve manufacturers and retailers in a variety of settings while offering ongoing updates on market trends, research, mergers and acquisitions and potential outsourcing opportunities to 3PSPs. We have gained the attention of 3PLs like FedEx, DHL, USPS and UPS. 3PSPs like Teleplan, Foxconn, Flextronics, Canon, Sony and Jabil, along with small- and medium-sized service

providers have found that RLA resources help advertise their services to a regional and global audience. OEMs like Microsoft, HP, RIM, and Sony, along with Retailers like Wal-Mart, Canadian Tire, Tesco and Best Buy all participate at our events. Through RLA Events, RLA Connect services and our publications — RL Magazine and the Weekly News Clippings email — we help OEMs, ODMs, Branded and Retail companies find service partners and solutions providers that were previously unknown to them.

Board of Advisors

A Board of Advisors comprised of industry experts has been set up to monitor and assist the Reverse Logistics Association management team in making informed decisions. Advisors include:



Dan Gilbert – Cisco Systems

Dan Gilbert is VP of Worldwide RL at Cisco Systems, Inc. His charter when joining Cisco in 2005 was to define and create a world-class reverse logistics organization. Dan's global team is responsible for driving excellence in product recovery, receiving, inventory, and recycling operations, and for transforming returned product into value for Cisco shareholders.



Christopher Gant – FedEx

Chris Gant is Director for FedEx Supply Chain Sales. He is responsible for all business development strategy and execution for both the FedEx Supply Chain Systems and FedEx Emerging Products Sales teams.

A 20-year veteran of transportation, logistics and electronic commerce, Chris has extensive expertise in the development and delivery of complex supply chain solutions for some of the world's largest corporations inclusive of both Forward and Reverse Logistics. He began his career with FedEx Ground (formerly RPS) in 1989 as an operations coordinator before joining the company's sales team in 1991. He quickly rose through the sales leadership ranks, holding the posts of area sales manager, district sales manager and senior national account manager for FedEx Ground.



Edwin Heslinga – Microsoft

Edwin is currently the Director of Global Services of Microsoft Devices – Zune and Xbox. In his position, Edwin is responsible for development and enforcement of policies surrounding returns, all related costs to the returns and is also involved in the Customer Satisfaction Continuous Improvement Council. Working with Microsoft Call Center and the Microsoft Manufacturing Operations, Edwin is driving the improvement of consumer satisfaction through agent assisted support and on-line support while managing the costs.



Charles Johnston – WAL-MART Stores, Inc.

Charles Johnston is General Manager at the Bentonville

Return Center, WAL-MART Stores, Inc. Chuck has been with WAL-MART for the past 14 years and his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



Hartmut Liebel – Jabil Global Services

Hartmut Liebel was named President, Jabil Global Services (JGS), in October 2004. He joined Jabil as Executive Vice President in July 2002 and was named Chief Operating Officer in October 2003.



Dr. Dale Rogers – Univ. of Nevada, Reno

Dale Rogers is the Director of the Center for Logistics Management and a Professor of Supply Chain Management at the University of Nevada. Dr. Rogers is a frequent speaker, a consultant to several leading firms, has been published in several logistics journals and has published several books on logistics and reverse logistics. His current research interests are focused on the following: reverse logistics and returns, supply chain technologies, e-business supply chain management, and supply chain management.



Bernie Schaeffer – Motorola

Bernie Schaeffer is corporate VP of Global Repair for Motorola's Integrated Supply Chain, which encompasses the global operations associated with procurement, new product introduction, manufacturing, customer fulfillment and repair. He is responsible for repair and reverse logistics operations across all Motorola businesses worldwide. His team provides both in- and out-of-warranty repairs, is the fulfillment engine for maintenance agreements and other value-added services, manages asset recovery on equipment returns and is the source of information on product field reliability.



Doug Schmitt – Dell

Doug Schmitt serves as VP of Dell's Global Field Delivery organization with international responsibility for global break/fix field engineers, same day service delivery, spare parts depots, parts planning, service logistics, repair, reverse logistics and Dell's global com-

mand centers. In addition to Doug's role as VP Global Field Delivery he has responsibility for Americas Support Services. Previously, Doug held executive and senior management positions in service and finance at Dell, Inc.

Doug came to Dell in 1997 from Sequent Computer Systems where he held various senior level finance positions. Before Sequent, Doug worked in the banking sector.



Tony Sciarrotta – Philips Consumer Electronics

Tony is Director of Returns Management at Philips Consumer Electronics North America. In this position, Tony leads returns reduction and entitlement initiatives for mainstream consumer electronics, and is also currently concerned with further driving the implementation of electronic registration for Philips products at leading retailers. Working with Philips Sales, Service, Marketing, and the Philips Business Excellence Group, Tony is helping drive several teams to improve the consumer experience and subsequently reduce the high rates of products returned with no defect found.



Susan Wackerman – Hewlett-Packard Company

Susan Wackerman is currently a Sr. Operations Manager in the Americas Supply Chain for HP's Imaging and Printing Group. In her position, Susan is responsible for the Recycling Operations for HP Americas and the Returns Operations / Remarketing for HP Americas Imaging and Printing Group. This includes supply chain development, reverse logistics, disposition and processing, refurbishment, resale, channel management. For Recycling Operations her product responsibilities cover all HP product categories including inkjet and laser printing, digital imaging, supplies, scanners, shared printing, PCs, notebooks, desktops, servers.

Complete biographies of Advisory Board Members are available from the RLA site at:

www.ReverseLogisticsAssociation.org/company_advisory.php



Driving Improved Return Processes Directly to the Bottom Line

by Bill Pollock

Compared to forward logistics, service organizations have historically not spent as much time, effort or dollars in the planning and development of processes for managing the return and repair of damaged parts or products. However, the results of the February 2010 Aberdeen study of more than 160 manufacturer/OEMs and service providers reveal that this is no longer the case, as 87% of firms indicate that the effective management of the reverse service supply chain was either “extremely” or “very important” to their organization’s operational and financial performance – up from 74% in 2008, and 61% in 2007.

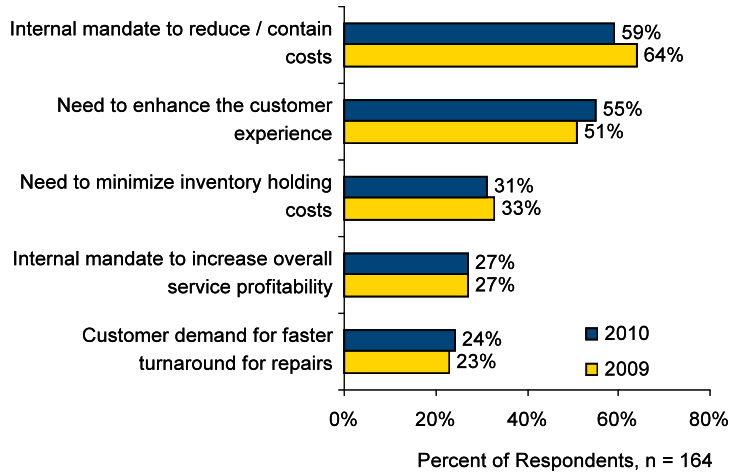
Leading companies are also actively leveraging technology tools and partner networks to streamline their return, repair, refurbishment, disposal/

recycling, and remarketing processes – primarily to drive improved returns to the bottom line. For example, the report reveals that Best-in-Class firms (see the Aberdeen Maturity Class Framework sidebar for definitions) are recognizing US\$1.8 million in year-over-year savings as a result of improved velocity of returns (i.e., elapsed time from return notification of product to actual arrival at repair site), compared to just over US\$1.2 for all other classes of service organization. In addition, they are attaining higher levels of customer satisfaction (i.e., 93% for Best-in-Class, vs. 81% for all others) and realizing more than a four-time greater decrease in year-over-year cost per Return Material Authorization (RMA) (i.e., 21% decrease for Best-in-Class firms, vs. only a 5% decrease for all others).

TOP PRESSURES DRIVING REVERSE LOGISTICS

Despite the ongoing volatility and uncertainty of the global service economy, there remain two specific pressures that impact the reverse logistics service chain most significantly – namely, the internal mandate to reduce/contain costs (59%) and the need to enhance the overall customer experience (55%) (Figure 1). While these are the same two factors that characterized the top pressures driving the reverse logistics market in 2009, the gap between them has decreased significantly over the past year. For example, the percent of respondents citing cost containment as the top pressure has decreased from 64% in Q4 2008 to 59% in Q1 2010, while enhancing the customer experience has increased from 51%

The Top Pressures Impacting Reverse Logistics Today Are Cost Containment and Enhancing the Customer Experience



Source: Aberdeen Group, February 2010

FIGURE 1

to 55% during the same period, effectively narrowing the gap from 13 points to only 4 points, presently.

