



REVERSE LOGISTICS DIGITAL magazine®



**RLA
Singapore
Preview
INSIDE**

**NOKIA Recycles
with Trees
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10th Annual

RLA Conference & Expo Singapore

Novotel Clarke Quay • September 24-25, 2013

RLA's APAC Committee to present two full days of Reverse Logistics. Starting on Tuesday, September 24, with RLA Workshops and continuing on Wednesday with sessions and exhibition.

A wide range of leading regional and global Reverse Logistics companies are in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

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



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CONFERENCE
& EXPO



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

For more information and complete details, visit www.RLASHows.com. Attendees may register online for Workshops and the Conference and even book flights and hotel. Exhibitor space is available for purchase as well.



Mexico City, Mexico Start Planning Now for October 2013

**RLA and Global Training Center are proud to present
a seminar in Mexico City, Mexico**

Learn about strategic programs that meet corporate goals and address today's most important economic and social issues while networking with business innovators.

The seminar will address the most important issues in RL and Social Responsibility:

The seminars cover topics that are pertinent to OEMs, Retailers, Branded Companies and Third Party Service Providers.

- Returns Processing
- Depot Repair
- Customer Service
- Call Centers
- Service Logistics
- Transportation
- IT Process Management
- Recycling
- Warranty Support
- Asset Management
- and many more



Arturo Frias
Director General
Global Logistics &
Consulting



Gailen Vick
Executive Director
Reverse Logistics
Association



Ana Maria Garduño
Logistics Manager
Telcel



Fernando Sabater
Reverse Logistics
Divisional Manager
Walmart

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**RLA Workshops,
October 16th, \$499**

**Mexico City, Mexico • October 17th
Venue: Hotel Plaza Florencia Suite/Zona Rosa**

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On the Cover



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WWF Indonesia and Nokia NEWTree Project

WWF Indonesia, Nokia and Equinox Publishing tackle the responsibility of reversing the damage of clear cutting rain forest and the destruction of peat swamps by investing in a unique reforestation project using technology and the recycling of phones.



NOKIA

Articles



Clear Procedures, Strategic Communication, and Consistent Decision Making Lead to Success in Returns Management Programs

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by Jennifer Bilodeau, Independent Author

The landscape of business is changing from a micro-managed, proprietary organization to one that is more collaborative, transparent, and relationship oriented.



PCMI's Extended Warranty Management System:

by Eric Arnum, Editor of Warranty Week

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Service contract administrators and underwriters need software that helps them manage both claims and revenue. And increasingly, they need multilingual and multiple-currency systems that can travel with them as they expand internationally.

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Please send to: editor@RLmagazine.com

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by Ron Giuntini, Subject Matter Expert

The light-vehicle (automobiles and Class 1-3 trucks) US-based OEMs, and their suppliers, are currently in a state of malaise

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What is the Reverse Logistics Association?

by Reverse Logistics Association

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Message from the Editor

As the new Editor of Reverse Logistics Magazine I want to give our previous Editor, Laura Nixon, a big thank you, for all her hard work she put into this magazine. I am excited for the new opportunities she has opened for me in this new position. I also want to thank you, the readers, as well as our article contributors, advertisers, and the RLA Staff Members, for the continued success of this publication. In the past year, this magazine has gone digital and is available in several different digital programs for your viewing. It's available at the tip of your finger tips whether you are at your desk, at the coffee shop, or on a plane travelling around the world. Technology has made it so easy to get and share information so quickly now, while sustaining our environment.

With that said, as you move forward with your company's reverse logistics, we welcome articles on innovative reverse logistics techniques, new research findings, instructive company case studies, 'how to' articles, and practical application stories. Please don't hesitate to contact me with any ideas you may have or stories you want to share with our readers.

I look forward to hearing from you and sharing with you more Reverse Logistics Magazine editions.

Thank you,
Felecia Przybyla
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.

11th Annual RLA Conference and Expo Las Vegas 2014

America's Premiere Reverse Logistics Event

February 10-13, 2014



Over 50 Exhibitors and Sponsors – 1,000 RL Professionals Representing 400 Companies

Make plans now to join us for the 11th Annual Reverse Logistics Conference and Expo on February 10-13, 2014 at the Rio Hotel and Casino.

Monday offers pre-conference workshops with our RLA Charity Golf Tournament at Red Rock Country Club. Tuesday adds more workshops along with industry reports and then in the evening, our Awards Gala. Wednesday opens with the keynote address followed by sessions presented by over 150 RL professionals, leading academics, and industry leaders.

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



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



Message from the Publisher

NETWORK AND STAY CURRENT

I'm sure that you have noticed the amount of networking that goes on through social media today. I visit many RLA Members each month and find that they don't have anyone managing social media. It is now time to move into the 21st century.



Tweet, poke and link, by means of the great social media tools that are out there. I was recently told that I should be much more active on LinkedIn, I thought I was doing well with over 1300 contacts, but was informed that I should have thousands. Companies are using Facebook to not only stay in touch, but to market their products. If you haven't been Tweeting lately, you are missing out on those followers that could make a difference to your business. Pinterest is just one of many areas that you need to be looking at. But, there are many more, like adding a video to You Tube.



There are blog sites that are talking about you in both positive and negative ways. I think you might want to monitor that activity and respond to both. Look, social media is not going away, so you should jump in no matter what level of knowledge you have in it. You can always outsource this function until your team can be developed. To get started you might want to find a partner that can help teach you how to move into this exciting area of social media



You'll find that many companies on the social media sites have limited knowledge on RL, so you will be able to help them as you move into this new world of marketing.

I look forward to seeing those members at our RLA Conference & Expo next week in Singapore.

*Best Regards,
Gailen Vick, Founder & Publisher
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:



David O'Leary - UPS

David O'Leary brings over 22 years of management experience through several key roles in Sales, Finance and Operations positions that he has held during his career at UPS. As Vice-President, Global Post Sales and Reverse Logistics, David is responsible for the US and Canada operations while having strategic oversight for the product globally. Prior to taking on this role David was Vice-President of High Tech Sales. In this role, David was responsible for managing a group of High Tech sales executives who support internal and external sales cycles focused on UPS distribution and service part logistics products.

David began his career with UPS through the acquisition of Livingston Inc. in October 2000. Just prior to the acquisition, David had moved into a Service Parts Logistics (SPL) operations role and assumed more senior operational responsibilities within SPL at UPS. Prior to moving to operations, David spent four years with Livingston in various financial roles. His last financial assignment was Controller of Livingston, Inc.

David has a Bachelor of Commerce degree from the University of Toronto. In addition, he obtained his Chartered Accountancy (CA) designation in 1992 during his apprenticeship with Price Waterhouse. David worked for Price Waterhouse for five years performing roles in audit, tax and insolvency groups. David spent one year at Coco-Cola as a Finance Manager prior to joining Livingston.



David Maloney, Google

David Maloney, as Senior Manager of Reverse Logistics & Business Systems, is an operational leader with technical focus, a technical leader with operational focus: "I flip between both roles as circumstances require. I build operations for consumer electronics startups: business model, process, legal framework, international expansion, NPI, PLM, sourcing talent, forward logistics, contact centers, reverse logistics, wireless certification, online and backend systems, knowledge management, sleeve rolling-up."



