

# REVERSE LOGISTICS magazine®

Serving the Automotive, Health Sciences, Retail, and High Tech Industries

## RLA Conference and Expo Las Vegas 2014



# 11th Annual RLA Conference and Expo Las Vegas 2014

America's Premiere Reverse Logistics Event  
February 10-13, 2014

*Keynote Speaker: Don Patch, Director of Global Logistics iRobot*



**Hundreds of Reverse Logistics Professionals will be Represented as Speakers, Sponsors, Exhibitors, and Attendees**

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.

 **REVERSE LOGISTICS**  
ASSOCIATION®  
CONFERENCE & EXPO

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

# Strategic Partnerships Now Available at the Touch of a Button

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- Screen your 3PSP responses
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For more information visit RL Quote at [www.rlquote.org](http://www.rlquote.org)

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RL Magazine will publish 12 issues annually — 12 new digital editions!  
Reverse Logistics Magazine welcomes articles and abstracts.  
Please send to: [editor@RLmagazine.com](mailto:editor@RLmagazine.com)

## Articles



### Staying on top of data a key weapon in the fight against fraud

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## Message from the Editor

As our Las Vegas Conference & Expo is quickly approaching, I just want to make sure you, our readers, are aware of what takes place at this event, as well as our other events that we hold throughout the world each year. Inside this edition you will find our Conference Schedule for the Las Vegas event next month, so be sure to take a look at the companies and topics that will be



represented. This event in Vegas will include Pre-Conference Workshops, RLA Committee Reports, a Keynote Address by Don Patch of iRobot, as well as some great Presentations and Panel Discussions by a variety of Retailers, Manufacturers, and other Reverse Logistics Professionals.

Since I have been with RLA, I have also worked with finding and inviting speakers to our event, and I occasionally get the response that the individual isn't an Expert in Reverse Logistics or is new to the industry, so they don't feel comfortable speaking on the subject. Of course, we don't want anyone to speak if they don't feel comfortable speaking, however, we also want you to know that Reverse Logistics is still an evolving industry, and we're all still learning. Our Association is filled with Reverse Logistics Professionals who are all coming together to our events and our monthly committee meetings, to learn better practices of Reverse Logistics. This is where we all learn from others mistakes and challenges, as well as their discoveries and successes, so we ask you to share them. If you have a Reverse Logistics challenge or discovery, please come and share it for others to learn from. In addition, this monthly magazine is another great place to share these experiences. We are always looking for more stories to share with our readers on how to better their Reverse Logistics practices.

If you are interested in participating as a speaker at one of our events, or have a story to share in our Reverse Logistics Magazine, please contact me.

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.



## Reverse Logistics Association Focus Committees

### FOCUS COMMITTEES

#### CORPORATE SOCIAL RESPONSIBILITY

- Jennifer Bilodeau, Reverse Logistics Talk

#### EXTENDED WARRANTIES

- Charles Chappell, Genco
- Hitendra Chaturvedi, RLC
- Andrew Cowan, The InFocus Group
- Mohan Kumar D, Hewlett-Packard
- Edwin Heslinga, Microsoft
- Craig Plowden, Revlogs (Pty) Ltd
- Doug Pratt, Creative Innovations

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Chairperson: Tony Sciarrotta, Reverse It Sales & Consulting

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- Doug Pratt, Creative Innovations
- Tommy Rector, American Public University
- Paul Rupnow, Andlor Logistics Systems Inc

#### SUSTAINABILITY AND

#### ENVIRONMENTAL MANAGEMENT

- Jennifer Bilodeau, Reverse Logistics Talk
- Jose Garcia, Motorola
- Cintia Gates, Dell, Inc.
- Robert German, Rochester Institute of Technology
- Raymond Glynn, Arrow Value Recovery
- Doug Pratt, Creative Innovations
- Jean-françois Rioux, Le Sextant inc.
- Renee St. Denis, Hewlett Packard
- Kenneth Turner, Hewlett-Packard
- Joe Walden, University of Kansas





# Message from the Publisher

## FRAUDULENT CLAIMS

This is one of the busiest times of the year here at RL Magazine, along with the Reverse Logistics Association. We are getting ready for our largest Conference & Expo of the year.



It seems that everything is scheduled at the same time, printing the magazine, finishing touches on the Conference and trying to bring in a little more revenue to support the association for another year!