Other factors, such as need to minimize inventory holding costs (decreasing from 33% to 31%), internal mandate to increase overall service profitability (remaining unchanged at 27%) and customer demand for faster turnaround for repairs (increasing slightly from 23% to 24%) have remained fairly stable, representing a “second tier” of importance as a driving pressure. Accordingly, while the need to improve the overall customer experience presents a somewhat greater pressure today than it did more than one year ago, it is clear that the internal mandate to contain costs remains as the top pressure currently driving the reverse logistics service chain.

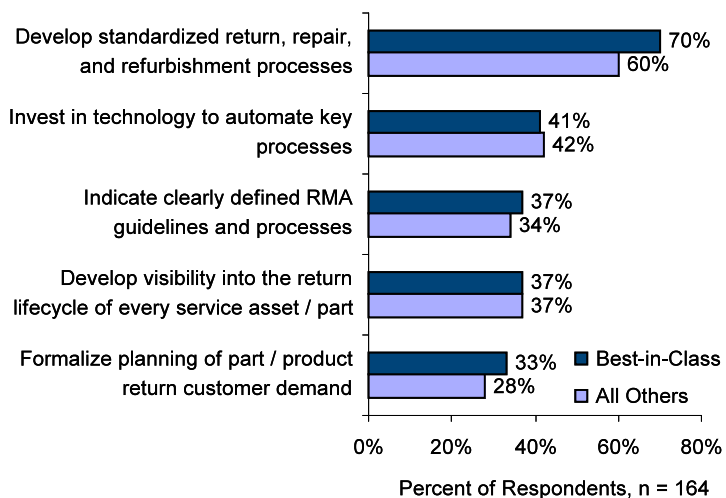
In order to address these pressures head-on, there are five key strategic actions cited by responding companies as being the most effective in driving the results of reverse logistics service chain performance directly to the bottom line; however, two of these

actions in particular apparently lead the way to Best-in-Class performance – that is, to develop standardized processes and rules governing the return, repair and refurbishment of assets (i.e., 70% for Best-in-Class, compared to 60% for all others); and formalize/improve planning and forecasting of part/product return needs and customer demand (i.e., 33% for Best-in-Class, compared to 28% for all others) (Figure 2). These two strategic actions, more so than any others, lead to the distinction between

Best-in-Class firms and all others, as the adoption of standardized business processes and planning/forecasting mechanisms not only facilitate reverse logistics performance, but also ensure that the resultant cost savings and enhanced revenue streams go directly to the bottom line.

However, other strategic actions currently being taken reflect a more even pattern across maturity class. For example, all classes of service organizations are currently investing in technology to automate key processes at a 41% - 42% rate; all classes have developed visibility into the return lifecycle of every service asset/part at roughly 37%; and Best-in-Class firms lead all others in clearly defining RMA guidelines and processes by only a 37% to 34% margin. These similar patterns of findings for second-tier strategic actions underscore the significance of the top strategic actions; that is, developing – and employing – standardized reverse logistics guidelines and processes, and formalizing the company’s parts planning and forecasting functions.

The Top Strategic Action Taken to Improve Reverse Logistics Performance Is to Develop Standardized R³ Processes



Source: Aberdeen Group, February 2010

FIGURE 2

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The survey data also reveal a pattern of capabilities designed to enhance the organization's respective abilities to manage its reverse logistics service chain operations to contain costs, enhance the overall customer experience and make a significant contribution to the company's bottom line (Figure 3). For Best-in-Class firms, it is primarily among the time- and speed-related factors (i.e., guidelines/processes, daily processing, standardized procedures and real-time reporting) and cost-related (i.e., ability to recover costs) factors where they currently outperform all other firms.

THE USE OF REVERSE LOGISTICS TECHNOLOGY SOLUTIONS AND OUTSOURCED PARTNERS

Even in a down economy, approximately 41% - 42% of all

classes of service organization reflect a current investment in technology. But, it is specifically with respect to which types of technology they invest in that differentiates the Best-in-Class from all others. A majority (or

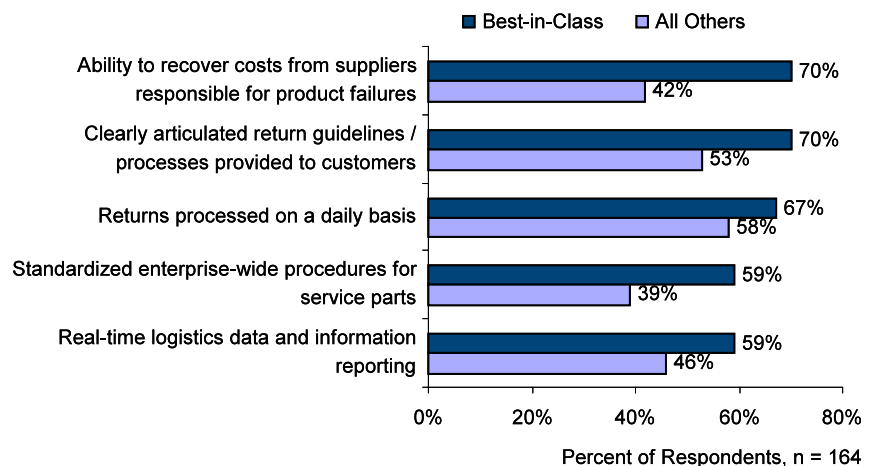
near-majority) of Best-in-Class firms are currently investing in numerous technologies including:

- Inventory Management (63%)
- Warehouse Management (56%)
- Service Parts Management (52%)
- ERP financials (52%)
- Reverse Logistics applications (48%)
- Service Parts Forecasting (48%)

These technology adoption rates are well above those reflected by all other firms, where only two (i.e., Inventory Management at 62%, and Warehouse Management at 50%) are currently being invested in by as many as half of this segment of the respondent base. The adoption of these technology solutions is important as they can ultimately empower service organizations of all types to leverage their existing internal capabilities into a more broadly based reverse logistics service chain management system.

However, the implementation of technology solutions alone may not be enough to elevate a service organization to the next level of maturity class. Even the best of

Best-in-Class Firms Have a Significant Advantage over All Others in Terms of Internal Capabilities Already in Place



Source: Aberdeen Group, February 2010

FIGURE 3

the Best-in-Class still require the support of outsourced partners in the management of their reverse logistics activities. The research shows that, of the various types of partners presently available, companies most commonly employ the services of:

- Third-Party Logistics (3PL) companies (33% for Best-in-Class; 39% for all others)
- Repair depots (33% for Best-in-Class; 32% for all others)
- Contract manufacturers (22% for Best-in-Class; 28% for all others)

However, determining where the organization requires assistance from an outsourced reverse logistics provider may actually be easier than selecting the specific vendor to use. Best-in-Class firms typically make their selection on the basis of factors including industry expertise (48%), data integration capabilities

Year-Over-Year Improvements in Critical KPIs Confirm both the Operational - and Financial - Advantages of the Best-in-Class

Improvement Category	Best-In-Class	All Others
VELOCITY OF RETURN (time from return notification of product / part to actual arrival at repair site):	21% faster	1% faster
TOTAL PRODUCT / PART REPAIR COST:	10% decrease	4% decrease
REPAIR TURNAROUND TIME:	11% faster	4% faster
COST PER RETURN MATERIAL AUTHORIZATION (RMA):	21% decrease	5% decrease

Source: Aberdeen Group, February 2010

FIGURE 4

(41%), anticipated cost (33%) and physical presence in the desired geographies (33%); while all others focus primarily on expertise (57%), followed by data integration (35%), cost (32%) and physical presence

(32%). In either case, industry expertise is the dominant determining factor; although Best-in-Class firms also rely heavily on data integration capabilities and quality certifications.

Worldwide RLA Seminars

RLA Seminars are one-day events held around the world that bring RL professionals together to address specific industry topics pertinent to OEMs, Retailers, and 3PSPs. The highlight of these events is a facility tour showcasing efficient return, repair and services operations from industry leaders such as Best Buy, HP, Motorola and Dell.

The next RLA seminar will be:

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Walmart will host a tour of their return and repair facility in Bentonville, Arkansas, on May, 20, 2010.