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 - Home Depot

Charles Johnston is Director of Repair and Returns at The Home Depot. Chuck was 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.



Troy Kubat - Walmart

Troy is now the Director of Logistics Engineering-Grocery at Walmart having worked his way up from Director, Logistics Operations, Industrial Engineering Manager at Walmart

- International Division and Japan Expatriate
- Logistics Operations Lead at Walmart - International Division

A strong Logistics professional with a deep understanding of the Retail operation and market place. Extensive Distribution Center (DC)/Transportation operations experience and vast International Logistics operations experience focusing on growth, integrations, strategic planning, innovation, and process improvements.



Thomas Maher - Dell

Tom Maher joined Dell in 1997 and is the Executive Director for Global Service Parts. Mr. Maher is responsible for service parts life cycle support in over 100 countries. Mr. Maher's global service parts responsibilities include: planning, procurement, distribution, returns, repair, inventory management, supplier management and parts disposal. These operations support 100% of Dell's warranty customers across all Business Units and all Product Lines.



Ian Rusher - Cisco Systems

Ian Rusher has 20 Years within Supply Chain Operations, of which the last 15 Years have been spent in reverse Logistics. Previous experience running 3Com EMEA Warranty/Service Repair Operations, Responsible for both Internal and 3rd party repair operational performance and Engineering support. Moved the operations from a predominantly In-House business to a total outsourced operational model. Last 3 Years at Cisco within Supply Chain Field Operations, setting up the EMEA non Service returns and Cost Avoidance Operations within the Netherlands. Responsible direct for EMEA Freight and Warehouse Operations. During the last 2 years has successfully set up Operational infrastructure to support the Teams Global Revenue targets.



Tony Sciarrotta - Reverse It Sales & Consulting

Tony Sciarrotta has held a variety of sales and marketing positions in the consumer electronics industry for over 30+ years, including the last 25 years at Philips Consumer Lifestyle. His background prepared him in this developmental role as director for returns management activities, and he was responsible for implementing effective returns policies and procedures with a variety of dealers.



Ian Towell - Tesco

Responsible for end to end accountability for the non food returns business within UK Tesco, focussing on improving quality, policy application, asset recovery and logistical flow.



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.



Reverse Logistics Association

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

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ation Industry Committees



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 - Joe Walden, University of Kansas
 - Sandra Walls, AVPOL International LLC DBA AIL
 - Larry Worden, Celestica

Join today at
www.RLA.org



WWF Indonesia and Nokia NEWTree Project

submitted by Francis Cheong (Nokia – Singapore)

Millions of people living in ASEAN countries have been plagued with a phenomenal smoke haze during the summer period every year. This blanket of haze (which could go as far as Thailand) is the result of burning the rain forest either by man in clearing land for agriculture or timber loggings (legal or illegal) or the underground peat swamp fire in Indonesia. It was estimated that the regional annual economic losses due to the haze goes into billion of US dollars (not to mention the health issues and the amount of giga tones of CO₂ released into the atmosphere – each ha of peat swamp holds about 250 mega tons of CO₂ which would be released when burned). The global reduction of these rain forests has been dramatic over the last 20 years and if no concrete actions are taken now, the rain forest in many parts of the world will soon completely disappear.

There are two major problems – that of indiscriminate burning of rain forest (either to clear land for agriculture purpose or logging of timber) and the draining of the peat land caused by canals built by timber loggers to transport fell timber within the peat swamp. Loggers dig canals out of the peat swamp to create a ‘river-way’ to transport fell timber to the nearest river. These canals in Sebangau National Park (more than hundred) have ruined the peat swamp hydrological function. Under normal condition, peat will absorb water during raining

Below left: Clear cutting of forest in Sumatra

Below right: Clear cutting and drainage canals of peat swamp forest



Pictured above: Singapore feeling the effects of the Indonesian peat swamp fires.

season and hold these waters within the swamp and then release the water slowly to maintain a balance water table during dry season. Canals dug into the peat swamp will drain away the water and the lands around the canal will lose its ability to retain water. This dries the peat swamp making it vulnerable to self ignited fires during the dry season when the ambient temperature goes up and it is almost impossible to put out any underground peat swamp fires unless there is a natural deluge of rain fall.

In this context, Nokia, WWF Indonesia and Equinox publishing (an Indonesia publishing firm) has founded the NEWTrees Program in late 2007. The objective of the program is to help reduce the annual haze that affects the region and contribute in protecting and preserve Sebangau (Kalimantan) & Rinjani (Lombok) National Parks, invaluable national assets in the region.



PRODUCT LIFE CYCLE

Supply Chain

AfterMarket Supply Chain

FORWARD LOGISTICS

REVERSE LOGISTICS

New Product Development

Material Management

Manufacturing & Distribution

AfterMarket Customer Service

- Design Development
- Technology Roadmaps
- ASIC Development
- Mechanical Design
- PCB Layout
- Prototyping
- New Product Introduction

- Vendor Relations
- Planning
- Procurement
- Inventory Planning
- Component Fabrication

- PCB Assembly
- Box Assembly
- Volume Manufacturing
- Integration
- Configuration
- Final Testing
- Distribution to Customer
- Customer
- Fulfillment Transportation

END USER • RETAILERS • RESELLERS

- Customer Service (helpdesk)
- Depot Repair/ReMan
- Service Logistics (Field Service)
 - Transportation/Warehousing
 - Spare Parts Management
 - RMA Management
 - Replacement Management
- Refurbishment
- Screening/Count Auditing
- End-of-life Manufacturing
- Remanufacturing
- Fulfillment Services
- IT Process Management
- Recycling
- Scrap/Waste Management
- Gray/B Channel Management
- Warranty Management
- Asset Management
- Sustainability
- Environmental Resources



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NEWTrees Program is a re-forestation and peat land preservation project in which Nokia has so far funded the planting of close to 140,000 trees and rejuvenated the peat forest in the Sebangau, Rinjani National Parks and Ciliwung Das Reserve. The Sebangau National Park is located between Sebangau River and the Katingan River and is the only remaining peat swamp forest in Central Kalimantan. It is also home to the largest concentration of orangutans in the world (more than 6000). It has an area of 568,700 ha - almost 9 times the size of Singapore. The peat swamp forest in the park has been degraded through past indiscriminate exploitation of its timber before it was given a protected National Park status. Lombok Island, one of the islands in Nusa Tenggara, is very weak in its ecosystem endurance. Moreover, it is recorded that 40,000 hectares of 125,000 hectares of Mount Rinjani National Park, Mount Rinjani Protected Forest Area, and production forest has been

severely damaged. Mount Rinjani Protected Forest Area has a vital role in supporting 3 million lives as 90% of Lombok Island's water supply comes from this area. As a consequence to that damage, for the last ten years, 43% of water springs located around Rinjani has dried up and no longer acts as a water producer.