This month's edition has a cautionary note on "fraud" by Mr. John Sharman. Please take time to read John's thoughts on this subject, please don't just scan it, but really focus on his subject. Fraud can come in many forms today; it is just another form of dishonesty. John's article even goes further to say that if your company's systems break down to where consumers are given the choice of being honest on returning a double shipment, they won't, while losing respect for the company.

Fraud can come in other forms, such as exaggerating the deliverables. You know what I mean; 60 miles to a gallon, bandwidth of 30mbps. We see companies from time to time over-stating that they are the largest, fastest growing, and only later

to find they were exaggerating to the point of fraud. Yet some people believe these too good to be true claims.

What can we do when we have been taken advantage of due to fraud? Not much. It is the time before the decision when staying objective and using a little common-sense is critical. If the vendor promised solutions that were too good to be true, they probably are.

I look forward to seeing everyone next month In Las Vegas, come and get away from the cold for a few days and learn from some of the best RL Professions in the world. If you think I'm exaggerating, then look at this line-up of presenters and panelist of Retailers, OEMS and Academics that are coming. [www.RLAshows.org](http://www.RLAshows.org)

Best Regards,  
Gailen Vick, Founder & Publisher  
[www.RLA.org](http://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:



**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.

- Logistics Operations Lead at Walmart - International Division



**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.



**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.



**James H. Hunt IV - GENCO Technology Services**, Jim is the Senior Vice President, Business Development for GENCO Technology Services. He has responsibility for account management, new business sales and solutions development. He joined GENCO in July 2012.



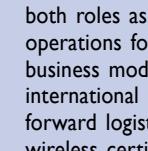
**David Moloney, Google**, David Moloney, as Senior Manager of Reverse Logistics & Business Systems, is an operational leader with technical focus, a technical leader with operational focus: "I flip between



**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.



**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.



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."



**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.



**Troy Kubat - Walmart**, Troy is now the Director of Logistics Engineering-Grocery at Walmart having worked is way up from Director, Logistics Operations, Industrial Engineering Manager at Walmart - International Division and Japan Expatriate



**Ian Rusher - Cisco Systems**, 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

## 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, bring your unwanted cell phone to the next RLA event and look for the Nokia drop box to donate your phone, plant a tree, help protect our environment.



REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

# Reverse logistics can create big value for small business startups

by Dr. Oliver Hedgepeth

My first entry into the reverse logistics world was advising small business startups that ranged from developing refrigeration containers for Alaska seafood to recycling parts for an automotive and truck repair company in Virginia. For those readers thinking of starting a business, you should seriously think beyond the basic supply chain business model and consider the extra revenue stream that is possible from what you might think of as the waste products of your business.

Consider the case of TEDSBOX, nine years ago in Alaska. I consulted with the owner of this small company that was creating a new container for airlines to move fresh Alaskan wild-caught salmon.

Usually, fresh salmon is placed in a wet-lock box, which is a plastic and wax covered cardboard box. TEDSBOX was an unusual design based on an LD-3 container (a large pallet used to load freight onto an aircraft). It had a revolutionary battery system and refrigeration unit that was half the weight of the models in use by the airline industry at that time.

The developer of this TEDSBOX was only concerned with moving fresh salmon from the coast to inland airports and retail stores. However, I asked him to consider the return of the containers to Alaska – did they have to come back empty?

We looked at other items that need refrigeration such as pharmaceuticals. Some items need to be shipped in containers with precise temperature controls, and his TEDSBOX fit that description. In the world of supply chain management or logistics or transportation, we call

that a back haul. For TEDSBOX, it meant another whole revenue stream.

In another example, A&T Auto and Truck Repair in Chester, Virginia just wanted to repair cars and change oil. The two people who started the company had a vision of helping others by offering repair service. So they started a small shop.

I encountered A&T just two years ago. They had a large building and lots of parking spaces. However, the parking spaces became full of cars that people either refused to pick up or had abandoned; A&T had a huge problem.



This was an easy reverse logistics fix. By looking at the cars as a source of parts, this “waste” became a source of revenue. A little investigation found that they could sell the used batteries for \$8 each. They could recycle a used motor for \$50 to \$100. A transmission system could be sold for \$100. Even the oil they were taking out of cars as they changed oil could

fetch 75 cents per quart. If they cut up other parts of steel and aluminum, they could earn around \$9 per pound.