For more information, visit RLAShows.com.

www.RLAShows.com





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REVERSE LOGISTICS PERFORMANCE MANAGEMENT

However, it is the quality of management of each aspect of the overall reverse logistics service chain that ultimately distinguishes Best-in-Class firms from all others - and this is where the proper mix of internal capabilities and external enablers (i.e., technology solutions, outsourced partners, etc.) becomes a key driver. For example, implementing a state-of-the-art reverse logistics management system, but not leveraging the most effective mix of in-house and outsourced resources (e.g., 3PLs, transportation management providers, parts forecasting and planning resources, etc.) will likely only end up being both a waste of time and money.

The year-over-year performance improvements cited by survey respondents (Figure 4) are reflective of the excellence of the Best-in-Class

firms over all others. For example, for the period 2009 - 2010, Best-in-Class firms report:

- More than 20 times the improvement in velocity of return over all others;
- 2.5 times the decrease in total product/part repair cost;
- More than 2.5 times the decrease in repair turnaround time; and
- More than 4 times the decrease in cost per RMA.

All of these data points provide insight into what separates the Best-in-Class from all other classes based on their ability to recover costs from suppliers, clearly articulate return guidelines/processes, standardize enterprise-wide procedures for service parts and employ real-time logistics data and information reporting - the key capabilities of Best-in-Class firms. In fact, these systematic approaches to reverse logistics service chain

management clearly give Best-in-Class firms an advantage over all others who typically do not have the same capabilities currently in place.

RECOMMENDATIONS FOR REVERSE LOGISTICS SUCCESS

Whether a company is trying to improve its performance within the reverse logistics service chain from Laggard to Industry Average, or Industry Average to Best-in-Class, the evaluation and implementation of the most appropriate set of strategic actions will ultimately – and, hopefully – lead to the desired performance improvements. For example, the key recommendations for increased reverse logistics operational and financial success may include any of the following:

- Standardize enterprise-wide procedures for service parts, refurbishment, disposition and resale
- Establish clearly defined and articulated return, repair and replacement guidelines and processes for customers
- Establish, expand and/or formalize the organization's Service Parts Management capabilities (including forecasting and planning)
- Enable field technicians to scan parts used, plus those to be returned at the time of service, for automatic inventory reconciliation and notification of return
- Empower the service team with real-time visibility into the location and status of each product or service part
- Align company sales, marketing and pricing teams for the effective retailing of refurbished products
- Establish and/or improve the ability to recover costs from

suppliers responsible for product failures/repairs

- Incentivize field technicians and regional service depots to provide the more timely return / transfer of parts to repair depot

Overall, Laggard firms may have the most to do in order to aspire to the ranks of Industry Average; and the latter may merely need to emulate Best-in-Class firms in some key areas to make inroads into that lofty status. However, even the Best-in-Class still have some significant areas in which they can improve in order to protect their maturity class status moving forward. RLM

THE ABERDEEN MATURITY CLASS FRAMEWORK

The Aberdeen Maturity Class Framework defines enterprises as falling into one of the following three levels of practices and performance:

Best-in-Class (20%) — Practices that are the best currently being employed and are significantly superior to the Industry Average, and result in the top industry performance.

Industry Average (50%) — Practices that represent the average, or norm, and result in average industry performance.

Laggards (30%) — Practices that are significantly behind the average of the industry, and result in below average performance.



Bill Pollock is Vice President - Principal Analyst heading up the Strategic Service Management practice at Aberdeen Group. He is a frequent speaker, presenter and keynote on service-related topics for a variety of venues including Aberdeen's Chief Service Officer (CSO) Summit and RLA's North American Conference & Expo, and has published more than 150 articles and features in services journals including Reverse Logistics Magazine and others. Bill can be reached at (610) 399-9717, or via e-mail at bill.pollock@aberdeen.com. To download free copies of related Aberdeen research reports, please visit the company's Strategic Service Management home page at www.aberdeen.com/channel/svc.asp.

On The Move

Barkawi, a global leader in management consulting and outsourcing services for aftermarket support and supply chain, recently announced the launch of its North American operation. Headquartered in Munich, with offices in Moscow, New Delhi, and Shanghai, the new location in Atlanta will serve clients in Canada and the United States.

Mike Landry, who founded Servigistics, the worldwide leader in service lifecycle management software, and led the company's product strategy and business development for the last 11 years, will head the North American practice. At Servigistics, Landry was instrumental in the company's growth from the ground up to over 250 customer installations around the globe. He has spent his 25 year career delivering software solutions and consulting services that help clients manage their supply chain and aftermarket support operations.

Inmar recently announced that it has named **L. David Mounts** to serve as the company's CEO. Mounts, currently EVP of Supply Chain for Domino's Pizza, will assume the role on April 1, 2010. **Cynthia Tessien**, Inmar's interim chief executive officer, will remain on the company's board of directors.

In his role as Domino's EVP of Supply Chain Services, Mounts

led the nearly \$1 billion division to significant growth in the core business and was instrumental in leveraging Domino's distribution, delivery and manufacturing infrastructure to serve new markets. Innovations with industry associations and partner companies to develop creative solutions in marketing and supply chain helped propel Domino's growth and customers.

Mounts also served as Domino's CFO from 2005 to 2007. Prior to Domino's, Mounts held several senior executive-level positions during a nearly 23 year tenure at UPS.

Newgistics, Inc., a leading provider of small parcel delivery and returns management solutions, today announced the promotion of **Todd Everett** to Vice President, Operations. Everett joined Newgistics in 2005 as Director of Operations, where he has been responsible for the design, deployment and operation of all facilities within the company's national distribution network. In his new role, Everett will be responsible for the company's logistics network strategy, to include transportation and national facility operations.



Flexible Solutions that work!

*Returns Management

*Fulfillment

*Repair Depot

*Advanced Exchange

*LCD Panel Repair

*New Assembly

*Warranty Repair

*Warehousing & Distribution

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479.549.3046

Annual RLA Conference & Expo São Paulo, Brazil



April 13th - 15th 2010



We are pleased to announce the RLA Conference & Expo Brazil in April 2010! Companies from all over the world and especially South America & Central America along with many other international delegates will be in attendance.

ODMs, OEMs, Branded Companies and Retailers will be looking for 3PSPs that can manage Reverse Logistics in South & Central America.



Temos o prazer de anunciar a Conferência e Exposição RLA Brasil em Abril 2010! Empresas do mundo inteiro e principalmente da América do Sul e Central junto com muitos outros delegados internacionais, estarão presentes.

ODMs, OEMs, Companhias de Marca e Varejistas da América do Norte e Sul, Europa e o Extremo Oriente estarão procurando Empresas Terceirizadas que lidam com a Logística Reversa



Nos complace anunciar la Conferencia y Exposición RLA Brasil en abril de 2010! Empresas de todo el mundo y especialmente América del Sur y Centroamérica, junto con muchos otros delegados internacionales estarán presentes.

Fabricantes ODM e OEM, minoristas y empresas de marca de la América del Norte y del Sur, Europa, y del Extremo Oriente estarán buscando terceros que puedan gestionar la logística inversa.

Hilton São Paulo Morumbi

is one of the best Brazilian hotels for business, it's central Sao Paulo hotel location provides easy access to the area's major business complex offices, and local attractions for your vacation or business needs.