Homeless orangutans due to destruction of their forest

The NEWTree Program has two folds - that of Re-Forestation and the Restoration of the natural water table of the peat swamp by damming the man-made canals.

Nokia has committed funds to the man-made canal damming project by WWF Indonesia. This project helps to bring back the natural water table balances within the peat forest

and thus prevent the drying up and underground peat fires.

The Nokia sponsored plots for re-forestation were first geo-tagged (with latitudes and longitudes) with the N95 device (the first mobile phone with GPS logging features



Above: Jelutung Seedlings in Nursery

back in 2007 / 2008) and up-load to the 'Ovi Maps' (now called HERE maps) and each tree planted could be individually identified. Back then, the Nokia N95 with its GPS capability was used to take photo of the trees planted and then forward it to the program web-page in 'Ovi Maps' to be geo-tagged onto the park map and viewed by anyone instantly.

Money Talks

Pep Boys Reports Second Quarter 2013 Results:

[Full Article](#)

Ericsson acquires Airvana's EVDO business:

[Full Article](#)

Microsoft to acquire Nokia's devices & services business, license Nokia's patents and mapping services:

[Full Article](#)



UPS To Purchase Two Costa Rican Companies, Boosts Customer Access To Global Markets:

[Full Article](#)

E-waste: lifeline for Africa's jobless?

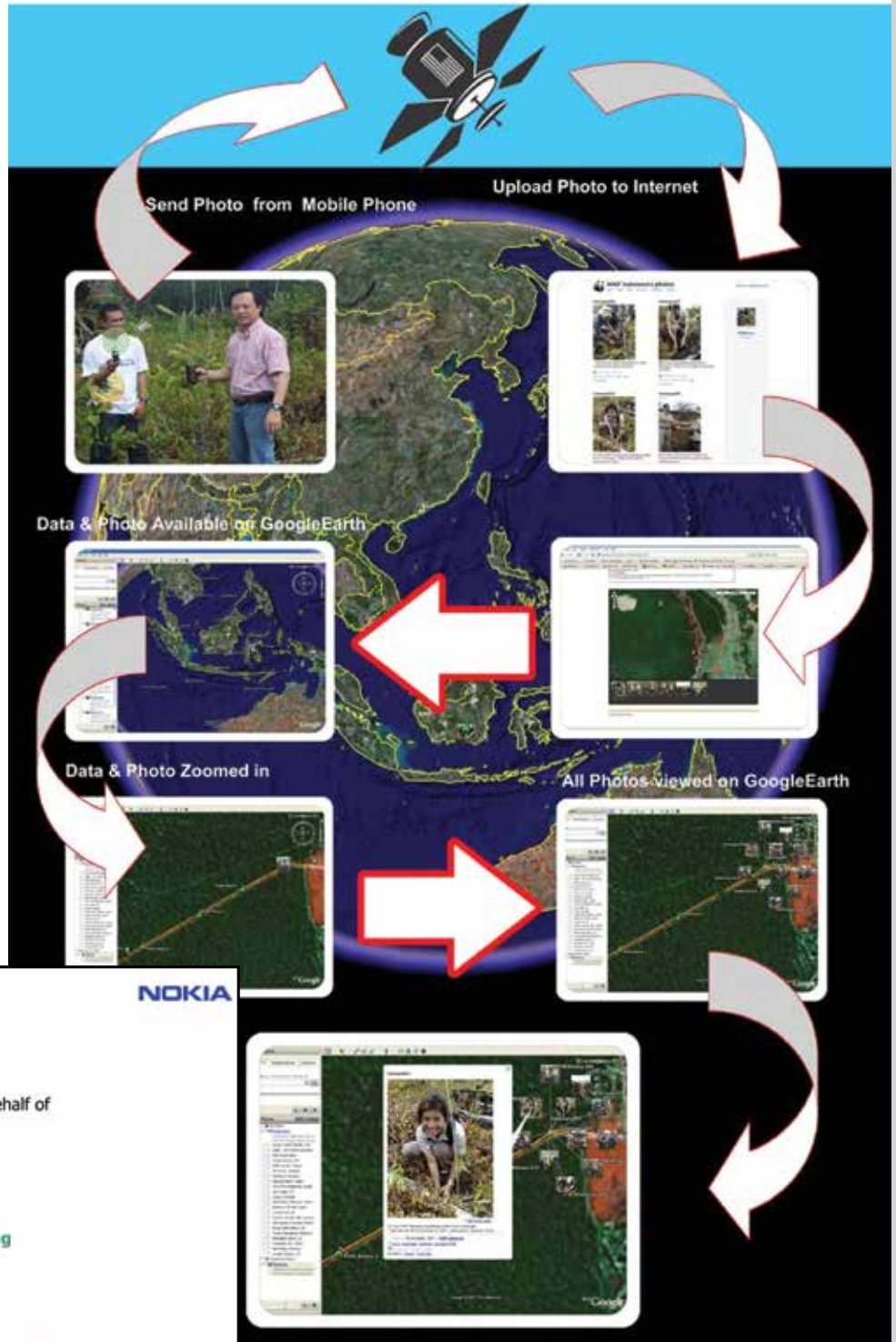
[Full Article](#)

Since its inception, the NEWTrees Program has been used in the following ways:

1. Public Participation in Reforestation The NEWTrees program has morphed into another WWF Indonesia project called 'My Baby Tree' where the public could log on to WWF web-site to make a donation of 15 USD and will be given a tree with their name and they could log onto the project location with the given co-ordinates and see an actual picture of the tree which will be updated as the tree grows. Thus the public could virtually see the tree with their name grow over time.
2. Nokia Public Take Back Programs – 'Recycle A Phone and Adopt A Tree' Nokia Public Take Back Program is one of the cornerstones of Nokia CSR environmental activities. Nokia has invested in programs to encourage consumers to bring back their mobile phones so Nokia can ensure they are recycled responsibly. Various means are used to raise consumers' awareness in responsible phone recycling – participating in corporations, learning institutions



**Nokia Technology
Helps Reforestation
in Sebangau NP,
Kalimantan, Indonesia**
<http://www.wwf.or.id/NEWTrees>



& government recycling events and running Nokia Public Take Back Campaigns. In these activities, consumers are being empowered when they recycle through us in that their recycling effort will enable them to make a physical contribution toward environmental sustainability. Consumers who drop-in a device for recycling will be given a tree in their name via our NEWTree Program. Consumers will receive a unique URL (with built-in co-ordinates) and instructions with which to view their tree through 'HERE Maps' and will be able to see their contribution towards preserving the environment.

Nokia has since replicated the NEWTrees concepts in another two similar projects in partnership with WWF Vietnam (2012) & WWF Thailand (2013) within the ASEAN region.

Reverse Logistics Association will also be participating in this program by providing Nokia space at their worldwide

Conference & Expos. At RLA Shows attendees can drop off their unwanted phones and receive their plant certificate while donating to this wonderful cause.

Article materials supplied by WWF, Nokia and Equinox Publishing.



WWF

NOKIA



RECYCLE A PHONE, ADOPT A TREE.