Today, they maintain a running inventory of about 40 cars headed for recycling of parts. What started as a dream to repair cars and trucks turned into that and much more. Today, A&T has nine employees, one of whom is dedicated to reverse logistics. Her work to generate revenue from items formerly viewed as scrap and hazardous waste products pays her salary.

Reverse logistics is everywhere. It goes by many names, including recycling sustainment and returns. There are



others, but the big news is that it is big business.

Both of my examples show how sustainment works and how there are ways to keep the environment and landfills

empty of hazardous materials while creating value and revenue for businesses.

Look around your company. What can you see that may be outside the box of normal operations that can create value for the company, create a new job for someone, and keep the environment clean?



Dr. Oliver Hedgepeth is the Program Director for the Reverse Logistics Management. Previously, he was a tenured Associate Professor of Logistics at the University of Alaska Anchorage. His Ph.D. is in Engineering Management from Old Dominion University. His book, RFID Metrics, examines how we define problems such as reverse logistics.

# PRODUCT LIFE CYCLE

## Supply Chain

## AfterMarket Supply Chain

### FORWARD LOGISTICS

### REVERSE LOGISTICS

#### New Product Development

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

#### Material Management

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

#### Manufacturing & Distribution

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

END USER • RETAILERS • RESSELLERS

#### AfterMarket Customer Service

- 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



**REVERSE LOGISTICS ASSOCIATION®**



# Las Vegas 2014 - Conference and Expo Schedule

## Monday, February 10, 2014

### 2014 VEGAS PROGRAM SCHEDULE

### RLA CONFERENCE 2014 HIGHLIGHTS

#### KEYNOTE SPEAKER



**Don Patch**  
 Director of Global Logistics  
 iRobot Corporation

**Keynote Address**  
 Engineered for Success



#### SPEAKER



**James Tilton**  
 Logistics Manager  
 Global Repair Services/Americas  
 Rolls-Royce Corporation

'Leaning Out'  
 Your Returns Processes



#### SPEAKER



**Aly Pinder Jr**  
 Research Analyst

**Aberdeen Group**  
 A Harte-Hanks Company

State of the Reverse Logistics Market



#### PANELIST



**David Richardson**  
 Sr. Manager Reverse Supply Chain

**BARNES & NOBLE BOOKSELLERS**



#### SPEAKER



**Douglas Schmitt**  
 Vice President

Trends, Innovation, and Dell's approach to solving unmet needs



#### SPEAKER



**Steven Koenig**  
 Director, Industry Analysis

Consumer Technology Trends and the Impact on Returns



7:30 AM – 4:00 PM

#### REGISTRATION OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

8:00 AM – 11:00 AM

#### WORKSHOPS

##### Room B – Coco A



**Dr. John Ryan**  
 The Sanitary Cold Chain



**WORKSHOP:**  
 Maintaining Food Safety During Transportation Processes

##### Room C – Jaguar A



**Tony Sciarotta**  
 Reverse It Sales and Consulting



**WORKSHOP:**  
 How To Reduce Returns (and Become a Hero at Your Company)

##### Room D – Palma A



**Gailen Vick**  
 Executive Director



**WORKSHOP:**  
 Successful Outsourcing: RFQs, Contracts and SOWs

11:00 AM – 5:00 PM



#### Charity Golf Tournament - Red Rock Country Club RLA CHARITY GOLF TOURNAMENT

Sponsorships allow you to host your guests and take advantage of this great networking opportunity. Buses leave at 11:00 am for 18 holes and 1:00 pm for 9 holes of golf from the Rotunda passenger drop-off.

If you would like to participate or be a sponsor, please contact [felecia@RLA.org](mailto:felecia@RLA.org). Sponsorships for this event are still available.

