



REVERSE LOGISTICS DIGITAL magazine®



**RLA Conference &
Expo, Las Vegas
Preview - pg23**





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9th Annual RLA Conference and Expo Las Vegas 2012

America's Premiere Reverse Logistics Event

February 5-9, 2012



Over 150 Exhibitors and Sponsors – 1000+ RL Professionals Representing 700 Companies

Make plans now to join us for the 9th Annual Reverse Logistics Conference and Expo on February 7-9, 2012 at the Rio Hotel and Casino.

Monday offers pre-conference workshops and the conference industry reports. Wednesday is the keynote address, followed by sessions presented by RL professionals, leading academics from over 170 individuals.

The Expo where 3PSPs will showcase their RL services and solutions.



REVERSE LOGISTICS
ASSOCIATION®
CONFERENCE & EXPO



If you are a Reverse Logistics professional – don't miss this event!

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RL Magazine will publish 12 issues annually — 12 new digital editions!



RLA Tailgate Party!

The party begins Sunday, February 5, 2012 at 2:30 pm in the Tropical banquet room at the Rio! Join the fun and watch the biggest football game of the year from Las Vegas!

Video



What is the Reverse Logistics Association? by Reverse Logistics Association

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Message from the Editor

Social Media and the All New RLA Community

The rules of promoting your business have changed – social media is here to stay! RLA is here to help, those attending RLA conference's may join the Online RLA Community. This community lets you meet other attendees, where you can start conversations, ask questions of the speakers and build your personal schedule of sessions. This network media board also features an Interactive Scheduling of sessions and private meetings in the RLA Community!

Once you join the community, you will be able to:

- View the profiles and interests of the other attendees
- Discover contacts from Twitter and LinkedIn attending
- Build a personalized schedule of sessions to attend
- Download hand-outs and materials
- Schedule 1:1 meetings with other attendees
- Join the conversations we're having about the topics that are critical to our industry today
- Find out the latest best practices in Reverse Logistics.

The event features Pre-Conference Workshops on the first day followed by a two-day Conference & Expo highlighting topics relevant to latest industry best practices. Reverse Logistics Professionals from OEMs, ODMs, Branded Companies, Retailers, Academia and 3PSPs represent the wide array of speakers and panel discussion participants.

You can network with a World-Wide Community dedicated to Reverse Logistics and the Aftermarket Supply Chain. This Expo showcases Exhibitors including 3PSPs, hardware repair companies, RL software companies and many others. Don't worry about missed connections, you can network and connect before, during and after the Conference in the RLA Community.

Meet with OEMs and Branded Companies looking for new 3PSPs. Use this avenue to schedule your quarterly business reviews with your current partners and meet industry leaders in an unprecedented environment to sit down and do business face-to-face.

How's that for a slice of social media!

Lyndsey Turner, Editor • Editor@RLA.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.

8th Annual RLA/RLTS Conference & Expo AMSTERDAM

Over 400 RL Professionals & 200 Companies will be in Attendance

Location:
Amsterdam, The Netherlands

Date:
Workshops - June 19, 2012
Conference & Expo - June 20-21, 2012



**Two concentrated
Days of RL Thought
Leadership, Innovation
and Networking!**

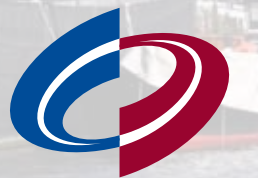


The Reverse Logistics Association Conference & Expo kicks off on Monday with workshops and committee meetings. Tuesday and Wednesday's events include the opening of the exhibit hall, the keynote address, sessions presented by RL professionals, leading academics and interactive panel discussions.

Session topics include "Controlled Reverse Chains for End-of-Life Products," "Returns Management and Asset Recovery" and "Challenges and Compliance with Cross Border Commerce." 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 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.org



**REVERSE
LOGISTICS
ASSOCIATION**
CONFERENCE
& EXPO

Message from the Publisher

NETWORKING AND SOCIAL MEDIA



So much information is thrown at us every day. There is a “media overload” that professionals feel today. When I sit down to relax and flip on the TV (oh, LCD, HD wide screen, 60 inch mounted to the wall) after a trip or busy day at work, I just want to vegetate. But no, the movie or series have images or people running around the screen telling me that there is a better movie in 30 minutes, or a notice scrolling across the bottom of the screen that tells me that the world is coming to an end!

I see the same type of traffic with social media, it doesn’t matter with which platform, Facebook, Linked-In, Twitter..... There is more content than one person can keep up with. People are meeting one another today on the web, growing up together, sharing feelings, friends, business plans, marketing plans yet never really knowing the other person.

Where does this all end? Have any of you ever met someone that you had worked with or known for years, but never actually met that person? And when you do, it is the 10-15 minutes of catch-up, only to find that there isn’t any common interest and the person isn’t really who you thought they were.

You must be asking “what is the point”? Simple this, no matter what technology that comes next, 3D video conferencing, “beam me up Scotty” transporters, surround video/audio, nothing will ever take the place of human contact. One-on-one meeting’s are what has and will always clinch the deal, overcome misunderstandings and where business-ship become friendship. It is how trust is gained and decisions are made.

I invite you all to come to the largest Reverse Logistics networking event in the world next week in Las Vegas at the Rio All Suite Hotel & Casino. Real people will meet face to face and commerce with happen to the tune of millions (you pick the currency). Yes we have social media (RLA Community) and video conferencing for those overseas (or bed ridden) that can’t travel to reach out and shake your hand, but those in attendance will be at an advantage over anyone that stays at home! Social media will never take the place of human interface.

Gailen Vick - Executive Director
www.RLA.org



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:



Jack Allen – Scientific Atlanta, a Cisco Systems company

JackAllen currently serves as Director of Global Supply Chain Processes at Scientific Atlanta. In his role, Jack is responsible for the creation, development and performance of Scientific-Atlanta’s supply networks in the United States and internationally. His leadership and commitment to the recent success of several product and distribution center transfers, the development of a cross functional supply chain team and the development of an integrated forecasting/production planning/procurement supply chain planning process resulted in the improvements in Scientific-Atlanta’s supply chain and significant annual savings for Scientific-Atlanta.



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 SupplyChain 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 Director of Reverse Logistics Programs and Policies for Microsoft Devices. In his position Edwin is responsible for development and enforcement of policies surrounding returns and 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.

Prior to working for Microsoft Edwin worked for Jabil Global Services as the Director of IT Solutions, where he worked with various teams on the proposal and implementation of reversed logistics services for various companies at the Jabil factories around the world.



Charles Johnston – WAL-MART Stores, Inc.

Charles Johnston is Sr. Director of Reverse Logistics 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.