In late 2007 NEWtrees was formed as a joint initiative by WWF Indonesia, Nokia and Equinox Publishing. In that time Nokia has sponsored the planting of more than 130,000 trees in Sebangau, Rinjani and Chiliwung National Parks, Indonesia. Applying geo-tag technology using HERE maps people monitor the trees growth in an innovative way while helping re-forest these protected national parks.

If you are interested in helping out with this program and are attending the RLA Conference & Expo in Singapore 2013 bring your old cell phone and donate to this wonderful cause.



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NOKIA

Reverse Logistics Association Focus Committees



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SubCon Industries

- Michael Blumberg,
Blumberg Advisory Group, Inc.

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- Charles Chappell, Genco ATC
- Hitendra Chaturvedi, RLC
- Mohan Kumar D, HP
- Edwin Heslinga, Microsoft
- Mike Neilon, ShopJimmy.com
- Regan Pasko,
TESSCO Technologies, Inc.
- Craig Plowden, Revlogs (Pty) Ltd

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Clear Procedures, Strategic Communication, and Consistent Decision Making Lead to Success in Returns Management Programs

by Jennifer Bilodeau

The landscape of business is changing from a micro-managed, proprietary organization to one that is more collaborative, transparent, and relationship oriented. Some of the changes in the landscape of business management has been to create collaborate work environments and benchmark performance based on the individual contributions and goals achieved rather than measuring those employees against each other. Businesses are moving towards a more collaborative environment sharing information to improve their profitability and efficiency across the entire supply chain with business partners, customers, distributors, and other key stakeholders.

Sales professionals have been working in an advisory capacity using leveraging relationships to increase revenues. Companies are developing relationships with their employees, striving to increase productivity in the workplace. Employers have implemented flexible hours, relaxed the social media police, and have provided opportunities for employees to own their job allowing creativity rather than micro-management. “In your organization, you’re better off giving employees challenging assignments and standing back than managing them like assembly-line workers” (Ryan, 2010). In a reverse logistics program, the collaborative environment encouraging creativity and dedication will lead to success. Employees need to feel trusted and comfortable with coordination and collaboration within their company and be empowered to brainstorm developing creative solutions to achieve objectives. This will provide organizational confidence that will serve well as those employees collaborate with other supply chain partners. “Inter-firm coordination

and collaboration is almost impossible if not preceded by intra-firm coordination through information sharing” (Olorunniwo, et al, 2010, p.456). Relationships and information sharing with business partners demonstrate commitment. The culture of ownership and trust derived from collaboration throughout the reverse logistics program can be nurtured offering mutual benefits for long term business growth.

“A supply chain is a complex network that consists of suppliers, manufacturers, distributors, retailers, and end customers, working together to convert raw materials to work-in-process inventory to final products”

(Olorunniwo, et al, 2010, p. 454). Consider what happens to a return throughout the reverse logistics process and the impact returns may have on each partner across the supply chain. Products sold to the retailer that are defective will impact the number of returns the retailer must manage. Furthermore, it is often the retailer that will be negatively impacted by customer dissatisfaction and consumer complaints for selling a faulty product. The capabilities are available and utilized to share



information in a collaborative environment to manage returns or recalls with an eye towards continuous improvements to reduce or eliminate returns. “Firms must develop reverse logistics related capabilities: handling return operations, managing information technology (IT), sharing information, and collaborating with partners” (Olorunniwo, et al, 2010, p. 454)

Organizations must develop a well-constructed reverse logistics plan, ensuring they prepared to launch the operation integrating it into the corporation by educating staff and establishing expectations with partners in the supply chain. Best Buy’s “BuyBack” program was pre-

maturely launched and lessons can be learned from their failed reverse logistics program. The program encouraged consumers to pay an up-front fee to return merchandise for credit to upgrade their electronics. There were several significant issues that led to financial losses that included poor relationships with their vendors, poor communication with customers, a lack of communication and consistency at the point of sale and point of return.

Marketing purchased a multi-million dollar ad during the Super Bowl to launch the program when the information technology was not in place. The company contracted to a third party, TechForward, who was contracted to finish developing the software for the program. This was quick fix relationship where Best Buy rescinded on business agreements. "TechForward sued Best Buy for stealing proprietary software two months into the project where a jury awarded the firm \$22 million in damages" (Phelps, 2012). Media coverage surrounding the lawsuit damaged Best Buy's reputation in the eyes of the consumer, therefore, the company had very little room for forgiveness as they worked out the details of the buy back program with process improvements.

The price point of the pre-paid plan was not a good value to consumers unless they were returning and buying new electronic products every six months. Consumer

complaints illustrated the program was customer unfriendly as the value of return reduced if it was not returned with all parts or instruction manuals in the box. The program did not educate consumers on restrictions, terms, or a condition, leaving the impression the program before its termination, was predatory. "The buyback program is custom designed to squeeze money out of the laziest gadget-obsessed people, and a scam to keep you a customer by giving cash back in the form of Best Buy gift cards" (Van Camp, 2011).

Employees were not educated to advise consumers, and there was no consistency in determining condition of the item to gauge the amount the consumer should receive. One consumer published a report describing how customer service pointed them to the store for problem resolution and the store pointed them back to the customer service number. "The store and customer service hotline really need to collaborate their information" (Ang, 2010). Reports mounted from many consumers negatively impacting the retailer.

The lesson learned is to develop a well-constructed plan that is consistent throughout the supply chain to develop ongoing trust and collaboration with internal and external stakeholders. For a returns program to be successful, service from one location to another must consistent. A system to automate decision making,

Industry Events



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Workshops: CES 2014
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Conf & Expo: Singapore 2013
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Conf & Expo: Las Vegas 2014
February 10-13, 2014



especially at a retail level where high employee turnover presents new sets of challenges. It is extremely difficult to train retail staff to make consistent decisions and communicate the same information throughout their footprint. Once the returns are handled consistently, it is much easier to effectively manage those returns and meet objectives. Clear communications both internally and externally within an organization with only serve to strengthen relationships, bring new perspective, and new value to the company.

There are some areas where a company may feel information is proprietary, and others who may wish to release information in stages as the relationship, commitment and trust grows into a mutually beneficial long-term partnership. “Results show that information sharing leads to greater collaboration in Reverse Logistics and directly [by itself] leads to greater reverse logistics performance” (Olorunniwo, et al, 2010, p. 460).

Collaboration and communication throughout the supply chain must be strategized and management must consider how the reverse logistics program will improve the customer experience. “Whether a company establishing a reverse supply chain will have to work towards educating customers and establishing new points of contact with them, make decisions which activities to outsource or manage internally, while keeping costs to

a minimum and discovering innovative ways to recover value” (Guide, et al, 2001, p.25).

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Jennifer Bilodeau, a Reverse Logistics specialist, formerly supported the Department of the Defense in day to day management of both inbound (return) and outbound distribution of goods throughout the command. She was recognized for exemplary performance throughout the base relocation effort

working with internal/external stakeholders managing multiple projects assessing tangible goods for movement to new facilities, acquiring replacement items, as well as recapturing value from left behind products. In this role she oversaw reverse logistics operations including repair and warranties, secondary markets, deconstruction and re-utilization of parts, as well as final disposition instructions.