**Hotel
Upgraded**



4/13	PRE-CONFERENCE WORKSHOPS - 9:00am - 3:00pm	
	EXHIBIT HALL OPENS - 1:00pm	
	RLA INDUSTRY COMMITTEES & RLA ACADEMIC ACADEMY - 1:00pm - 4:30pm	
4/14	EXHIBIT HALL OPENS - 8:30am	
	WORLD WIDE ASSOCIATION REPORT - President, RLA - 10:30am	
	KEYNOTE ADDRESS - 11:00am	
	BUFFET LUNCH - EXHIBIT HALL - 12:00pm - 1:30pm	
	Track A	Track B
1:30pm	Euripides Gomes - LAR Go-to-Market Supply Chain Manager, HP Think Forward! Challenges of a Forward Logistics Problem with a fitting RL solution	David Novak - Director of International Strategic Relations - ASSURANT
2:30pm	Heriney Queiroga - Consumer Care Manager, Philips do Brazil PANEL: Asset Recovery and Returns Management Processes	Paulo Oliveira - Senior Brazil Post Sales Support Manager, Motorola
	INTERMISSION - REFRESHMENTS - EXHIBIT HALL - 3:30pm - 4:30pm	
4:30pm	Nick Patterson - Americas Logistics Manager - DELL PANEL: RL Problems and Solutions for South America	Jose Faria - Board Director, CellBras Case Study: Nokia After Sales - A success case in the EMEA Region
4/15	EXHIBIT HALL OPENS - 8:00AM	
	Track A	Track B
9:00am	Gottard Haug - CEO, Teleplan	Olivia Oiko - University of Sao Paulo Closing the Product Lifecycle - Reverse Logistics for Post-Consumption Products
	INTERMISSION - REFRESHMENTS - EXHIBIT HALL - 10:00am - 11:00am	
11:00am	Mary Wells - Repair Supply Manager Sun Oracle PANEL: Designing a successful Service Network across borders	Juliana Seidel - Environment Senior Specialist Tetra Pak
	BUFFET LUNCH - EXHIBIT HALL - 12:00pm - 1:30pm	
1:30pm	Leonardo Mainardi - Repair Vendor Manager, Cisco	RL Model to Deliver Expanded Shareholder Value
2:30pm	PANEL: How Repeat-Use Packaging Solutions Can Reduce Costs and Enhance RL Practices	Unlocking Value in RL
	Closing Remarks - 3:30pm	
	Lucky Draw - 4:00pm - MP3 Players, DVD RW, Portable DVD Players, External Hard Drives, Digital Cameras (you must be present during the drawing to win)	

Event Participants





RLA LAS VEGAS ANOTHER SUCCESS



Keynote Speaker

Mark Twaalfhoven, President, Valuec BV

Always On – A Life Cycle Partnership

A significant shift is occurring with a focus to keep the customer always connected. Multi-year contracts with operators puts the spotlight on securing recurring revenues. The service industry protects the OEM brand or retail channel and fulfills a warranty obligation. This is an undesirable cost.

The yearly recurring revenues of operators, carriers or content providers are significantly larger than those of the OEM's that are providing the hardware. Several OEM's have changed their business model to capture recurring revenues, most notably Apple with iTunes.

New services are offered by insurance providers together with operators and retailers to sell protection for loss or damage. The user is guaranteed an advance exchange replacement device "as new", activated, ready to use, within 24 hours.

The After Market Services and Reverse Logistics Industry are in need to change and innovate to be able to offer "always on" capability.

- Insurance for "Always On" are sold as recurring revenues with operators
- Customers are offered "as new" advanced exchange replacement devices
- Configuration hubs next to logistics providers speed up exchange
- Data clouds and activation services will configure devices
- Repair will move from "walk in" service centers to hubs low cost countries

The ultimate goal: Keeping a customer and continuing the recurring revenue stream.

The 7th Annual RLA Conference & Expo was held in Las Vegas on February 8-10, 2010. Despite what is being, the conference was very well attended with

over 1,500 registered attendees and nearly 600 companies represented!

Companies like Walmart, Dell, The Home Depot, Best Buy, GENCO, Motorola, Microsoft, Teleplan, Hewlett-Packard, LG & Jabil all participated to discuss and learn about

how reverse logistics processes are becoming less secondary and more key to driving success in today's business climate.

Many attendees noted the constantly crowded expo floor and acknowledged that

OEM's, Retailers, and 3PSPs were all looking for potential business partners, and meeting to exchange best practices, solve RL pain points and move the Reverse Logistics industry forward.



VEGAS 2010 RECAP

AT NORTH AMERICA'S LARGEST RL EVENT!

The show was very informative good sharing of best practices across different channels, great way to learn about the business. I will definitely attend it again.

-Rubina Farooq,
LG Electronics



FOOTBALL LEGEND TACKLES REVERSE LOGISTICS



Former NFL football player and current NFL head coach Mike Singletary joined the 7th Annual RLA Conference and Expo in Las Vegas on February 8-10. Singletary attended the conference and Sunday's football party hosted by the Reverse Logistics Association and sponsored by Motorola.

Singletary, known for his determination and discipline, joined the attendees who gathered at the party prior to the conference to watch Super Bowl XLIV. There he signed autographs, joined in the networking and talked about the challenges of being a leader who can positively impact whichever organization they are in.

5TH RLA ANNUAL CHARITY GOLF TOURNAMENT

to benefit



Kids On The Move is a non-profit organization that provides support and services to children and families.

RLA DONATES TO CATHOLIC CHARITIES OF SOUTHERN NEVADA

Reverse Logistics Association made a generous donation of \$10,000 to purchase food for Catholic Charities of Southern Nevada. Everyday of the year meals are served in the St. Vincent Lied Dining Facility, on the Catholic Charities campus, to men, women and children in need. More than 1800 nutritious meals are served daily. Catholic Charities has providing food for people in need for 69 years in Nevada.





Reverse Logistics Association

Focus Sub-Committees are set up to provide a standing forum for Reverse Logistics Professionals to meet on a regional and global basis and discuss common Reverse Logistics issues at the RLA Conferences & Expos. Focus Sub-Committees educate the industry on reverse logistics:

- “Best Practices”
- Consumer Satisfaction Issues
- Regulations on a Worldwide & Regional Basis
- Processes that can Reduce Costs

Industry & Focus Committee

Advisor - Kurt Walker, Reverse Logistics Association

Apparel

Chairperson - Matt McGrath, Carolina Logistics Services

- Pete Carfrae, AKS Consulting

Automotive

RLA Advisor - Lyndsey Turner

- Austin Rappe, Inmar
- Charles Chappell, DEX
- Dave Vikartofsky, Advanced Technical Service
- Kurt Witek, YRC Reverse Logistics

Aviation

Chairperson - Bernie Gagnon, Expeditors International

Consumer Electronics

Chair - Jack DeButts, Dell, Inc.

Co-Chair - Mary Ellen Daniels, Compuspar

Founding/Past Chair (2007-2008) - Christopher F. Fabian, Professional Service Solutions, LLC

- Jodi Meyer, Swiss Colony
- Jack DeButts, Dell
- David Douthet, Accenture
- Stewart Park, USACO
- Adam Joel, TIC Group Australia
- Bitu Salimian, Video Audio Specialists, Inc.

- Joel Jacobs, Millennium 3000 Ltd.
- Steve Vertun, Segue
- Terry Rueland, TTE-Thompson
- Steve J. Miller, Advanced Communications Technology, Inc.
- Dave Keltner, Cerqa
- Ishak Kang, Vox UI, LLC
- Ray Agarpo, Hewlett-Packard
- Brian F. Eddy, SubCon Industries
- Mark Blevins, Toshiba
- Craig Sulton, Home Depot
- Brian Pollock, Toshiba
- Tony Sciarrotta, Philips
- Edward Higgins, MasterWorks International
- Michael Bisk, Prelco Electronics
- Pedro Mauricio, KEylab
- Charles Chappell, DEX
- Ishan Irani, TPG
- Dan Gardner, ATC Logistics & Electronics
- David Liscom, Hyper Microsystems
- John McGurk, GlobalWare Solutions
- Don Kaufman, Amazon.com
- John Beyers, United Radio
- Michael Bisk, Prelco Electronics
- Pedro Mauricio, KEylab
- Pete Carfrae, AKS Consulting
- Vibhore Arora, Infosys
- Sherry Olivier, Inmar
- Anil Bakshi, Dell
- Bert Munnikhuis, Genco
- Jeffrey Reed, Ozark

Appliances - White Goods

Jesse LaRose, ESE Solutions

Data Storage

Chairperson - Ed Inal, Western Digital
Committee Members:

- David Lick, Seagate Technology
- Gary Gear, Toshiba
- Glenn Grube, Moduslink
- Wes Stott, DEX
- Doug Pratt, Iomega
- Kevin Arra, Onelife Digital
- Vlademir Gatti, Pandisco Information
- Herman Goemans, Sprague Magnetic Europe
- Mike Joy, Tech-Ed Networks
- John McGurk, GlobalWare

- Solutions
- Edward J. Higgins, MasterWorks International
- David Liscom, Hyper Microsystems
- Herman Goemans, Sprague Daniel Silva, Flextronics
- Paul Knight, CNE Direct, Inc.
- John Driscoll, DDG
- Tom Steiber, SemiWest

Digital Imaging & Video

Chairperson - Larry Maye, Precision Camera & Video

- David Liscom, Hyper Microsystems

E-Retail & Retail

Chairperson - Craig Sultan, The Home Depot

Co-Chair - Pat Sullivan, Inmar - CLS Reverse Logistics.

- Curtis Greve, Metreks Inc.