Bernie Schaeffer – Motorola

Bernie Schaeffer is corporate vice president of Post Sales Support for Motorola Mobility. His global organization is responsible for providing both in- and out-of-warranty repair services to both consumers and carriers, provides consumer support services through call center, web access and on-device solutions, is the fulfillment engine for 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 command 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 Senior Manager of Asset Recovery 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



Reverse Logistics Association Industry Committees



Industry 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. Industry Committees educate the industry on reverse logistics:

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

Apparel

Chairperson - Needed

- Jeroen Weers, Spring Global Mail

Automotive

Chairperson - Charles Chappell, Genco ATC

Aviation

Chairperson - Steve Wallace COMPUMAR

- Steve Wallace, Planes of Fame Air Museum
- Bernie Gagnon, Kuehne + Nagel, Inc.
-

Consumer Electronics

Chairperson - Maryellen Daniels, Itran

Co-Chair - Mark Prol, Inmar

Co-Chair - Paula Whittington Lifetime Service Center

- Ray Agarpo, HP
- Jeff Anderson, Fidelitone Logistics
- John Beyers, United Radio
- Patrick Blinn, Microsoft
- Brianne Boettner, Best Buy
- Chad Burke, Ryder
- Charles Chappell, Genco ATC
- John Damm, Lexmark
- Jack DeButts, Dell
- Ikechukwu Dike, Coventry University
- Charles Dunton, Genco
- Christopher Fabian, Professional Service Solutions, LLC
- Rubina Farooq, LG Electronics
- Todd Fenix, aigo usa llc
- Elaine Gasser, HP
- Cintia Gates, Dell Inc
- Curtis Greve, Greve Davis
- Chris Griffin, Sprint Nextel
- Jim Henry, Yusen Logistics
- Sam Jackson, Target
- Joel Jacobs, Millennium 3000RL Ltd.
- Brad Larsen, Hewlett Packard
- David Liscom, Hyper Mlcrosystems Inc.
- Amit Mahajan, XCaliber Technologies

- Gabriel Medel, Greenstream International
- Gabriel Medel, Greenstream International
- Mike Moore, Data Exchange
- Jason ONeill, UPS Supply Chain Solutions
- Daniel Park, Polarium, Inc.
- Jonathan Pine, Renova Technology
- Jeffrey Reed, InFonte
- Paul Rupnow. Andlor
- Jim Rushton, Encompass
- Tony Sciarrotta, Philips
- Jordan Sielaff, Greenstream International
- Chris Tejeda, Inmar
- Liz Walker, Image Microsystems
- Bryan Warner, Forse Inc
- Jerry Wever, Ozark Electronics Repair
- Paula Whittington, Lifetime Service Center

Data Storage

Chairperson - Tom Burnam, Western Digital

Co-Chair - David Liscom Hyper Mlcrosystems Inc.

Co-Chair - Alan Clark Seagate Technologies

Committee Members:

- Gary Gear, Toshiba
- Herman Goemans, Sprague Magnetics Europe.
- David Liscom, Hyper Mlcrosystems Inc.

- Steven Snyder, IRSC
- Wes Stott, DEX

Food & Beverage

Chairperson - Gene Bodenheimer, GENCO ATC

Co-Chair - Dr. Oliver Hedgepeth

American Public University

Committee Members:

- Gene Bodenheimer, GENCO ATC
- Benjamin Paneth, ym trading
- Bruce Stevenson, Independent

Medical/Pharmaceutical

Chairperson - Needed

- Michael Blumberg, Blumberg Advisory Group
- Dan Gardner, ATC Logistics & Electronics

Retailers

Chairperson - Sam Jackson, Target Corp.

Co Chair – Raul Castilla, Wal-Mart Stores, Inc.

Co Chair – Albert (Buddy) Burgess, Pep Boys

Committee Members:

- Albert (Buddy) Burgess, Pep Boys

- Randy Compas, Canadian Tire Corporation
- Summer Irvin, Overstock.com
- Rene’ Kostosky, Dick’s Sporting Goods
- Andrea Newman, Best Buy
- Anthony Pereira, Barnes & Noble
- Gregor Thompson, GENCO ATC

Telecommunications

Chairperson - Gary Cullen of 4PRL

- Joakim Jansch, eBuilder
- Gabriel Medel, Electronic Recycling and Trading Inc

Wireless

Chairperson - Doug Zody, Microsoft

Co Chair – Blake Vaughn, Brightpoint

Committee Members:

- Michelle Gross, T-Mobile
- Amit Mahajan, XCaliber Technologies
- Chris Nielsen, Teleplan
- Jordan Sielaff, Greenstream International
- Blake Vaughn, Brightpoint
- Javier Villarreal, Ace Wireless
- Joe Walden, University of Kansas



Join today at www.RLA.org

Focus Committees & Regional Focus continued on to page 19

Ethical Electronics Recycling - A Key Piece of the Reverse Logistics Industry



by John Lerohl, ECS Refining

Some of this year's attendees may find that as a professional in the electronic recycling industry, I might not be the right person to comment on reverse logistics. However, while attending my first RLA show last year, I learned what the term "industry in reverse" really means. My imagination ran wild while visiting the nation's largest companies in massive booths showcasing their goods and services. Little did I know that this show would provide the answer to a compelling issue in my

industry - "How do these companies handle America's used electronics?"

Business people understand that 'logistics' is the movement of products and goods, and that without this critical industry, we could not fully appreciate how the retail industry works. Walking through the RLA show and speaking with representatives of several large transportation firms, it became clear that logistics companies are right in the middle of the transportation

industry - with both forward and reverse aspects. This begs the question "what does reverse logistics really mean, and how does it address the responsible recycling of materials transported across the country?" I was determined to find the answer.

Realizing that logistics companies manage most of America's transportation needs, I began to probe several executives about what they knew about a term in my industry called "end-of-life"



or EOL services. The proper recycling and EOL processing of electronics in America is one of the main reasons my company, ECS Refining, exists. As an ethical electronics recycling pioneer, we have lived and breathed 'Going Green' since the early 1980's. Our company has processed over one billion pounds of e-waste since that time and helped form the world's most respected advocate for responsible and sustainable electronics production - the Basil Action Network (BAN) e-Stewards®.

In further conversations at the show, I came across a surprising revelation. Logistics companies were managing large retailer return programs but didn't take full advantage of the 'end-of-life', data destruction, and responsible

recycling were few existing programs attributes of to effectively disposition the electronics these returns as reusable, recycling refurbishable or recyclable. Our Our work as the electronics recycling industry was just about to begin.

Now fast forward to 2011. As American businesses and the U.S. Congress (through the proposed Responsible Electronics Recycling Act (HR 2284 / S1270)) continue to improve comprehensive to cradle" e-waste recycling. Even though most e-waste materials generated from returns were being transported by these companies, there



e-waste legislation and 100% domestic recycling practices, these issues have become a key topic in boardrooms across the country. Every American generates 17 pounds of e-waste each year, and most of these materials find their way into landfills, dumpsters, and closets. However, we believe that if we (retailers, OEMs, consumers and recyclers) can influence and support the industry that handles/packages/and transports these product returns, together we can make great strides in Greening America. Effective, domestic recycling creates

accountability for electronics manufacturers and users across the land.