Read the Press



Nokia to Plant a Tree for your unwanted Cell Phone at RLA Conf & Expo Singapore 2013

11 September 2013—Attendees who will be at the Reverse Logistics Conf & Expo Singapore 2013 will be able to make the event “Zero Carbon Free”.

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Energy from waste initiative takes off

10 September 2013—Two South Yorkshire firms are joining forces to turn waste food into a biogas that can be pumped directly into the domestic and industrial gas mains.

[Full Article](#)

Logicalis Recognized by Cisco for Excellence in Customer Satisfaction in the United States

10 September 2013—Solution Provider Achieves Distinction for Delivering Outstanding Customer Service

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Walmart Launches Smartphone Trade-In Program in the U.S.

Sept. 10, 2013 BENTONVILLE, Ark Trading up to the newest smartphone just got easier and

less expensive for the millions of smartphone users in the U.S. Starting Sept. 21, consumers will be able to receive immediate credit towards the purchase of a new smartphone when they trade in their current smartphone at more than 3,600 participating Walmart stores and Sams Club locations nationwide.

[Full Article](#)

Bobby Skotidakis Considers the Evolution of Customer Service

10 September 2013, Montreal, QC —CEO Bobby Skotidakis examines how customer service approaches have evolved through technology to offer more do-it-yourself choices to customers – and why businesses should not rely solely on these automated services.

[Full Article](#)

State e-waste disposal bans have been largely ineffective

Sept. 10, 2013, INDIANAPOLIS One of the first analyses of laws banning disposal of electronic waste (e-waste) in municipal landfills has found that state e-waste recycling bans have been mostly ineffective, although California’s Cell Phone Recycling Act had a positive impact on cell phone recycling. However, e-waste recycling rates remain “dismally low,” and many demographic groups remain unaware of their alternatives for

properly disposing of e-waste, according to the study.

[Full Article](#)

Get Smart About Green

9 September 2013—Many electronics companies need components that, for one reason or another, have been discontinued by the manufacturer. At the same time, green legislation can make finding the right parts difficult.

[Full Article](#)

FreeFlow wins Bronze Stevie® Award at 2013 International Business Awards

September 4, 2013, SAN JOSE, Ca. FreeFlow, the multi-award-winning provider of inventory asset management technology and services has been recognized for its achievements in customer service, having received the Bronze Stevie Award for Customer Service Team of the Year.

[Full Article](#)

Apple expected to announce new iPhone 5C, 5S Tuesday

9 September 2013—As the nation’s electronics retailers and wireless companies plot ways to cash in on next week’s expected announcement of Apple’s latest iPhone, consumers can think of older versions as money in the bank.

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PCMI's Extended Warranty Management System:

Service contract administrators and underwriters need software that helps them manage both claims and revenue. And increasingly, they need multilingual and multiple-currency systems that can travel with them as they expand internationally.

by Eric Amum

Way back when *Warranty Week* was founded in 2003, a sage industry veteran named Mark Nagelvoort explained to us the main difference between warranty management software and extended warranty management software.

“Manufacturer warranties are like extended warranties without the revenue,” he said. At the time, he was having great success with sales of a vehicle service contract management platform created by NAT Inc. And while he was well aware of warranty management software packages such as 4CS, he also noted that they didn’t do a great job with extended warranties.

Except for the initial revenue from the consumer, which must be deferred and then recognized gradually over the life of the service contract, the way the two kinds of platforms work is vastly similar. Claims come in, repairs are arranged, accounts are debited. And then data is aggregated and analyzed.

Much has been written about the product warranty management software platforms, but this week we’re launching a series of articles about the extended warranty industry with a closer look at Mark Nagelvoort’s latest venture, PCMI Corporation, and its inaugural product, called Policy Claims and Reporting Solutions, or PCRS.

It all started back in 1999, when NAT launched its first fully-automated extended warranty administration platform. It worked equally well for home warranties, consumer product extended warranties, and vehicle service contracts, though it proved to be most popular with the latter clan.



Mark Nagelvoort
PCMI Corp.

“It really streamlined how many people you needed,” Nagelvoort said. “For instance, if you had 25 people in your administration company, we could help you double the amount of volume you’re doing, without hardly expanding your staff at all.”

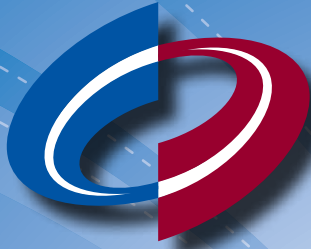
That platform and the company were sold in the middle of 2005 to Dealertrack Inc., a major vendor of dealer management software for franchised automotive dealerships. Nagelvoort stayed on for two more years, as president of a new division called Dealertrack Aftermarket Services Inc. And Nagelvoort signed a five-year non-compete agreement related to auto dealers, which expired in 2010. Now, he’s back in the business with a venture called PCMI.

“In late 2010, I started reassembling our team,” he said. “In 2011 we got very serious about coming out with a new release. And in November of 2011 we launched the new application called PCRS.”

The new platform, like the old platform, is a fully-automated extended warranty administration system. But it’s also much more. Nagelvoort said it adds the ability to manage ancillary products, such as tire & wheel warranties, glass etching, GAP coverage, paintless dent repairs, and prepaid maintenance. And it does more to help the dealers and retailers sell and register the actual contracts.

“It does a lot more than just service contracts,” Nagelvoort said. “The goal was to address three separate areas: 1) sales support and claims support at point of sale, 2) a complete administration system that had a lot more product depth, and 3) offering a portfolio management system for the sales teams on iPads. And also, we wanted to offer it globally, so it had to work in other countries.”

WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



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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.

KEY CUSTOMERS

Soon, Nagelvoort signed a couple of key customers. PCMI and Starr Indemnity & Liability Co. issued a joint press release in June. PCMI and the Tricor Automotive Group Inc. announced an agreement in July. Nissan Global Reinsurance, Ltd. signed on in August.

Starr Indemnity is a major property and casualty insurance company based in New York, whose parent company was founded way back in 1919 in Shanghai by Cornelius Vander Starr. The chairman and CEO of the parent company is Maurice R. Greenberg, who may be better-known as the former chairman of the American International Group, Inc. As “Hank” Greenberg’s online bio explains, AIG was actually created by C.V. Starr & Co., Inc. And when Greenberg retired from AIG in 2005, he remained and remains CEO of C.V. Starr to this day.

Starr is using PCRS’s portfolio management and risk management modules for its mobile phone and consumer electronics programs. Michael Ryan, Starr’s vice president of warranty programs, said the big problem that PCRS solves is its ability to accurately earn the warranty insurance premium. For instance, it takes into account the manufacturer’s warranty that’s usually running in

parallel at the beginning of the service contract. And it adjusts the revenue recognition to account for actual claims experience.