Home Improvement

Marine Electronic Equipment

- Dave Vikartofsky, Advanced Technical Services

Notebook/PC

- Vibhore Arora, Infosys
- Jeff Seaman, SCI Group
- Edward J. Higgins, MasterWorks International
- David Liscom, Hyper Microsystems
- Dan Gardner, ATC Logistics & Electronics
- Cyrille Regardin, Sony
- Ishan Irani, TPG
- Mike Joy, Tech-Ed Networks
- Pete Carfrae, AKS Consulting
- Joyce Qiao, Pega-Service

Office Equipment

- Derek Scott, Canon Europa N.V.

Photographic & Optical Equipment

- David Liscom, Hyper Microsystems

ation Industry Committees



Television and Display Devices - Brown Goods

- Charles Chappell, DEX
- David Liscom, Hyper Microsystems
- Pete Carfrae, AKS Consultin

Wireless

Chairperson - Dan Gardner, ATCLE
Committee Members:

- Art Teshima, DEX
- Bob Sullivan, The Wireless Source
- Al Mahesh, Service Central Technology
- Joseph Tarantino, Sprint Nextel
- Bill Kenney, OnProcess Technology
- Chris Griffin, Sprint Nextel
- Silveira Guerra, Keylab - Nokia
- Ishan Irani, TPG
- Dave Vikartofsky, Advanced

Technical Service

- Andy Chuang, ZyXEL Communications Corp
- John McGurk, GlobalWare Solutions
- Don Kaufman, Amazon.com
- Edward J. Higgins, MasterWorks International
- John McGurk, GlobalWare Solutions
- Dan Gardner, ATC Logistics & Electronics
- Pete Carfrae, AKS Consulting
- Dick Kluis, Servigistics
- Vibhore Arora, Infosys
- Jeff Seaman, SCI Group
- Jake Ducey, CertiCell
- Sreevathsa, The Service Solutions
- Scott Hertel, UPS
- Larry Worden, CertiCell LLC

- Blake Vaughn, Brightpoint
- Ted Gardham, Elcoteq

Telecom

Chairperson - Gary Cullen of 4PRL

- Glen West, Celestica
- Dennis Cain, DEX
- Bob Hathaway, Telecycle

Food & Beverage

Chairperson - Bruce Stevenson, RMS Inc

Committee Members:

- Carl Dubose, PepsiCo
- Oliver Hedgepath, University of Alaska
- Stacie Perez, HJ Heinz
- Lori Kleinschmit, ConAgra Foods
- Sharon Joyner-Payne, Carolina Logistics
- Tom Marcellino, Inmar
- Bruce Stevenson, RMS, Inc.
- Misty Hicks, Americold
- Gene Bodenheimer, GENCO

Home

- Mattress, Bed & Furniture
- Jewelry & Watch

Medical/Pharmaceutical

Chairperson - Michael Blumberg, Blumberg Advisory Group

- Robert Ticknor, Services Innovations Group
- Dan Gardner, ATC Logistics & Electronics
- John McGurk, GlobalWare Solutions

Medical/Electronics Best Practices

- Eric Miller, Agnitio Management Consultants
- Jeff Seaman, SCI Group

Sporting Goods

Athletic/Outdoor Gear & Apparel
Bicycles & Accessories
Fitness Equipment

- Pat Sullivan, Inmar
- Doug Houle, DHL
- John McGurk, GlobalWare Solutions

[Focus Committees & Regional Focus continued on to page 27](#)



7th Annual RLA Conference & Expo **AMSTERDAM**

Over 500 RL Professionals

Location:

Amsterdam, The Netherlands

Date:

Workshops - June 15, 2010

Conference & Expo - June 15-17, 2010



**Three Full Days of RL
Thought Leadership,
Innovation and
Networking!**



The Reverse Logistics Association Conference & Expo kicks off on Tuesday with Workshops and Committee Meetings, followed by the opening of the Exhibit Hall. Wednesday and Thursday are two full days with the Keynote address followed by sessions presented by RL professionals, leading academics and interactive panel discussions. Session topics include "Customers Give the Best Insights into After-Sales Effectiveness," "Using Technology to Enable Collaborative Independence" and "Designing an Integrated Reverse Logistics and Service Support Network." A wide range of Reverse Logistics companies will be in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

Be sure to visit the Exhibition Hall where OEMs, ODMs and Retailers will be looking for Third Party Service Providers (3PSPs) that can manage Reverse Logistics in Europe and around the world. This is a rich opportunity for OEMs and Branded companies to identify future service partners among the many exhibitors showcasing their Reverse Logistics solutions.

For more information, visit: www.RLASHows.com



CONFERENCE & EXPO



Michael Blumberg,
President - Blumberg Advisory Group

Service Supply Chain Challenges and Best Practices for High Value and Long Life Cycle Requirements



Paul Tran,
Sr. Director of Sales and Marketing, Comtek



Keith Mckervey,
Director Logistics, LTX



Bob Kerbyson,
Sr. Director Global Repair, Motorola

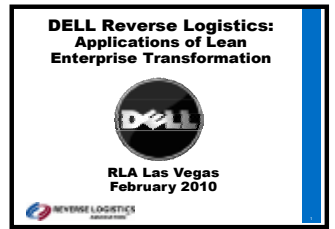


Jeff Henry,
Global Reverse Value Chain Manager,



Matt Synder,
Senior Manager Reverse Logistics

Lean Enterprise Transformation: Case studies from Dell Reverse Logistics



Bernie Schaeffer,
CVP Global Repair & Reverse Logistics

Consumer Self Service - Prevention is the Best Medicine



Lisa Bachler,
Senior Program Manager

Return Center Triage - Prioritized Processing for Maximum Value



James Cochrane,
Vice President, Ground Shipping - United States Postal Service

New Solutions for Reverse Logistics



Anthony Chiarello,
COO & Executive VP, NYK Logistics



CJ Charlton,
Senior Executive, NYK Logistics (Americas) Inc.



Managing Your Green Supply Chain to Finish in the Black



Col. Joseph Walden,
Director, Supply Chain Research Institute

Aftermarket Support of Wireless Devices

After Market Support of Wireless Devices

Joe Walden, Moderator
Russ Hiles, Sprint
Scott Hertel, UPS
Manny Lata, Kyocera



Russ Hiles,
Sr. Manager, Vendor Operations, Sprint



Scott Hertel,
Director of High Tech Logistics Solutions, UPS



Manny Lata,
Senior Manager, Service, Kyocera



Steve Brown,
Global Product Life-cycle Manager,



Ken Ueltzen,
Vice President, Comtek Computers

Case Study: Minimizing Service Parts Expense by Coupling Your Repair Strategy With an Alternate Sourcing Strategy

Minimizing Service Parts Expense by Coupling Your Repair Strategy With an Alternate Sourcing Strategy

Steven Brown – Hewlett Packard
Ken Ueltzen - Comtek



Craig Sultan,
Senior Manager, Reverse Logistics



Customer Satisfaction through Returns: the Voice of the Customer

Customer Satisfaction through Returns: the Voice of the Customer

Speaker
Craig Sultan
Senior Manager, Reverse Logistics, The Home Depot

Las Vegas, February, 2010



Colin Kempter,
Principle Consultant - ECN Group

An Analysis of Cloud Computing (SaaS) Technology for Product Returns

An Analysis of Software as a Service (SaaS) Technology for Product Returns.

Colin Kempter
Principal Consultant
ECN Group
www.ecngroup.com.au



Gotthard Haug,
CEO - Teleplan

The value add of a dedicated After Market Service Provider - What does the customer expect today?

THE VALUE-ADD OF AN INTERNATIONAL DEDICATED AFTER MARKET SERVICE PROVIDER



Suranjan Pramanik,
AVP, Head Of Mfg & Hitech Infosys



Karyn Wilder,
Sr. Mgr, Customer Returns



Case Study: Customer Returns Support and Asset Recovery - Non-service

Returns Support and Asset Recovery Building Toward Excellence

Karyn Wilder
Sr. Manager, Customer Returns

Read The Press

HYPERMICRO Makes Fast Work of Circuit City Inventory Moving 500,000 Items in 450 Categories

HYPERMICRO Systems, Inc. acquired the Circuit City distressed inventory valued over \$100 million from major electronics retailer, Circuit City.

The challenge confronting HYPERMICRO was 9000 pallets needed to be sorted, processed, tested and/or refurbished. And the shipments contained everything from iPods to TVs to computers, gaming systems and microwaves to vacuum cleaners.

The volume of products – some 440,000 items in 450 categories necessitated a minimum of 250,000 extra square feet which HYPERMICRO set up and arranged within 5 days.