The Reverse Logistics Association and its members are in a unique position to affect this critical initiative as it works with companies that operate as e-Stewards® Certified Recyclers or e-Stewards® Certified Enterprises. With responsible recycling initiatives embraced by RLA members, logistics companies, retail chains, consumers and recycling companies, we will facilitate the effective diversion of

millions of tons of e-waste, keeping it away from landfills and third world countries while promoting 100% recycling or reuse of electronics. America is and will remain a global leader in the proper recycling of electronic products if we all work together.

RLM



John Lerohl
Sales Manager
ECS Refining
www.ecsrefining.com

com



**RLA CONFERENCE & EXPO IN
SÃO PAULO BRAZIL**



**CONFERÊNCIA E EXPOSIÇÃO
SOBRE RLA NO BRASIL**

APRIL 17TH - 19TH, 2012

- Professionals worldwide will attend this event.
- Major OEMs & Retailers are looking for Third Party Service Providers that can manage their Reverse Logistics in this region.
- Be sure not to miss the pre-conference workshops that will be held on the 26th.
- Enjoy the fall season in the Brazilian sun!

- Participação de profissionais de todo o mundo inclusive da mérica do Sul e Central
- Principais OEMs e Varejistas estão procurando por empresas terceirizadas para prover serviços de gerenciamento e administração do processo de Logística Reversa nesta região.
- Não percam os cursos práticos que acontecerão durante a pré-conferência, no dia 26.
- Desfrute do maravilhoso sol Brasileiro de São Paulo em pleno Outono.



**REVERSE LOGISTICS
ASSOCIATION®**
CONFERENCE & EXPO



**Para maiores informações
visite: www.RLashows.org**

**MARK YOUR CALENDAR NOW
www.RLashows.org**

Read the Press

Rehrig Pacific Logistics Diversifies to Serve Packaging Niches

1 February 2012-Increasingly companies in the pallet and packaging industries are talking about diversification as a core strategy to deal with the changing business landscape. Rehrig Pacific Logistics (www.rehriglogistics.com) is one of the rare companies that has successfully morphed from its focus on pallets and containers to handling a wide variety of packaging and reverse logistics functions. [CLICK HERE](#)

e-Cycle is First Mobile Phone Buyback and Recycling Company to Achieve e-Stewards Certification

Hilliard, OH—1 February 2012—The Basel Action Network (www.BAN.org), a global toxic trade watchdog organization, announced today that Columbus based mobile phone recycling company e-Cycle LLC is the first mobile phone buyback and recycling company certified as an e-Stewards recycler, adhering to the highest global standards for socially and environmentally responsible electronics recycling. [CLICK HERE](#)

Overstock.com Rated Best Overall in Customer Service Holiday Shopper Experience

Salt Lake City, UT—1 February 2012—Overstock.com, Inc. today reported that it provided the best overall customer service experience during the 2011 holiday season, as reported by STELLAService and Compuware Corporation. [CLICK HERE](#)

Avnet Dives into Asset Disposal, Used Sales

1 February 2012-Solution providers and vendors excel at selling businesses equipment. Box after box goes into businesses, IT shops and data centers. Rarely do they come out, even at the end of their service life. They end up in piles waiting for a way to dispose of them environmentally safely and without compromising residual onboard data. [CLICK HERE](#)

[CLICK HERE](#)

Sony's Stringer to step down as CEO

1 February 2012-Sony Corp. said on Wednesday that vice-president Kazuo Hirai will take over the roles of CEO and president on April 1 from Howard Stringer, who will retain the chairman's post as the company struggles to regain its standing in the consumer electronics sector in which it was once a driving force. [CLICK HERE](#)

Encompass Selected to Provide Parts Distribution and Reverse Logistics Services for BriteLite Enterprises

Lawrenceville, GA—31 January 2012—Encompass Supply Chain Solutions, Inc., (ESCS) a leading provider of forward and reverse logistics for a diverse range of electronics products and replacement parts, today announced it has finalized an agreement with BriteLite to distribute replacement parts for its full line of professional DJ equipment, as well as provide aftermarket services in support of two of its DJ kit models. [CLICK HERE](#)

HYPERAMS Concludes a Successful Inaugural Year

Chicago, IL—30 January 2012—HYPERAMS, LLC has completed its first year in operation with a great degree of success. As it heads into its second year, the firm can build on its record of completing five auctions, purchasing and monetizing new and return to vendor inventory from six sources, engaging in various consulting projects and issuing more than a dozen appraisals. Since the company's launch in December 2010, HYPERAMS has sought to provide a complete asset disposition solution to financial institutions, professionals serving the restructuring community and corporations with surplus or customer return assets. [CLICK HERE](#)

Inmar keeps growing as it invests in technology

29 January 2012-With more than 1,400 customers, Inmar Inc. has come a long way since it was founded in 1980 as a coupon company. [CLICK HERE](#)

Sims Metal Management Named One of the Global 100 Most Sustainable Corporations in the World for Fourth Year in a Row

27 January 2012-Sims Metal Management (the "Company") has been designated as one of the Global Top 100 Most Sustainable Corporations for the fourth year in a row. The list, compiled by sustainable business publication Corporate Knights, was announced at the 2012 World Economic Forum in Davos, Switzerland. [CLICK HERE](#)

H-E-B Stores Accountable for Unsaleables

Orlando, FL—26 January 2012—H.E. Butt Grocery Co., San Antonio, has made its stores accountable for the products that become unsaleable at the store level as part of a program to reduce the chain's total level of unsaleables, said Ted Lechner, reverse logistics manager. [CLICK HERE](#)

Inmar Reports on 2011 Coupon Trends

Winston-Salem, NC—25 January 2012—Inmar, a company that operates collaborative commerce networks and makes them intelligent, announced today that more than 3.5 billion coupons for Consumer Packaged Goods were redeemed in the U.S. in 2011—a 6.1% increase over 2010. While redemption activity in the first half of last year showed virtually no change from 2010, a 16% jump in coupon response in the third quarter of 2011 sparked the overall annual increase. [CLICK HERE](#)

Encompass Partners With Universal Administrators to Provide Comprehensive Reverse Logistics Services

Lawrenceville, GA—25 January 2012—Encompass Supply Chain Solutions, Inc., a leading provider of forward and reverse logistics for a diverse range of electronics products and replacement parts, today announced that its division Encompass Service Solutions (ESS) has been selected by Universal Administrators to provide repair and reverse logistics services. [CLICK HERE](#)

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



At this year's RLA Conference & Expo in Las Vegas you may have noticed a television crew roaming around. The crew was there to capture response to the conference and make a video that displayed the essence of the Reverse Logistics Association. They were also filming segments for a new video series in RL Digital magazine called RLA Rewound. As you view it, you may see some familiar faces. A big thank you to everyone who took time out from their busy conference schedule to stop and talk with our reporter. We hope you will share the video with friends and colleagues as you introduce them to the association and explain what we do and how we can support them. Stay tuned, because we may be talking to you for the next series of videos for RLA Rewound.