“If you’re earning everything pro-rata, and you’re not fully earning contracts that have replacements, for example, ultimately your loss ratio and your earnings will be inaccurate,” he said. “With this system, you have a true picture of what your loss ratio really is, versus what it might be if run on a curve.”

Ryan said having an accurate method of earning warranty premiums is crucial to not only the insurance companies, but also to the administrators. If inaccurate data tells them their book of business is “running too hot,” they may feel forced to seek price increases that are in reality unnecessary. And that impacts the prices consumers pay, and their willingness to even consider buying extended service contracts.

“PCMI is the only one that does it,” Ryan added. “And they really understand the insurance portion of the business, and the accounting and the actuarial side. They understand the way insurance companies operate.”

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FASTER SALES REPORTING

The Tricor Automotive Group is a well-known but privately-held automotive dealer group in Canada. Basically, it manages the aftermarket business for over 160 dealers, and it uses PCRS to monitor the F&I departments within those dealerships and to aggregate sales data from their dealer management systems. Before PCRS went in, it took 30 to 90 days to get those sales reports. Now it comes in as real-time data.

Joseph Campbell, president and CEO of Tricor, said the system interconnects a whole array of systems and platforms used by the dealers and vehicle service contract administrators they work with. “I am extremely happy with the custom stuff that PCMI has developed for us. For my etching program, it gives me easy loss data. It earns the premium appropriately,” he said.

“I think the key thing about Mark, and the thing that impresses me most about his operation,” Campbell added, “is his willingness to go above and beyond and do what it takes to give you what you need. Everything we did was custom from scratch. And there were numerous billing issues that he had to create from scratch. And he has worked very well with our staff to make sure he can accommodate our needs.”

Nagelvoort said he sees enormous opportunities for the new platform not only in the U.S., but also in Europe, South America, and Asia. “The manufacturers’ warranty

is substantially less outside the U.S. than inside the U.S.,” he said. Yet extended warranties are much less common. “You’re not seeing the penetration. You’re not seeing the volume.”

GROWING INTERNATIONAL OPPORTUNITIES

In addition, he said, the passenger car OEMs are looking beyond their success in the U.S. market for the kinds of technologies that can help them manage service contracts in different countries with different currencies, different languages, and different tax laws. That’s built into PCRS.

“In 2010, when I met and talked with people about where did they see growth, one person was telling me Brazil. Another person was telling me Europe. And another person was telling me China.” Bottom line: All of the Requests for Proposals he’s seen this year have required platform support for international growth.

“Even though the initial focus for system deployment will be the United States,” he added, “they don’t want to acquire a major system that can’t support them in new markets.”

For instance, to make the platform useful in Canada, it has to be able to compute sales tax on the premium remittance to the administrator. The platform must sometimes invoke different tax rates for different products. And it has to be able to do so at both the provincial level and at the federal level.

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Now that Nissan Global Reinsurance has also agreed to implement the solution, the vision behind Nagelvoort's emphasis on international compatibility has become much clearer. Typically, such a company is going to implement the system in multiple countries with multiple distributors. So having one technology platform for those multiple countries allows a global company to achieve consistency.

PCMI'S POLICY CLAIM AND REPORTING SOLUTIONS

There are numerous modules included that allow for further customization. Some customers want to attach photos of broken products to the claims records. Others just want a faster administration system that can deal with higher volumes and multiple dealer management systems. And others want extensive reporting capabilities that can process feeds from other systems and produce charts that can be read on an iPad.

"The one system has multiple modules," Nagelvoort said, "so one customer sees it for one thing and another sees it for another. The more we can extend the point-of-sale system to support the sale of these ancillary products, the more sales we get, and the happier users we get. And we're doing it not just for the sale, but also for the servicing."

CONNECTING TO DEALER MANAGEMENT SYSTEMS

PCMI also signed an international agreement with ADP Dealer Services to link the latter's dealer management

system to PCRS. That way, the dealer can remain in their familiar ADP work environment, but can still take advantage of new and advanced functionality built into PCRS. For instance, they can price a service contract that's bundled with GAP and tire coverage, and print a customized set of documents for the F&I manager to show to the customer.

Nagelvoort said PCMI is the first ADP Third Party Access Program provider certified for Aftermarket Product Sales in the service department. PCRS is also able to link with other dealer management systems through its use of XML (the Extensible Markup Language), which allows data to be passed in machine-readable form between different software applications.

"We're out there to expose the platform, and you can pick which pieces of the platform you want to implement," Nagelvoort said. "And that's why I call it a 'Solution.' For different companies, it's a different answer set."



Eric Arnum is the editor of Warranty Week, an emailed newsletter and website aimed at warranty and service contract professionals. It currently reaches over 8000 people through a weekly email broadcast and downloads of 12,000 to 15,000 additional web pages per week. Subscriptions are free and are available at warrantyweek.com

RL Careers

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- Quality Manager
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- Assistant to the President
- Sales Executive - Exhibitions
- Sales Executive, Advertising
- Seminars/Webinar Director
- Student Intern Positions



Remanufactured Products: A New Business Model For Light-Vehicle OEMs (Part 1 of 3)

by Ron Giuntini

The light-vehicle (automobiles and Class 1-3 trucks) US-based OEMs, and their suppliers, are currently in a state of malaise due to:

- Massive financial losses for their investors.
- Dislocations of hourly and professional workers due to downsizing.
- Accelerated governmental intrusions into future product design due to aggressive energy efficiency standards.
- Market share losses to foreign-based OEMs.
- Shrinking market size.
- Perceived irrelevancy by the financial investment community.

As a result of the above elements, the combined market value of GM and Ford is about equal to that of combined value of Deere and Caterpillar, which have only 50% of the annual sales volume. GM and Ford have for decades been ranked within the top 25 largest US-based corporations, measured by market capitalization (stock price time number of outstanding common shares); today they do not currently even rank within the top 100 corporations. A high tech company such as Cisco has a market value of more than double of that of GM and Ford combined and annual sales of only 40% of GM and Ford.



But there is hope, if the Big-3 OEMs (GM, Ford and Fiat/Chrysler), working with their suppliers, create a new business model that will deliver a different value proposition to a selective segment of the light-vehicle market. This article will recommend that the Big-3 carve-out a new business unit that focuses upon the delivery of light-vehicles which are classified as “remanufactured”. The remanufacturing process, as applied to this discussion, assures that a not-new product has “like-new” condition characteristics of reliability levels, energy efficiencies, operational capabilities, maintainability, safety and others. Note that the US military has operated vehicle remanufacturing programs for decades for many of their weapon system platforms.

This new remanufacturing business model is foreseen to:

- **Materially increase the profit margin of the light vehicle fleet market segment** Remanufactured products typically have profit margins that are 50-100% higher than new products. This data is obtained from the author’s management consulting engagements of durable goods OEMs remanufacturing operations (i.e. United Technologies, Oshkosh, Textron, BAE, General Dynamics, Navistar, Timken and others) over a 20 year span. Note there is less than half a dozen known publically-held “pure play” remanufacturers in which financial records are available to the public (i.e. LKQ and Remy International). The 4-6% Profit Before Taxes [PBT], as a percentage of revenues, currently experienced by the Big-3 would be transformed into a PBT of 8-12% for their fleet sales, which is aligned with that of the average “healthy” U.S.-based durable goods manufacturer (i.e. Eaton, Parker-Hannifin, and Dresser-Rand) . Note that the PBT of the Big-3 is currently difficult to truly ascertain due to the massive write-offs they incurred during their recent corporate restructuring; many of their liabilities that would presently be negatively impacting their bottom line, as well as into the foreseeable future, have been eliminated.