Great RL Saves Consumers Money, Dealers' Profits Increase and it's GREEN!

ENFIELD, CT - The new position of COO of Precision Camera is "several shades of green" for Reverse Logistics veteran, Larry Maye.

Maye has quickly learned it's a win-win situation for all when consumers fix and do not discard, non-working cameras or camcorders. Consumers can save anywhere from \$30 to hundreds of dollars when they make a repair vs. replace decision. Camera retailers can see their gross margins double vs. what they realize when selling a new camera. It's an ECO-green practice that really DOES bring in the green!

The recent Rethink Repair™ Environmental Impact Study found that repairing a single camera consumed just 15% of the resources

of a replacement camera. The CO2 saved on a years' worth of Precision Camera repairs, is equivalent to removing 1,100 SUVs off the street.

Converge Celebrates 30 Years in the Global Electronics Industry

Peabody, Mass.--2 March 2010-- A new 30th anniversary flag flying in front of the Converge corporate headquarters in Peabody, Mass., symbolizes a unique achievement in the global electronics industry - 30 years of global supply chain solutions.

Originally founded in 1980 as New England Circuit Sales in a small warehouse located in Beverly, Mass., Converge has grown over the past three decades by providing unmatched excellence in managing the life cycles of the electronic components industry.



Industry Events



RLA Conference & Expo – Brazil
April 13-15, 2010
www.rlashows.com/brazil.php

Paper Recycling Conference – Chicago
June 13-15, 2010
www.paperrecyclingconference.com

RLA Conference & Expo – Amsterdam
June 15-17, 2010
www.rlashows.com/amsterdam.php

RLA Conference & Expo – Singapore
September 27-29, 2010
www.rlashows.com/singapore.php

E-Scrap 2010: The North American Electronics Recycling Conference – New Orleans
September 29-30, 2010
www.e-scrapconference.com

CSR, Corporate Giving & Brand Protection Summit – Boston
November 3-5, 2010
www.rlashows.com/boston.php

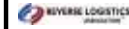


Greg Hazlett,
Principal - Thompkins Associates

Creating a Customer Centric Reverse Supply Chain Strategy

Creating a Customer Centric Reverse Supply Chain Strategy

RLA Conference & Expo
Las Vegas, NV
February 9, 2010



John Axe,
CEO
ECN Group



Pat Sullivan,
VP Bus Dev.
Inmar



Randy Hatheway,
Dir. Cust. Logistics
Ryder



Dale Rogers Ph.D.,
Foundation Prof
UN Nevada



Srini Gorty,
Co-Founder & VP
Evavi



Jim Schoessling,
VP of Operations
Servigistics



Brian Carter,
Solution Manager



Leveraging Your IT Investment for Managing Reverse Logistics

Leveraging Your IT Investment for Managing Reverse Logistics

Speaker
Brian Carter
Solution Manager - SAP



Las Vegas, February, 2010



Bradley Gross,
Attorney at Law - Becker & Poliakoff, P.A.

Stay Out of Court! Drafting the Perfect RL Agreement

Stay Out of Court: Drafting the Perfect RL Agreement

Presented by:
Bradley J. Gross, Esq.
Becker & Poliakoff, P.A.
(954) 364-6044
BGross@becker-poliakoff.com
Blog: www.bradleygross.com



Hannah Kain,
President & CEO - Alom

Using Web Design to Reduce Return Rate and Processing Cost

Using Web Design to Reduce Return Rate and Processing Cost

Presented by Hannah Kain
February 2010



Chuck Johnston,
Sr. Director, Returns



Reverse Logistics Initiatives

Reverse Logistics Initiatives
"A Retailers' Perspective"

Panel Discussion
Chuck Johnston-Moderator
Panelist:
Pam Rapp
Tim Neale
Jay Frayser



Pam Rapp,
Director of Merchandising Support, Walmart



Tim Neale,
Systems Manager for Reverse Logistics, Walmart



Jay Frayser,
.com Returns Manager, Walmart



Closing or Moving out of a Reverse Logistics facility?

At this very moment, RL companies are looking for facilities with infrastructure already installed. Let us help take the costly hassle out of having to restore your facility to its original state.

Looking to Expand or Relocate?

Let us help locate facilities with the RL structure already in place. Save the hassle and resources and find it now!

The entire process is secure.
All inquiries are kept confidential.

RLAconnect.com





John Love,
Global Business Development - Four Soft

Transportation Logistics Platforms of the Future

**Transportation Logistics
Platforms of the Future**

Speaker
John Love
Global Business Development
Four Soft



Las Vegas, February, 2010



Roy Steele,
President - RoShar Associates

Service Parts Management

Service Parts Management

Panel Discussion
Las Vegas 2010



Paul Gettings,
Executive VP
DEX



**Xavier de
Mongros,**
Services Supply
Chain Director.



John Baehr,
Service Spares RL
Mgr., KLA/Tencor



John Weatherup,
New Business Dev.,
Refurbworld



Todd Snyder,
Global Logistics
Dir. of Sales,
High-Tech,
UPS



John Rinehart,
Manager, Reverse
Logistics Infor-
mation Services,



Paul Bruce,
Vice President,
Flextronics



Jesse Sales,
Senior Manager,
Juniper



Jim LaRocque,
Senior VP of Service



Logistics Partner Selection

Logistics Partner Selection

By Jim LaRocque
February 9, 2010



Sean Casey,
VP of OEM Sales - Refurbworld

Integrated Asset Recovery - Providing Top-Line Revenue and Bottom-Line Savings

Integrated Asset Recovery:
"Providing top-line revenue and bottom-line savings"

Feb 9th, 2010



Pat Anderson,
Senior Solution Architect - TAKE

Follow the Leader: How to Pick the Right Reverse Logistics Champion in Your Organization

**Follow the Leader:
How to Pick the Right Reverse Logistics
Champion in Your Organization**

Speaker
Pat Anderson
Senior Solution Architect - TAKE



Las Vegas, February, 2010



William Pollock,
Vice President, Principal Analyst - Aberdeen Group

Driving Improved Returns Directly to the Bottom Line

Reverse Logistics:

Driving Improved Returns
Directly to the Bottom Line

Keynote Presentation
Reverse Logistics Association
Las Vegas 2010 Conference

Bill Pollock
VP - Principal Analyst
Strategic Service Management
Aberdeen Group



Reverse Logistics Association Focus Committees



FOCUS COMMITTEES

Corporate Social Responsibility

Chairperson - Brian F. Eddy, SubCon Industries

- Larry Maye, Precision Camera & Video
- Chris Fabian, Professional Services Solutions
- Dr. Lutz-Guenther Scheidt, PE-International GmbH
- Harold Krikke, Open university
- Jesse LaRose, ESE Solutions

Information Technology Solutions

Chairperson - Leonard Schneeman, DEX

Co-Chairperson and Standards Committee Liaison - Paul Rupnow, Andlor Logistics
Forward Logistics Sub-Committee
IT and Business Trends - Lee Sacco
Sub-Committee Chairperson, Oracle
Committee Members:

- Tom Johnson, Cisco
- John Rinehart, Intel
- Sivakumar Sethuraman, Amazon.com
- Herman Goemans, Sprague Magnetism Europe
- Pat Anderson, TAKE
- Lee Sacco, Oracle
- Brian Carter, SAP
- Haozhe Chen Ph.D., East Carolina University
- Norm Plummer, Bigston
- Andy Chuang, ZyXEL Communications Corp
- Edward J. Higgins, MasterWorks International
- John McGurk, GlobalWare Solutions
- Sivakumar Sethuraman, Amazon.Com
- Herman Goemans, Sprague Magnetism Europe
- Ian Rusher, Cisco
- Mike Joy, Tech-Ed Networks
- Marjorie Holleran, Oracle
- Doug Houle, DHL
- Sheryl Skifstad, Motorola
- Dave Treat, Teleplan International
- Bert Munnikhuis, GENCO
- Jeffrey Reed, Ozark
- M. Brian Carter, SAP Labs, LLC

Spare Parts Management

Chairperson - Roy J. Steele, RoShar Associates LLC

Founding/Past Chair (2007-2008)
Michael Shelor, Shelor, Consulting Inc.
Committee Members:

- Tim Andrae, MCA Solutions
- Matthew Cutone, Horizon Technology
- Shawn McFay, Dell
- Mitch Williams, Superior Service Solutions

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“Better Boothmanship” Maximizing Your Trade Show Investment!

by Arte Maren

Trade shows are a multi-billion dollar industry due to the great potential for excellent returns on one’s investment. Indeed, there are advantages that are more beneficial than other forms of marketing. Consider access, for example, decision makers and executives attend such shows and you, as an exhibitor, has the ability to communicate and demonstrate the benefits and value of your products or services. The savings of time and money on sales presentations is considerably less than what it might be “in the field.” Research has shown that fewer follow up calls are needed, as a result.