Reverse Logistics Association Focus Committees



FOCUS COMMITTEES

Corporate Social Responsibility

- Chairperson - Brian F. Eddy, SubCon Industries
- Christopher Fabian, Professional Service Solutions, LLC
 - Wes Stott, DEX
 - Liz Walker, Image Microsystems

Extended Warranties

- Chairperson - Needed
- Charles Chappell, Genco ATC
 - Mohan Kumar D, HP
 - John Duffy, Assurant Solutions
 - Michelle Gross T-Mobile
 - Edwin Heslinga, Microsoft
 - Amit Mahajan, XCaliber Technologies
 - David Novak, Assurant Solutions
 - Ann Rodriguez, Avnet
 - Martin Walsh, Test Technology Inc
 - Bryan Warner, Forse Inc
 - Paula Whittington, Lifetime Service Center

Software Solutions

- Chairperson - Leonard Schneeman, DEX
- Co-Chairperson - Paul Rupnow, Andlor Logistics Systems Inc
- Michael Ayon, Avnet
 - Michael Blumberg, Blumberg Associates
 - M. Brian Carter, SAP Labs
 - Cynthia Cheak, Dell Inc
 - Haozhe Chen, University of Oklahoma
 - Matt Domachowski, GENCO ATC
 - Curtis Greve, Greve Davis
 - Bob Leeds, Kewill
 - Jeffrey Reed, InFonte
 - John Rinehart, Intel
 - Lee Sacco, Oracle
 - Seshagiri Singaraju, Sun Microsystems
 - Bryan Warner, Forse Inc
 - Matt Winger, Kewill

Spare Parts Management

- Chairperson - Needed
- John Baehr, KLA-Tencor Corporation
 - Dan Gardner, ATC Logistics & Electronics
 - Herman Goemans, Sprague Magnetics Europe.
 - Edward Higgins, MasterWorks International Inc.

- Amit Mahajan, XCaliber Technologies
- Derek Scott, Canon Europa N.V.
- John Weatherup, Hewlett Packard

Standards

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- Co-Chairperson - Ken Jacobsen, Connexus
- Haozhe Chen, East Carolina University
 - Beth Foster, United States Postal Service
 - Jeffrey Reed, InFonte
 - Paul Rupnow, Andlor Logistics Systems Inc
 - Jeremy Vick, Entercoms

Sustainability and Environmental Management

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- Co-Chairperson - Paul Gettings, Supply Chain Executive
- Rachel Blackwood, ROUND2
 - Gina Chiarella, WeRecycle!, Inc.
 - Robert Gallagher, Image Microsystems
 - Cintia Gates, Dell Inc
 - Robert German, Rochester Institute of Technology
 - Chris Kahl, Cinco Electronic Recycling
 - Joe Walden, University of Kansas

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- Sanjeev Kakar, Intarvo Technologies Ltd
 - Brian Noone, Infinet Service Solutions Pty Ltd
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- Aniello Assumpção, Assurant

- Carlos Chiu, Pegatron Computer do Brasil
- Maryellen Daniels, ITRAN Electronics Recycling
- Henrique Domingues, FATEC Guarulhos
- Giselle Druillard-Salom, Teleplan
- Luciana Lacerda, HP
- OSVALDO NOBUO, UPS
- Cássio Peixoto, BMS Gestão Empresarial
- Andre Luiz Pereira, FUMEC University
- Douglas Piagentini, Telefônica Transportes e Logística Ltda
- Chadad Rodrigues, universidade camilo castelo branco
- Giovana Salvatore, Fatec
- Nathalia Santos, FATEC Guarulhos
- Marcio Silva, Philips
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- Molly Zito, Avnet

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 - Sanjeev Kakar, Intarvo Technologies Ltd
 - Bob Leeds, Kewill
 - Ake Nylen, eBuilder
 - Ian Rusher, Cisco Systems
 - Howard Strowman, Wam Europe Ltd

India

- Chairperson - Sanjeev Kakar, Intarvo Technologies Ltd
- Ian Rusher, Cisco Systems



“Better Boothmanship” requires that attention is paid to the “rhythm” of the entire trade show process, or what I refer to as “the trade show intensity curve” There is quite a bit of excitement and energy prior to the show; the preparation, design, literature to create, prospects to invite to the booth, etc. And then there is the manning of the booth itself, the meet and greet, the presentations, the connections, the socializing with those in the industry. And the intensity keeps rising until the show is over at which point the intensity begins to fall off, when in fact, the intensity should continue on

all revolve around a system, without which, there is scant time to follow up properly considering there was generally already a backlog of activity even before you left for the show.

“Boothmanship” Post Show Follow Up: The Final Piece to Positive ROI

by Arte Maren

Profitable trade show returns begin with proper planning and that must include the all too common error of insufficient attention and action on post-show activities. In fact, the Center for Exhibition Industry Research reports that up to 80% of the leads gathered at a show are not followed up.

Amazing. And the reason usually traces to a failure to plan well. (You have heard the adage, if you fail to plan, you plan to fail. So true.

While it may be convenient to put the responsibility for exhibitor success onto the show, there are often major

procedures omitted by the exhibitor and opportunities missed. There are hard won rules, guidelines that must be followed in order to ensure a successful show, regardless of all other factors. As you are already at the show reading this article, I will address the post-show key factors which

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the page of the book and all pertinent data written below the card. **AND THE BOOK IS ENTRUSTED TO ONE PERSON AND NEVER OUT OF SIGHT.**

- Some companies have employed the procedure of having an assistant or even an outside call center make the follow up contact call directly after returning home. This prospecting type call would then determine the level of continued interest and if there a call is warranted from the sales person, it is turned over to the sales rep thus ensuring rapid response. Note: The prospect has met with many others who may be providing the same products or service. The name of the game is "firstest with the mostest".

- All leads are followed up, at minimum by email. None are ignored. A visitor to the booth may have seemed disinterested but perhaps that was simply the start of negotiation. A decision to wait could change in a moment based on some environmental of business factor. Any salesperson knows the liability of making any

kind of assumption or attempting to pre-judge. All booth attendees should get a follow up email within 48 hours with a thank you, re-statement of the offer and any other personalized comment you may wish to make.

- Do not get caught in the "excuse trap"; "well everyone is just returning so I will wait" or "I am really backlogged, I will get to it next week" or "they have plenty to read from the literature I gave them, if they are interested they will call me". These incorrect assumptions are

very costly and negate all the hard work that was done to create the leads.

- The leads, broken down into A, B or C or 1, 2, 3, in terms of potential and the priority leads distributed. There is also the system of breaking down the leads into categories, such as those who need an info pack, those who should be called, etc. and making the priority the category.
- The leads are recorded in a database which then can be reviewed a month later, 6 months and even years. If an attendee you met became an account even a

year later, the credit would still go to that show and therefore would reflect well on the ROI for that show. Without such tracking, this data is lost.