- **Decrease the market share of imported designed-for-manufacturing components employed in the vehicle production process** Currently many foreign suppliers have penetrated the US market by designing their parts for manufacturing efficiency. There is little consideration by these suppliers for ease of repair/remanufacturing; it's all about providing the lowest purchase price. With a new business model focused on remanufactured vehicles, parts designed-for-repair/remanufacturing would become of greater value to the owner of the vehicle because they could be employed in the remanufacturing process, versus the designed-for-manufacturing foreign part that would have to be discarded. Also it is this author's belief that the volume of imported aftermarket parts would also be decreased as a result of this initiative.

- **Reduce the manufacturing impact of light-vehicles upon industrial energy consumption and waste generation** The new-condition manufacturing process has large amounts of materials and energy inputs, while that of the remanufacturing process has large amounts of labor employed in disassembly and reassembly activities. A 1996 study by Boston University professors estimated that a remanufactured item employs only 15-20% of the energy required to produce a like-kind new condition product.

- **Mitigate the loss of control of the design of a vehicle to the Federal Government** A robust remanufacturing process would enable the Big-3 to partially circumvent the EPA requirements that new-condition light vehicles meet the average fuel economies of 54.5 average mpg by 2025. Extending the life of a model by employing a remanufacturing



process will decrease the overall new light vehicle production rate, which in turn would reduce the amount of vehicles subjected to the new EPA fuel economy standards. It is the author's belief that the remanufacturing initiative would also save lives due to the retention of a "robustly" designed vehicle; heavier vehicles are presumed to be "safer" than the lighter vehicles required meeting future fuel economy standards.

- **Other areas of favorable impact**

- *Intellectual Property [IP] issues would be minimized regarding aftermarket parts.*
- *Dealer networks would retain a closer relationship with their fleet operators.*
- *Product Support End Of Life [EOL] challenges for components with rapidly changing technologies would be mitigated by keeping their supply chains "hot"*
- *Financial markets would change their "image" of the Big-3 to that of an innovative solution provider; this would open the door for greater financial investment over the long-term.*



In part II and part III of this article, an overview of the following nine elements of this new business model will be discussed:

1. Who is the customer?
2. What is the value proposition for the customer?
3. What are the channels employed to deliver the value proposition to the customer?
4. How are customer relationships established and maintained with the customer?
5. What are the revenue streams?

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6. What are the key processes that deliver a value proposition?
7. What key resources are required to be employed in the processes?
8. What are the key sources-of-resources employed in the process?
9. What is the cost structure?



Ron is a Subject Matter Expert (SME) in designing and providing the business case for Product Support Enterprises [PSEs] employed by the commercial and military communities. Over the last 35+ years has worked in operations management and management consulting with such organizations as Acer, Booz &

Company, Gould, General Dynamics, Lockheed Martin, L-3, FLIR, DynCorp, Navistar, BAE Systems, Northrop Grumman, ICx, Oshkosh, Rockwell Collins, Bell Helicopter, US Army, USMC, JCBD, FMC Technologies, DRS, Dassault, and many others. He implemented one of the first pay-per-use programs in the business aviation Product Support sector and one of the first MRP/ERP systems in the commercial sector. He has designed and managed Reverse Logistics enterprises for managing new product warranties, parts exchange programs, rental pools, contracted services, and others.

Ron received his MBA from Indiana University at Bloomington, a BA from the State University of New York at Stony Brook and is certified by APICS as a CPIM. He is an Army veteran and currently has a Secret Security clearance.

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Presentation By: **Eric Arnum**, Editor, Warranty Week, The Newsletter for Warranty Management Professionals

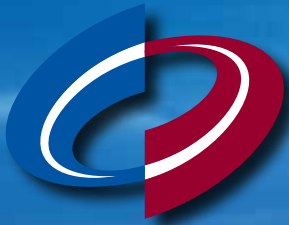
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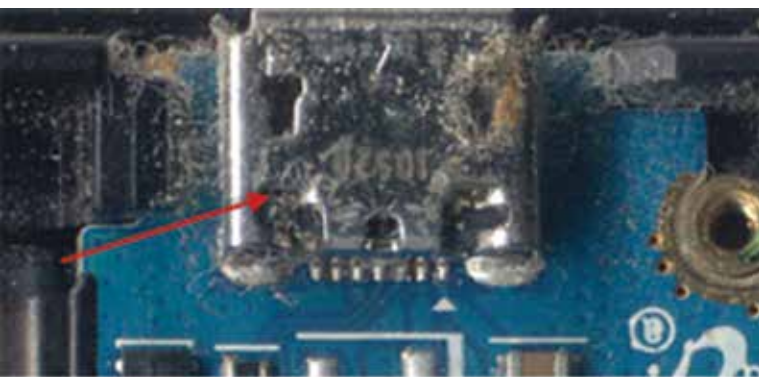
Technical Trends

Failure Modes and Modularity

by Bryant Underwood

EXIT REVIEWS

I was reading an analysis by Bunnie Huang regarding the failure modes of various electronic products after several years of use. The reports are pretty clever and very detailed. Bunnie calls the reports Exit Reviews. The slant of the report is brilliant and one that I would recommend for all products repaired by high-volume operations. This is especially true when you consider the engineering and historical value of the information in improving designs or refining repair processes. Let me share a couple of take-aways from one of the reports on a Samsung Galaxy S-II.



First there was only one failure mode discovered that did not result from some form of abuse. That failure mode related to the logic in the phone needing to sense a 'wrist snap' that you have moved the phone from your ear and are ready to terminate the call. That repeated action over years, severely stresses the reference oscillator and the contacts for the board interconnections. That was it. All of the other failures were the result of dropping, collected dust or not replacing the battery when it clearly had no more life.

The battery failure mode was interesting. Bunnie shared a very cool battery troubleshooting trick that is used in China. You remove the battery and lay it on a flat surface and spin the battery. If the battery spins freely, it is bulged and needs to be replaced. Bunnie's battery failed the test and he kept using the phone. While stuck at an airport, playing a game the battery died but did so in an uncontrolled manner corrupting the flash memory and bricking the phone.