For greater success, it is necessary to view trade shows as a science based upon certain fundamental laws, or what I referred to in my presentation at the February 2010 RLA show as “Better Boothmanship”. I will highlight many of these laws, and their violations, which I term “exhibitor felonies.”

Trade show success begins with an understanding of the influence that a “buying environment” can play. (There are no clocks in the casinos in Las

Vegas...an accident? Milk is located in the rear of the supermarket an error in organizing the store? Of course not it is the application of the science of what I term “environmental selling”; creating an environment which encourages purchase. And such is the case in the trade show.

PLANNING

It has been said that success at the trade show is often achieved before the show and that is achieved through careful and strategic planning. It all starts with planning; what is the image one wishes to communicate, the exhibit content and design, handouts, pre-event marketing, equipment for sales and demonstration, logistics of show schedule, personnel, finance, follow up, etc. It begins with a planning meeting, which is attended by all who should have a vested interest in the success of the show. Marketing, sales, operations and especially finance need to communicate and coordinate their individual interests and ideas. The pre-show meeting would also include a review of the list of attendees obtained from the show producer, targeting priority

contacts, a review of product knowledge, promotional materials etc. Invite a top executive into the final briefing for a few words of encouragement—which also lends a positive importance to the trade show “mission.”

Exhibitor Felony: A failure to ensure that all those who should be in the coordination loop are present at the meeting and participating with their input and needs.

EXHIBITS

Exhibits are sometimes poorly designed with far too many messages and no singular particular message making an impact. For example, consider the exhibit is a billboard with cars driving by at 60 miles per hour. There must be a clear message and an overall design accommodating that message that will surely attract attention. A few ideas, clearly promoted, are far better effective and impressionable than too many messages to the consumer. This can be accomplished in many ways.

- A new product is often popular with attendees.
- Lighting and color are considerations. Guard against a booth design that is too “busy.”
- Avoid setting up table(s) at the front of the exhibit which block attendee entry into the booth.
- Demonstrations performed at the exhibit often get attention but ensure they can be accomplished flawlessly and double, and triple check, all equipment to ensure workability both before and at the show.

Some exhibitors have found success by employing “show business.” Under this category might fall, magicians, jugglers, exhibit puzzles or putting greens, etc. Some marketing executives have the consideration that such activity is a bit too showy, or “corny”, however they do attract attention to the exhibit. If done tastefully, such approaches can be an advantage over the competition. The novelty must be tied into a message aligned with the product or service being exhibited.

Uniforms can help establish a team image. Staff wearing sweaters with the company name, or men in sport coats and women in blazers with the company logo can create a positive effect. Further, attendees can recognize a company representative when not at the booth which can lead to additional conversations and leads.

Exhibit Felony: The hiring of or utilization of models or attractive females who are provocatively clad and/or poorly trained in even the simplest of elements of the product or service being promoted. Indeed, this “use a model approach” can easily backfire as it is known to be unpopular with female buyers and the male purchaser can also be easily intimidated thus causing the reverse effect intended; driving prospect from the booth instead of toward it.

PERSONNEL

Personnel are a major factor in the success of the show. According to “The Trade Show Bureau,” 70% of all companies do not adequately train their staff in “Boothmanship.” The reasons can vary from “lack of time” (we never seem to

have the time to do it right but we always find the time to do it over) to considering it is not really needed as “our sales reps are veterans” (but the trade show is not the same “playing field” and there is very different timing in the sales process).

A study of over 100 exhibiting companies revealed that trained employees greeted and engaged visitors twice as effectively as those untrained, held longer conversations with prospects, (average of 6 minutes compared to 2 minutes), made more product presentations and more effectively asked for the order.

Role playing, well in advance of the show, as if one was at the show with all concerned staff is good insurance that all will run well. Such sessions can be video taped so that critique can be done. It is considered that such training sessions are most effective about 4 weeks prior to the show with a review a week or so before. Specific functions for each individual could be established. The strategy set might include all personnel meeting, greeting and presenting. Or the individual jobs might be split up based upon abilities; one might be the greeter getting immediate attention and qualifying and the next might be the educator and closer.

Encouraging personal motivation should be a priority. Employees who want to be at the show and feel adequately compensated will be an asset. The compensation could be in form of bonuses or perks. An effective plan for utilization of the leads can act as further motivation. *I was able to increase the return on investment of a client through this one factor alone; creating a program that gained the interest of employees to work the show.

Exhibitor Felony: Assigning personnel to the shows who do not wish to be there, without handling the lack of motivation or in some way bringing about a greater desire either through compensation or other means.

Statistics

As in any endeavor worth doing, measuring success helps to reinforce future actions. A set of statistics should be set up in the planning session to evaluate the overall success of the show. Some of the metrics we found valuable in analysis are; how many actual leads were obtained,

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what were the number of “hot prospects” (from those leads), how many full presentations were done, and ultimately the number of closes and the value of that close for longer range feedback.

Exhibitor Felony: A failure to track sufficient factual data, in the form of statistics both final and sub-sets, to accurately determine the vital actions necessary for the evaluation of success or performance at the show in need of improvement.

FOLLOW UP

All prospect names captured by card or general information should be rated in regards to their degree of interest; some use an ABC rating—A-High Priority for immediate interest, B-Medium Priority-likely to order in the future, C-some interest to continue communication via data base, or D-not applicable to our business or some similar designation. Some exhibitors use a scale of 1-to-10, which provides the priority. All pertinent

information about the lead should be recorded at the time the lead is obtained (memory later is often not nearly as sharp). This is often done by recording the data on the back of the card, or as some companies have done, a log book (Yes, hard copy).

The leads follow up, despite being crucial, are often not given sufficient planning attention. Unless a plan is established for what will be done with the leads that are obtained, the leads can go stale. After all, there were probably leads already a bit dated before the show. Success at the show then brings yet additional leads to be acted upon so it is necessary to ensure that the area is well organized to handle the flow.

An interesting, almost metaphysical observation; those exhibitors with the best prepared follow up obtained the most leads at the show. An after show debrief by all in the company who attended, will ensure that proper follow up is being made. Even more importantly if the debriefs include a careful review

of what worked, what did not work, and suggestions for future shows, such key items can become standard company procedure for the future.

Exhibitor Felony: Preparing all aspects of the show to create a positive impact, acquiring leads which then go stale as insufficient attention was paid to immediate follow up.

PRE-SHOW MARKETING

To maximize show efforts, all prospects being currently worked on, or communicated with, over the past few months should be contacted prior to the show. Appointments can be set to meet them at the show, utilizing the advantage of the buying environment. The booth should be a pre-set destination for one’s customers, not just a location. The primary public to receive advance mailing would be current prospects, followed by prospects yet to be contacted, as well as former customers. It is economical and effective to team up with another non-competing exhibitor for advance promotional mailings. Guest passes can be sent to all key prospects and may be available from show management. The show pass would also promote a visit to the exhibit. Name dropping of enthusiastic existing customers as references should be available for use. Share these “success stories” with exhibit visitors choosing the stories that closely approximate that visitor’s situation and operation.

Exhibitor Felony: Omitting the targeting of strategic contacts and ensuring that the appointments are set up prior to the show.

COMPETITION

Strategic planning demands that an examination be made to determine who in the industry is exhibiting at the show and what is their message? What did their exhibit look like at the last show? It is always a good idea to take pictures of their exhibits to be reviewed at a later date. Changes can be made to the company booth at the next show based upon observations of competitors’ booths.



SURVEYS

Consumers of one's product or service will be at the show. Consideration should be given to conducting marketing surveys either at the booth, or elsewhere at the show. This would include gathering information from an attendee who has stopped at the booth but is using a competitor's product. In response to "oh, we use (competitor name) this is a good time to find out more about their product and the competitor. What do they like about the product or service and what challenges have they experienced with the company, etc.?"

THE SALES PROCESS

The sales presentation time span at the exhibit is generally short; one has to move through the usual sales process in a rapid manner. The fundamental approach to maximizing the exhibit contact is best exemplified by selling with EEEEE's (Also pronounced ease!).