- A "debrief" is done by any and all employees or execs connected to the show providing key data on what worked well and should be written procedure for the future, what did not work well and is in need of improvement and a review of statistics overall which would include the number of visitors to the exhibit, the number of "hot prospects", the number

and through the connecting to all leads, the follow ups and the sales!

- There should be a system set up prior to the show so that leads are sent back to the office and information prospects need ideally sent to prospects even before you return.
- You must have a purchased mailing list of all likely attendees and indeed all potential customers regardless if at the show or not so that a follow up

mailing/newsletter can be sent, indicating that you missed them at the show but.....

- Following standard "Boothmanship" procedure, the leads obtained at the show would have reminder notes either on the back of the business card or a notebook wherein the data is stored with full info on the nature of the conversation with the prospect as memories often fade. The business card would be stapled onto

Money Talks



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of full presentations and, of course, actual sales made and orders taken. A review would be done of the booth appearance and presentation, a review of photos you may have taken

- All financial factors are added up and a summary made for future reference and planning for the next show.
- A detailed checklist (love those checklists) can and should be created so that no important aspect is missed.



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 customer service, sales and company organization. He can be reached at 727 643 4638 or arte@artemaren.com.

There are several KEY factors to a successful and profitable show. Leave out any one, and the results are less than expected. Pre-show planning; personnel training; logistics for the show; at show procedures and post show activities, well executed are what “Better Boothmanship” and improved

- The executive review would entail all of the above but would include a personnel evaluation in terms of the general productivity of those representing the company. Their individual reports of the event would be a factor in evaluating the show itself

RLM

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Industry Events



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Sunday, February 5 - Thursday, February 9, 2012



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MONDAY - FEBRUARY 6, 2012

WORKSHOPS - 9:00am - 12:45pm

9:00am	Palma A  Gailen Vick Executive Director, RLA <i>Successful Outsourcing: RFQs, Contracts and SOWs</i>	Coco A  Andrew Katcher , President, Rapid Results <i>Disposition by Design - Getting the Best Suite of Disposition Services for Your Organization</i>	Palma B  Peter Nilsson , President <i>How To Increase Visibility, Brand Awareness and Revenues with Public Relations</i>
			






7th RLA ANNUAL CHARITY GOLF TOURNAMENT - Red Rock Country Club - 1:00pm - 5:00pm bus at 12:00pm

TUESDAY - FEBRUARY 7, 2012

WORKSHOPS - 9:00am - 12:45pm

9:00am	Palma A  Gailen Vick Executive Director, RLA <i>Best Practices: Lean Repair and Reverse Logistics Trends</i>	Coco A  Andrew Katcher , President, Rapid Results <i>Moving Products Across Borders</i>	Palma B  Michael Blumberg President Blumberg Advisory Group <i>Marketing & Selling Reverse Logistics Services</i>	Coco B  Chris Fabian President PSS, LLC <i>Maximize Revenue Opportunities in your AMS and RL Organization</i>	Palma C  Liz Walker , VP Marketing & Business Dev., Image Microsystems	Jaguar A  Gloria Cervantes-Hay Supply Chain Operations Manager Entercoms, Inc. <i>Service Chain Collaboration</i>	Palma D  Mark Pro , VP, Inmar	Palma D  Peter Nilsson , President Performance Public Relations
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MORNING BREAK - 2:30PM - 3:30PM

11:00am	Palma A  Gailen Vick Executive Director, RLA <i>Successful Outsourcing: RFQs, Contracts and SOWs</i>	Coco A  Andrew Katcher , President, Rapid Results <i>Disposition by Design - Getting the Best Suite of Disposition Services for Your Organization</i>	Palma B  Michael Blumberg President Blumberg Advisory Group <i>Best Practices in Reverse Logistics Management</i>	Coco B  Christopher Fabian President Professional Service Solutions, LLC <i>Maximize Revenue Opportunities in your AMS and RL Organization</i>	Jaguar A  Gloria Cervantes-Hay & Samantha Richerson , Entercoms, Inc. <i>Service Chain Collaboration</i>
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BUFFET LUNCH - Industry Committee Chair/Co-Chair Strategy & Reports Meeting - 12:30 - 1:30pm

EXHIBIT HALL OPENS - 1:00pm

RLA INDUSTRY COMMITTEES - 2:30pm - 3:30pm • RLA ADVISORY BOARD MEETING - 2:30pm - 4:30pm

2:30pm	Track C  Chairman: Gene Bodenheimer , Genco/ATC Food & Beverage Committee	Please check the Marquees for the most accurate up to date schedule	Track E  Chairman: Thomas Burnam , Western Digital Data Storage Committee	Track F  Chairman: Ron Lembke , University of Nevada Standards Committee
	Track D  Chairman: Maryellen Daniels , ITRAN Electronics Recycling Consumer Electronics Committee		Track E  Chairman: Sam Jackson , Target Retailers Committee	Track F  Chairman: Raymond Glynn , Cavalry Sales and Marketing Sustainability Committee

AWARDS GALA (FOR MEMBERS, SPEAKERS & EXHIBITORS) - 5:00pm - 8:00pm

WEDNESDAY - FEBRUARY 8, 2011

EXHIBIT HALL OPENS - 8:00am






WELCOME REMARKS - Gailen Vick, President, RLA - 10:00am
KEYNOTE ADDRESS - Doug Schmitt, Vice President Global Support Services, Dell - 10:30am
The Development of Next Generation Services through Understanding Customer Needs and Industry Trends

BUFFET LUNCH - EXHIBIT HALL - 11:30am - 12:30pm

RETAIL COMMITTEE REPORT/MEETING - Palma C - 11:30am - 12:30pm

12:30pm	Track A  Tony Sciarrotta - Senior Manager, Asset Recovery Panel Discussion: Net Promotor Score John Pinto - Sr. Director of Operations, Toshiba Jeff Stratman - Merchant Director, Secondary Markets, Best Buy Co., Inc.	Track B  Jeff Dooley - Sr. Manager  Josh Garrison - Director of Service Operations Failure Analysis Supply Chain, Cisco	Please check the Marquees for the most accurate up to date schedule	Track D  Gary Moore - RL Manager - Recycling, Sprint  Daniel Barrett - Manager, New Business Opportunities, USPS Best Practices in Electronic Stewardship - Making Recycling Easy for Consumers	Track E  Jim Schoessling , Vice President Servigistics Regulatory Compliance Review Ken Kvancz - Senior Manager, Care Indirect Sourcing, Nokia Bernie Schaeffer - CVP/Global Repair and Reverse Logistics, Motorola	Track F  Joseph Walden - Lecturer, Supply Chain Management, KU Wireless Operations Brian Mantel - Sr. Manager Reverse Logistics, Sprint Nextel Tim Bradford - Imagemicro Moderator: Leonard Schneeman - Sr. Vice President, Chief Technology Officer Panel: Choosing a Software Solution for Reverse Logistics Management
	Track A  Michael Blumberg - President Blumberg Advisory Group Panel Discussion: Managing Aftermarket Service & Reverse Logistics as a Profit Center Larry Lile - Oracle Gary Moore - Sprint Rachel North - Toshiba Thomas Maher - Dell	Track B  Tim Konrad - Senior Vice President GENCO ATC Impact of Product Lifecycle Logistics Abraham Pasternak - pcs wireless, llc Kenneth McDaniel - ntel		Track C  Rob Ianni - VP of Global Sales, Entercoms, Inc.  Mark Hessinger - Executive Director - Global Customer Service, GerberTechnology Increasing NPS, customer satisfaction, revenue, and service process	Track D  Fred Bosman - Supply Chain Product Manager ECN Group Ltd Real Time, End-to-End Supply Chain Visibility, There and Back Dick Kluis - VP - Product Strategy, Servigistics John Axe - CEO, ECN Group Michael Ayon - GM/Dir. Business Development, ECS Refining	Track E  Robert Davis - Managing Member Boomerang Solutions Group, LLC Trading Partner Collaboration for ARP Gap Reduction Roger Levi - Intel Haozhe Chen - Assistant Professor of Marketing and SCM, East Carolina University