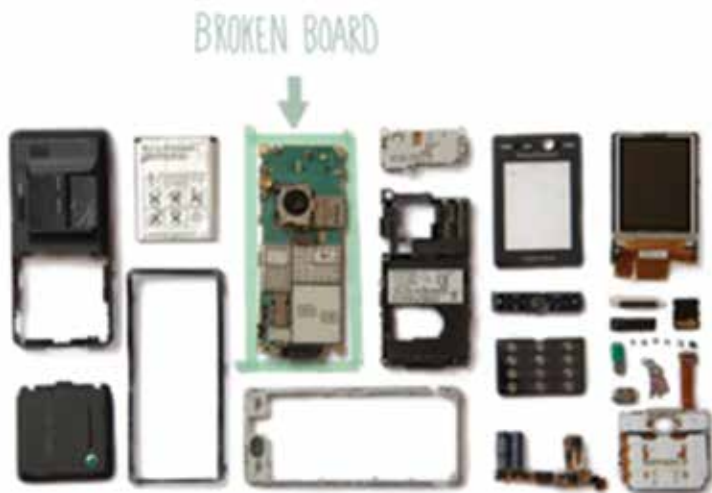
Then there was dust. Take a look at the photo below of the USB/charge connector. It is amazing the phone would charge at all. It is also interesting to consider that this concentration of dust at the charge port may have contributed to the battery failure that finally bricked the phone.

The other aspect about dust that I have found interesting is how many phones I have seen recently where the symptom is no audio and the root cause was dust packed into the pinhole sized microphone sound canal. Quick tip: when you find this problem use a desoldering tool to vacuum the dust from sound canal clear to get the phone working. I would even recommend you do this on every phone you touch to reduce bounce repairs.

MODULAR PRODUCTS

We are all aware that e-waste is a growing issue that is hard to overestimate the growing impact. When a product breaks there will be one small part that fails but all the other components are in good working order. The entire product is often discarded, creating huge waste.

The affects of this high generation of e-waste for personal electronics drives higher recurring costs and pushed valuable resources into the trash.



For most mass market products there is some form of recycling that functions to recover working components at a higher level of value-add. For example, in transportation there are salvage yards that recover transmissions, engines and body parts. For desktop PCs and servers major modules like memory or power supplies are recovered and reused. For phones and other personal devices the level of integration has become so dense that this value-harvesting is just not practical. However that same size reduction can be an advantage if matched with a standardized backbone interface. The result would be to speed repair, reuse components and make upgrades trivial.

The most brilliant approach I have seen in addressing this is the concept of PhoneBlocs. The short video really must be seen. There is a base that interconnects the LCD interface on one side to functional blocks on the



other side. The whole assembly can be customized and repaired with only a T6 driver.

The resistance to this concept is the removal of control of the product from the hardware manufacturers. So you might say, this will never change because no manufacturer will allow their product to be standardized... Well you may be right, except for one trend- the Firefox OS for cellphones. The carriers are terrified that they may become nothing but utilities that provide data pipes. To fight that threat they are partnering to develop a cellphone platform they can control. That platform will focus on HTML 5 and be based on the Firefox OS. We are on the verge of the current seeing the iPhone/Samsung duopoly becoming transformed into a three-way race. For the wireless carriers, they need hardware costs to drop. They want to sell service billing not more plastic and silicon. The technology that is there only barrier that needs close is for a wireless carrier to embrace and implement this form factor for the subscriber units running Firefox. I believe the attractiveness of that decision makes this change inevitable. When that happens, we will have another groundbreaking shift in the personal electronics market. All of this is being driven by e-waste, repair and recurring cost. We are really in a time when change is occurring at a rate faster than large companies can control or anticipate. Sure is fun to watch.

LINKS

- <https://medium.com/people-gadgets/554936428f60>
- <http://www.phonebloks.com/>
- <http://www.youtube.com/watch?v=oDAw7vW7H0c>
- <http://www.mozilla.org/en-US/firefox/os/>



Bryant Underwood manages Public Safety Sourcing for Cassidian Communications, an EADS North America Company in Frisco Texas.

Returning Thoughts

Receiving Challenges for Reverse Logistics Your WMS Needs Help!

by Paul Rupnow

Essential to successful Reverse Logistics processing is the ability to effectively and efficiently handle the receiving process. Traditional WMS Warehouse Management Systems or 3PL Multi- Client WMS systems do not have the functionality to adequately handle returns, especially if your operations need to handle more than a few returns a day. The chart below compares a typical Warehouse Receiving process with a typical Reverse Logistics Receiving process in order to highlight some of the key differences between the two kinds of receipts. It is important to understand the key differences in order to improve your Reverse Logistics handling and processing or to purchase specialty Reverse Logistics receiving software to enhance the functionality of your WMS receiving systems.

Typical WMS Warehouse Receiving Steps	Typical Reverse Logistics Receiving Steps	Additional Reverse Logistics Challenges
Receipt Document /ASN	RMA/Receipt Document/ASN	Poor or no documentation with received goods
Item/Product/SKU match	Item/Product/SKU match	Open box, may not contain same item as indicated on box. May be missing pieces.
Enter Quantity	Enter Quantity	Typically Quantity = 1, must be verified one unit at a time (not by box or case)
Enter Additional Data – Lot, Serial numbers, Pallet ID	Enter Additional Data – Lot, Serial numbers, Pallet ID	Must find serial number on the unit rather than the box
On Receipt document	Must Validate/ensure Authorized	Is this unit/serial number eligible to be received (warranty coverage, RMA authorized), even if it is on the receiving document. Costly to process unauthorized units. Costly to issue credits on unauthorized returns.

Typical WMS Warehouse Receiving Steps	Typical Reverse Logistics Receiving Steps	Additional Reverse Logistics Challenges
Condition New	Condition Inspection	Needs to meet expected condition to ensure credit authorized. Need to assess condition to help determine what can be done to capture value/resell or reduce further cost of handling
All Finished goods	Triage/Route	Rarely can returned units can be put away to Finished Goods Stock to be shipped. Best value capture opportunity if goods are sorted or grouped based on condition or future processing requirements.
Pre-labeled	Individually Label	Often utilize individual "license plates" for further tracking, tracing and processing of each item
Put Away to Finished Goods	Put Away / Disposition – consolidate for future processing	Put Away/Consolidate based on condition. Typically further processing required or possible to maximize value recapture.
Data Capture – basic transactional information	Data Capture – detailed	Data Capture through the entire Reverse Logistics process is essential for future analysis, planning, future returns avoidance/reduction
Discrepancies – few	Discrepancies – many	Discrepancies need specific processes in order to avoid backlogs or large quantities of unprocessed or stalled processed items

Does your WMS have the functionality you need to improve your Reverse Logistics processing? Is it time to re-think your Receiving and Reverse Logistics processes and systems? Improvements in Reverse Logistics Receiving processing can result in significant cost savings such as labor cost reductions. Additionally, improvements can result in much faster processing turnaround times, which can lead to faster and higher cash generation on the returned assets. Better data collection in areas such as condition assessment and sorting can result in higher resale values due to reduced uncertainty for the secondary market purchaser. Many companies are finding significant savings and generating much higher profits from returned assets that were once considered to be of very low value. Maybe you can start capturing this cash and these savings by looking at your receiving processes and enhancing your WMS systems. Good Luck!



Paul Rupnow - Director, Reverse Logistics Systems, Andlor Logistics Systems Inc.
 Editor - Reverse Logistics Professional Report
 Business Insights and Strategies for Managing Product Returns



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