*Eye contact-establishing rapport with the prospect. To do so effectively takes an understanding that "eye contact" is really "I" contact. Avoid "badge watching" where attention is placed on the badge and not the person in front of you. Do not attempt to "over qualify" by making it clear that you are attempting to see if they are "worth the time." The key to instant rapport is focusing on their interests and attempting to get to know them.

When one knows the rules, the trade show becomes more successful and.... more fun.

*Enquiry-what are their areas of interest. Who are they and what is the basic nature of their company? This is basically a quick "needs assessment" i.e. what are their immediate, medium and long range concerns? Does your product or service align with their needs? Who is the decision maker? For those visitors who seem somewhat disconnected or uninterested, one can reverse gears and ask for their assistance.... "If you have a moment, I would like to get your opinion on some new issues that have come up regarding our product—such as... or "we are in the middle of a marketing survey program and I wonder if I could have your opinion on a few items of interest?" Once communication has been established (it is vital that the survey questions are real or it will come across as a ruse, just to get their attention), one can bridge over into their needs quite readily.

*Education-the clear presentation of how one's product or service is precisely what they are looking for. Use emotion and fact to get the points across and use all available sales aids and graphics.

*Engagement-the close, the appointment to close or the set up meeting at a later date to effectuate the close.

Many "booth-manship" failures stem from not employing the sequence as above. Skip a step and you

weaken the sales sequence linkage.

Be prepared to close a deal. Because of the usual lag one might encounter in any industry, the necessary items to close a deal are not readily available as unexpected. But one does not often know

that a prospect coming to the show has already been doing their homework and intends to buy-at the show. The exhibitor version of ABC applies-Always Bring Contracts!

Exhibitor Felony: Salespersons who talk too much and miss finding opportunities by encouraging communication from the prospect.

THE DAILY MEETING DEBRIEF

This most important review should be done by all company employees at the show. The meeting can be brief but must review the leads, observations by the individuals in the group and a review of the plans and strategy of the following day based upon the show schedule and the prospects already seen, to be seen again or those attending where appointments are still needed.

HELPFUL SUGGESTIONS

- Carefully study the exhibitor manual—show schedules, contractor information, floor plans, registration, etc.
- Overcrowding the booth with company representatives should be avoided, as it makes the entry intimidating.
- Schedule a show performance evaluation meeting as soon as possible after the event while information is fresh—and utilize the results in planning the next show.
- Appoint one person fully in charge of ensuring the safekeeping and administration of leads.

While it would appear that rules of conduct would not be need to be fully

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expressed and agreed upon, hard won experience would indicate that it should be included in any serious exhibitor training. Set standards of conduct in the booth and during the show. Rules such as:

- no gum chewing,
- remain enthusiastic and engaged!
- avoid too much social chit chat in the booth.
- prohibit wandering to other booths.
- always treat visitors with respect and caring.
- always use common manners.
- prohibit badge-ogling.
- always collect cards and capture the identity.
- strive to get referrals!
- no reading of newspapers or magazines at the booth!
- sufficient product knowledge. Training!!!
- set a good example outside of the booth. Always!

PHYSICAL STRESS

The show can be physically demanding. Proper food and eating habits, plenty of water (minimum 8 glasses per day) and sufficient sleep is often not given the respect it should have in ensuring optimum performance. Being tired at the exhibit booth,, or hungry, becomes slow torture and does not lend itself to being friendly and effective as a sales representative.

When one knows the rules, the trade show becomes more successful and... more fun.

RLM



Arte Maren is an expert in maximizing trade show efforts and was a recent presenter at the RLA Las Vegas trade show. He conducts training in trade show planning and execution as well as

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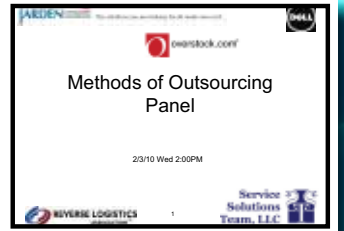
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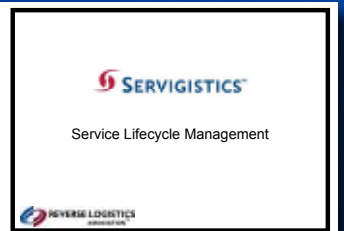
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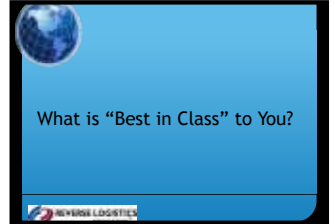
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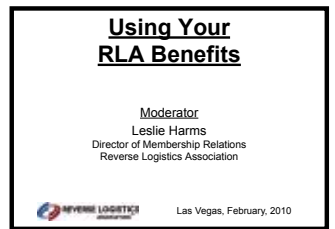
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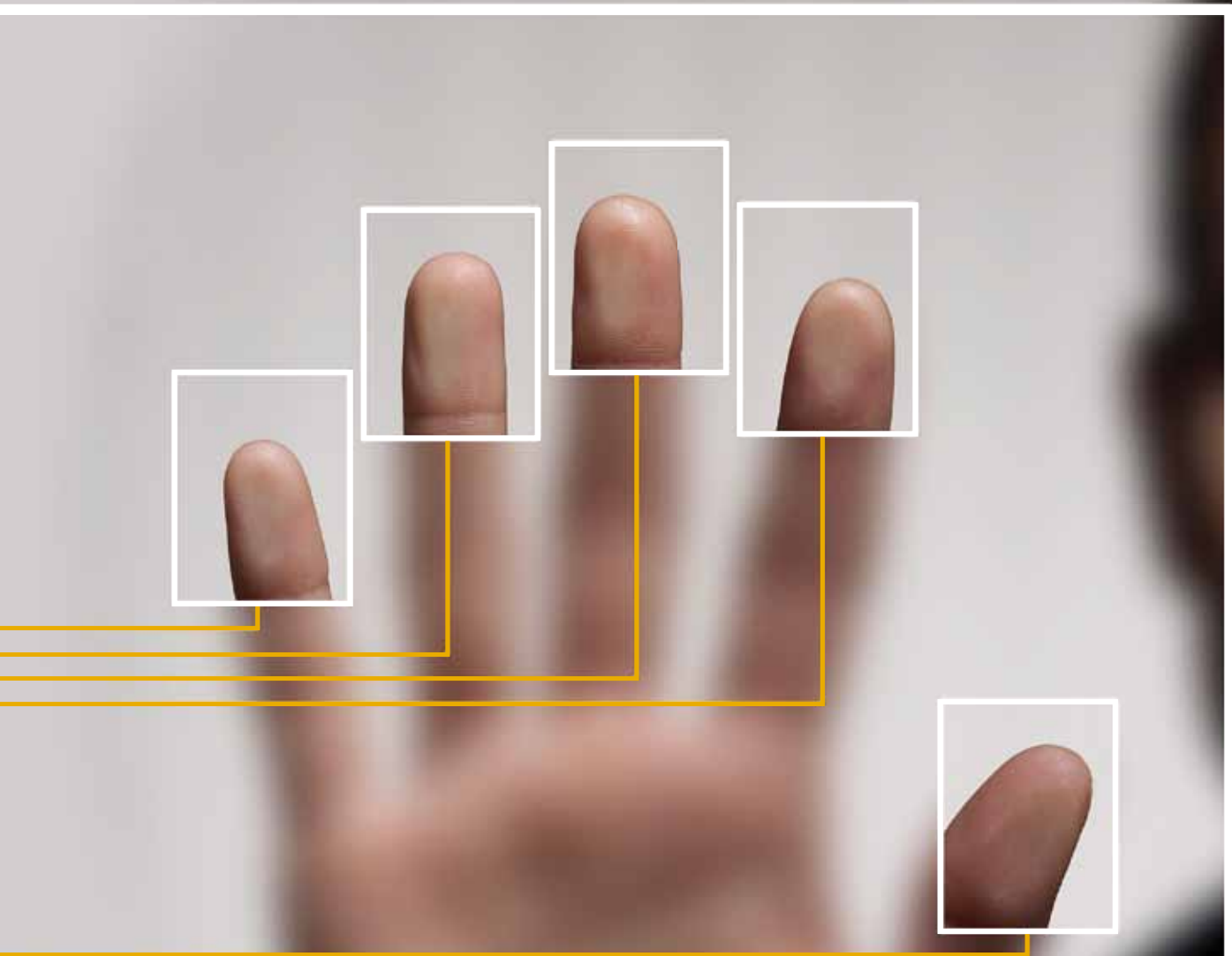


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