AFTERNOON BREAK - EXHIBIT HALL - 2:30pm - 3:30pm

3:30pm	 Jack DeButts - Director Returns & Exchange Management Dell Panel Discussion: Globalization of Returns Carrie McWilliams - UPS Bryan Arnold - Dish Network Jeffrey Harrison - Blue Raven Technology	 Tracy Schrengost - Global Service Materials Manager Medrad MutiVendor Services: The Tip of the Spear in Account Penetration	 Steve Brown - Global Product Life-cycle Manager Hewlett Packard Reverse Logistics Transportation Management Challenge	 Gary Reblin - VP, Domestic Products Returns and eCommerce-USPS Integrated Approach Sandy Parlier - Dish Network David Lamb - Cisco	 Kumar Vidadala - Product Developer Process Weaver, Inc. Software Solutions for Reverse Logistics Kathy Murphy - Jarden Sharon Joyner-Payne - Inmar
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4:30pm	 Moderator: Andrew Katcher - President Rapid Results, Inc. The Great Best Practices in Inventory Disposition Debate	 Joe Walden - Lecturer, Supply Chain Management University of Kansas Trends in E-Waste Disposal and Reverse Logistics	 Paul Baum - CEO PlanITROI Purposeful Refurbishing vs Recycling	 Haozhe Chen - ECU RL Software Usage Trends and Issues - An Empirical Study	 Roger Rowley - Service Manager, Samsung Case Study: Control and visibility in returns	 Moderator: Hans-Jochen Lueckefett - Managing Director 1WEE Services GmbH Panel: Strategies for managing regulatory complexity/Reverse Logistics
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RYDER SUPPLY CHAIN SOLUTIONS RECEPTION - by Invitation Only 5:30pm

PRIVATE NETWORKING COCKTAIL EVENT - by Invitation Only 5:30pm

CONFERENCE RECEPTION - Exhibit Hall 5:30pm - 7:30pm



THURSDAY - FEBRUARY 9, 2012

EXHIBIT HALL OPENS - 8:00am

	Track A	Track B	Track C	Track D	Track E	Track F
10:30am	<p>Moderator: Jonathan Grimm - Global Solution Architect-Service</p> <p>Oracle Panel: Role of Reverse Supply Chains in Value Chain</p> <p>Robert Anderson - Barnes & Noble</p> <p>Michael Galbreth - University of South Carolina</p>	<p>Tony Sciarrotta - Senior Manager, Asset Recovery</p> <p>How to Maximize Sales and Reduce Costs with Returned Goods</p>	<p>Michael Ayon - ECS Refining</p> <p>The importance of the value chain for the WHOLE product life cycle</p>	<p>Raj Subramonian - GM, Dell, Inc.</p> <p>Partnering for Success</p> <p>Please check the Marquees for the most accurate up to date schedule</p>	<p>Rahul Singh - Entercoms, Inc.</p> <p>Taking the Hill</p> <p>Chad Burke - Ryder</p> <p>Jonathan Pine - Renova Technology</p>	<p>Moderator: Christopher Fabian - Professional Service Solutions, LLC</p> <p>Panel: How to Boost AMS & RL Profitability while increasing Customer Satisfaction</p> <p>Mark Prol - Inmar</p> <p>Barry Yanes - Blue Raven Technology</p>
11:30am	<p>Moderator: Kevin Steele - COO, The Results Group</p> <p>How Retailers and Manufacturers Can Work in Partnership To Reduce Returns</p> <p>Jack DeButts - Dell</p> <p>Chuck Johnston - Walmart</p>	<p>Michelle Gross - Sr. Manager, Analytics, T-Mobile</p> <p>Reverse Logistics Analytics</p> <p>Gene Bodenheimer - GencoATC</p> <p>Ed Cisneros - HP</p>	<p>Aki Korhonen - Founder and CEO, PC-Doctor, Inc</p> <p>Hardware Diagnostics for Android Platforms</p> <p>Harrison Dean - Inmar</p> <p>Sam Jackson - Target</p>	<p>Hong-Chao Zhang - Dir. of Advanced Mfg. Lab, Dept of Ind. Engineering, Texas Tech University</p> <p>Reverse Logistics</p> <p>Liz Walker - VP Marketing & Business Dev., Image Microsystems</p> <p>Reducing Carbon Footprint through Reverse Logistics</p>	<p>Dr. Oliver Hedgepeth - Reverse Logistics Director, APU</p> <p>Faith Based Reverse Logistics</p> <p>Mike Moore - DEX</p> <p>Ken Ueltzen - Cokeva</p>	<p>Moderator: Hugh Kinney, Jr. - Associate Partner The Progress Group</p> <p>Panel: Practical Ideas for Driving Down Costs and Improving Service Levels in 3PS</p>

CLOSING REMARKS - Gailen Vick, President, RLA - 12:00pm

LUCKY DRAW - Lyndsey Turner, Editor, RLA - 12:30pm for MP3 Players, DVD RW, Portable DVD Players, External Hard Drives, Digital Cameras (you must be present during the drawing to win)



Upcoming RLA seminar: **Bentonville, Arkansas** May 3rd
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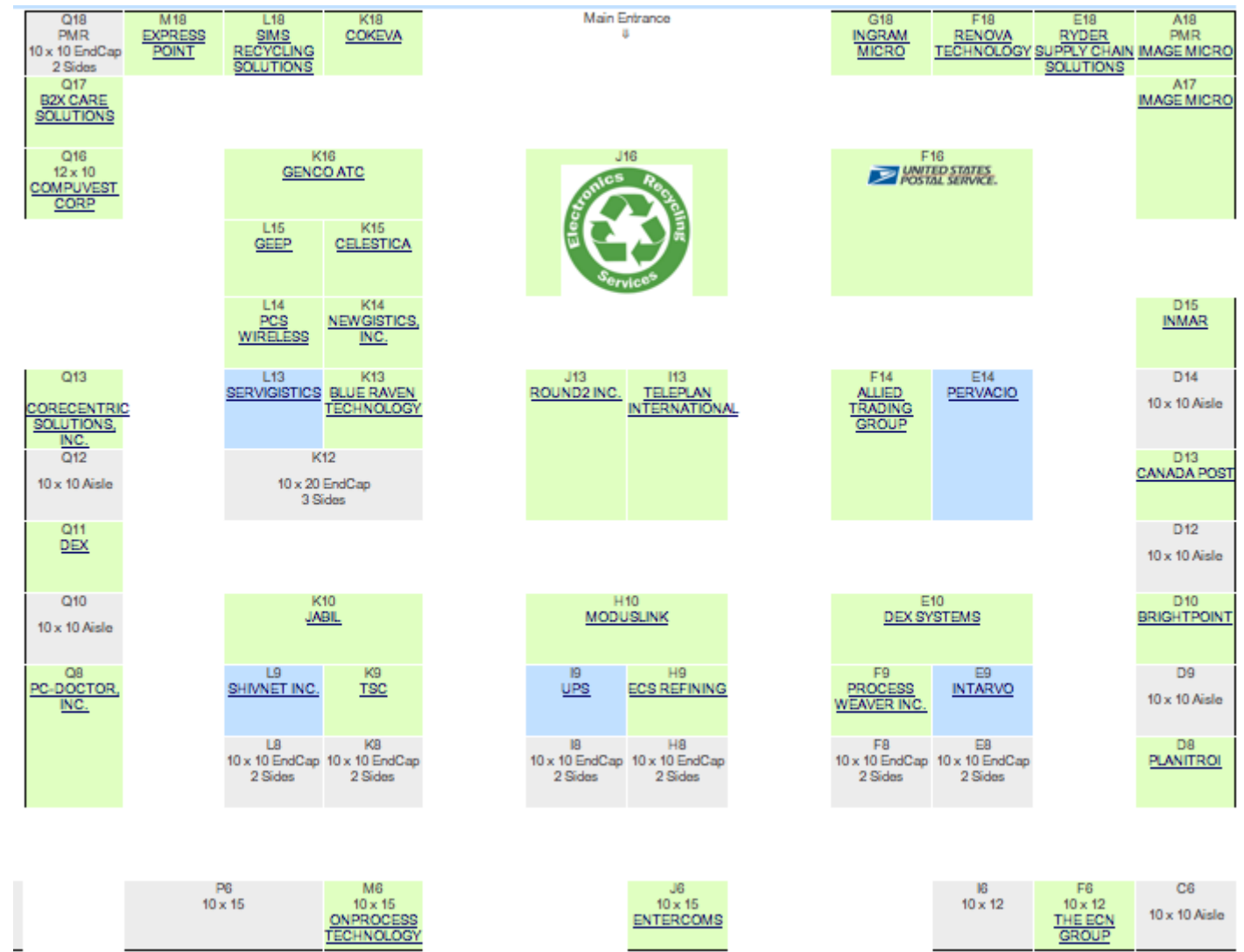
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EXHIBIT HALL

Private Meeting Rooms

Private Meeting Room Size Information ▼

Coco A BEST BUY	Coco B iWD Western Digital	Conga A BARNES & NOBLE BOOKSELLER	Conga B CGRER TECHNOLOGY	CONGA C NOKIA	Jaguar A Sun ORACLE	Jaguar B EMC² Ware Information Law	Lambda A & B JABIL	Lambda C ENTERCOMS
Palma A Sprint	Palma B Alcatel onetouch	PALMA C Target	Palma D PHILIPS	Palma E ROUND2	Palma F hp Invent	Palma G TOSHIBA	Palma H ups	Tango A, B, C Ryder
TROPICAL A dish NETWORK	TROPICAL C Walmart	TROPICAL D AT&T	Tropical E & F T-Mobile	TROPICAL G DELL	TROPICAL H CISCO			



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Technical Trends

Joule Thief

With the new year it is always useful to stop and take a moment to be a little more tactical in our thinking, if not outright strategic. To that end, take a moment and consider what will be the most important macro trends for the next 18-36 months. My short list of three are;

- Energy Harvesting
- True Information
- Broad Spectrum Sensing

These three trends are likely to be the most far reaching we have seen and will not only transform all of reverse logistics and your target markets, but will shape our notions of the intent and role for products we use every day. Let me highlight what these are and then connect the dots as to where these will take us.

Energy Harvesting AKA, Joule Thief: When I first really started to become aware of this was from a simple circuit that hardware hackers were using called a joule thief. The circuit is a very simple way to extract every remaining electron from a battery regardless of the voltage level it is at. It was driven by a desire for economy and a reduction in waste. Then I read a research report in early 2009 about a highway bridge analysis system that was developed with HP. The system was wireless and could be permanently attached or even embedded into the concrete and required no power. All the power it needed came from the vibration of the bridge itself. Now technology has progressed to the point where there is an entire spectrum of energy harvesting methods. These energy harvesting methods include; heat, vibration, solar, magnetism and even blood sugar. If all

of this sounds familiar, it should. Recall the watches that date back to the late 20s that would 'wind themselves' from your motion. That is the same approach, just designed to collect electrical rather than mechanical energy. It is also worth noting that the other side of the technology behind this is the lower and lower power that is required by modern electronics. With each passing day the required power needed for anything continues to be reduced. Not only does this save weight and reduces heat, it also reduces cost. So we have on one side, required power being reduced and on the other side accelerating technology to self generate power. At some point very soon this technology will combine in a widespread manner then begin to accelerate. At first glance you may say that this is no big deal. You exchange a battery for more circuitry. What was really gained? In fact a great deal. Batteries store electronics using physics that are difficult to scale in terms of energy density. In addition when you move to materials that have greater energy density there are other dangers, risks and complications. But, when you move to circuitry that captures energy in a perpetual stream, we then have a technology roadmap that becomes a key technology enabler with market changing outcomes.

True Information: Today we are beleaguered by data. Data arriving at a rate so enormous it's uselessness is virtually assured. By the time you find an acceptable process to analyze the data, the value is gone or diminishing. What we want, demand and need as surely

as fresh air is a method to distill data into true and useful information that is adaptive, consistent and can interface well with humans. The first pass at analytics tools that hint at this future is Siri from Apple. If you think of Siri as a front-end to a machine in the cloud that can be scaled and customized to your needs you start to get a sense of the real power behind these types of tools. Adaptive analytics are being enabled by a combination of new data tools that can distill data with multiple attribute vectors and will take us to what IBM calls, Learning Systems. Not only will the analytics process differing data attributes but also differing data types. For example the analytics for video analysis differs from the analytics to examine geo-code data and that differs from the analytics for business data. What is happening today is that we have information-engine technology that can seamlessly integrate analytics from a wide range of sources and route that refined result to a front end like Siri. The single best example I can provide is this-imagine a Bloomberg terminal that is voice controlled and can learn what you are looking for across a broad range of data sources. These will include open sources you may not even think of as information today; Web Cams, You Tube, Twitter, social media, news, etc... In addition to sources that are 'less open'; web traffic, IP packet routing, query terms, etc... I encourage you to download and read the Research Summary from IBM regarding Learning Systems. This is a great primer to see what tools we have in place today and the direction of developments.

Broad Spectrum Sensing: It is clear that we have quite a few sensing and data pathways integrated into the average wireless device. But have you really consider how much information we can easily collect today. This is my short list of top items and short outline of each;

- Location: Mandated by 911 and enabled by GPS. With the differential technology now in place, the accuracy is so great that we use this to land aircraft and make property surveys.
- Acceleration: Tells you not only the orientation of the device, but a host of other data including speed, height, location, vibration and impact. Accelerometer data can also do some interesting things related to your health. It can monitor your gait and from that infer your; weight, limb function, surface you are walking on and even an injury.
- Temperature: This is on every device today with the main function being to monitor the batteries, but is that all?
- Light: This one is big. With the camera you can see color, intensity, identify faces, writing, with pattern matching there are even databases that will tell you your location from a photo. In addition you can monitor IR and UV radiation, scan bar-codes and read medical tests.
- Radio path loss: This easy piece of data that can tell us a great deal about the weather conditions.
- Oxygen and pulse: At any Walgreens you can purchase a \$40 sensor that clips onto your finger. It will tell you your pulse and oxygen saturation rate in a non-invasive manner. What if that was integrated into your phone (especially since all the components are already there)?
- Voice: In addition to voice response, you can also infer stress, pain, emotional state and deception from voice analysis.
- Interactive data: A guy I work with was incredulous after learning his daughter sent over 100,000 text messages in one month. Imagine

what information could be extracted from this data? In addition since the data is already in text form, the analysis and conversion to information is almost trivial.

Connecting the Dots: With these technologies in mind what lies ahead? First, the second thought accessory add-on called a Bluetooth headset will move to be the leading product. We will still have handsets but they will have a different value. They will be more appliance and less the main interface device. In the future when you think of a phone you will think of an earpiece or an earpiece integrated into eyewear. We have a host of regulations that will very soon outlaw all eye-based interaction with a cell phone. What will fill that cavity is voice interaction and control of a much smarter personal assistant type of functionality. Functionality that will be able to read the text to you and then just by hearing your 'sigh' be able to suggest just the right response. Also, with energy harvesting and no need for charging why would you take your earpiece off? If the earpiece is in all the time your automated and well connected personal assistant can wake you when there is a severe weather warning in your area, of when it hears your child crying out in the next room. Since you really don't need to ever take your earpiece out, why don't we go ahead and track you vital signs (temperature, pulse, O2 saturation) and how much you toss and turn at night. The earpiece microphone can even monitor your snoring/breathing and alert you if you have a sleep apnea attack. Of course all of this data will be logged for your physician and insurance carrier to review.

These health focused uses will be of major significance. First because key demographic groups are aging, second is that these technologies will help drive costs down. Consider this, one of the fastest growing segments of personal health care is centered around diabetes control. The monitoring of glucose levels to balance medication is critical to lower costs and overall wellness. But look at the invasive methods we use. There are

already scientists using optical methods to perform this monitoring by measuring metabolism from sites near you eyes and nose. Add the ability to monitor other vital signs over long periods of time and you completely transform a problem that incurred worldwide costs of \$376B /Yr in 2010. This is spending for just one single disease. The value proposition is inescapable.

As you can guess there is much more ahead of us. We have a level of integration and transformation upon us that will change what devices and Customers you target. Also, let me note that IBM released their 5 in 5 list for 2012. This article was noted and prepared before the release of the IBM report. But interesting to note how we are both looking in the same directions.

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Bridge Data Collection: http://claws.clarkson.edu/attachments/005_Self-powered%20v.12%20-%20preprint.pdf

Adaptive Analytics: <http://almaden.ibm.com/colloquium/resources/Future%20of%20Data%20Dietrich.PDF>

MIT Batteryless Energy: <http://web.mit.edu/mitei/research/spotlights/batteryless-energy-harvester.html>

Cost of Diabetes http://www.idf.org/sites/default/files/Economic_impact_of_Diabetes.pdf

Brain Tunnel (also tracks metabolism and glucose levels) <http://www.braintunnelgenix.com/products%20pipeline.html>

IBM 5 in 5 <http://smarterplanet.com/blog/2011/12/the-next-5-in-5-our-forecast-of-five-innovations-that-will-alter-the-landscape-within-five-years.html>



Underwood is Director, Supply Chain for Elbit Systems of America, a leading provider of high performance products and system solutions focusing on the defense, homeland security, commercial aviation and medical instrumentation markets.

Returning Thoughts

Big Data and Business Intelligence to Improve Reverse Logistics Performance

Business Intelligence (BI) and Big Data are two big topics in technology today. So how can we put these tools to work for us in our Reverse Logistics operations? The first step is to gather lots of data about to your processing and transactions – that is your BIG Data part. Next you need to use analysis tools to understand the data and assemble it into useful formats to assist you to monitor, measure and improve your Reverse Logistics operations – that is the Business Intelligence part.

Reverse Logistics Monitoring and Measurement Techniques

There are many more transactions and touch points in Reverse Logistics than there are in forward logistics. The more times a returned unit gets touched or passed to a different processing party, the more opportunities there are for processing delays or errors. As a result, the benefits of good systems, good data collection, visibility and constant monitoring are very significant. To maximize operational performance in each area of your returns operations, you need good systems and data to monitor:

1. Activity – such as the number

of receipts per day, the number of repairs per day or the top five products returned in the last seven days.

2. Balances – such as the number of units in the repair process, the number of units in the processing backlog, or the number of units in finished goods awaiting resale

3. Trends – watch closely for swings in activity or balances

4. Tasks – since returned units are touched many times by many different people in many different places, ensure your system helps the processing staff to be aware of their processing tasks, so work in process items do not get held up or forgotten.

5. Alerts – a good system with defined processes should have the data available to create alerts, such as time based alerts when something gets off track or goes missing.

6. Real Time – in the old days your staff would spend hours to help you prepare month end reports. Today, good systems should be able to provide you with real time activity and reports so you do not have to wait till the end of the month to identify and deal with an issue that occurred at the beginning of the month.

7. Performance Dashboard – each member of your Returns team, from the C-level executives to your

shop floor personnel, should have their own operational dashboard to help them monitor the measurements, tasks, key performance indicators (KPI) and alerts they need to be successful.

These different views of data are examples, methods or techniques to give you a starting point for understanding what you can do with your Big Data to convert it into Reverse Logistics Business Intelligence (BI) to improve your operations and maximize your Reverse Logistics performance.

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- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
- Leverage RL to Drive Sustainability & Reduce Expenses by Jesse LaRose, ESE Solutions



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