8:00 AM – 4:00 PM  
**REGISTRATION OPEN**

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

9:00 AM – 10:45 AM  
**WORKSHOPS**

**Room B – Coco A**



**Michael Blumberg**  
Blumberg Advisory Group, Inc., President



**WORKSHOP:**  
Winning Strategies for Marketing & Selling Reverse Logistics Services

**Room C – Jaguar A**



**Tony Sciarotta**  
Reverse It Sales and Consulting



**WORKSHOP:**  
How To Reduce Returns (and Become a Hero at Your Company)

**Room D – Palma A**



**Gailen Vick**  
Executive Director



**WORKSHOP:**  
Best Practices: Lean Repair and Reverse Logistics Trends

10:45 AM – 11:00 AM **MORNING BREAK**

11:00 AM – 12:45 PM  
**WORKSHOPS**

**Room B – Coco A**



**Michael Blumberg**  
Blumberg Advisory Group, Inc., President

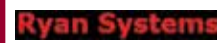


**WORKSHOP:**  
Benchmarks & Best practices in Reverse Logistics

**Room B – Coco A**



**Dr. John Ryan**  
The Sanitary Cold Chain



**WORKSHOP:**  
Monitoring Technologies

**Room D – Palma A**



**Gailen Vick**  
Executive Director



**WORKSHOP:**  
RL Sustainability

1:00 PM – 5:00 PM  
**EXHIBIT HALL OPEN**

12:00 PM – 1:30 PM  
**INDUSTRY COMMITTEE CHAIR/CO-CHAIR STRATEGY & REPORTS MEETING/LUNCH**

**Room F – Palma C**

2:30 PM – 5:30 PM **RLA ADVISORY BOARD MEETING/LUNCHEON**

**Room F – Palma C**

2:30 PM – 3:30 PM  
**WORKSHOP**

**Room B – Coco A**



**Michael Blumberg**  
Blumberg Advisory Group, Inc., President



**WORKSHOP:**  
Establishing KPI's

2:30 PM – 3:30 PM **RLA COMMITTEE REPORTS**

**Room D – Palma A**



**Data Storage**  
**Tom Burnam**  
Director Global Service Operations



**Room E – Amazon S, T**



**Standards**  
**Ron Lembke**  
Associate Professor  
University of Nevada



**Room F**



**Wireless Telecom**  
**Angelika Kluna**  
Director of Operations



3:30 PM – 4:30 PM **RLA COMMITTEE REPORTS**

**Room C – Jaguar A**



**Africa Chapter**  
**Craig Plowden**  
Managing Director and Owner



**Room D – Palma A**



**Brasil Chapter**  
**Felipe Ortiz**  
Administracion O Logistica Reversa



**Room E – Amazon S, T**



**Latin America**  
**Guillermo Fernández de Jáuregui**  
CEO



**Room F**



**Consumer Products**  
**Kathy Murphy**  
Senior Sales Operations Mgr.





Las Vegas 2014 - Conference and Expo Schedule  
Tuesday, February 11, 2014

4:30 PM – 5:30 PM CONFERENCE SESSIONS

<p><b>Room C – Jaguar A</b></p>  <p>Europe Chapter <b>Charlie O Shaughnessy</b> Global Returns Mgr.</p> 	<p><b>Room D – Palma A</b></p>  <p>Software Solutions <b>Leonard Schneeman</b> Sr. Vice Pres., Chief Technology Officer</p> 
<p><b>Room E – Amazon S, T</b></p>  <p>APAC Chapter <b>Mohan Kumar D</b> Category Mgr.- Services</p> 	<p><b>Room F</b></p>  <p>RL Certification <b>Tony Sciarrotta</b> Asset Recovery</p> 

5:30 PM – 7:30 PM AWARDS GALA (FOR MEMBERS, SPEAKERS & EXHIBITORS)

**Room A – Amazon F, H, I** End the day with an Awards Gala, honoring those dedicated and committed to Reverse Logistics. The following awards will be presented.



**RLA Reverse Logistics Excellence Awards**

Operational Excellence	Vendor Solution
Green Reverse Logistics	Lifetime Achievement

There will be hors d'oeuvres and refreshments.

Las Vegas 2014 - Conference and Expo Schedule  
Wednesday, February 12, 2014

8:00 AM – 5:30 PM

REGISTRATION OPEN/EXHIBIT HALL OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

10:00 AM

WELCOME REMARKS & KEYNOTE

<p><b>Room A – Amazon F, H, I</b></p>  <p><b>Gailen Vick</b> Executive Director</p>  <p>Welcome Remarks</p>	<p><b>Room A – Amazon F, H, I</b></p>  <p><b>Don Patch</b> Director of Global Logistics iRobot Corporation</p>  <p><b>Keynote Address</b> Engineered for Success</p>
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WEDNESDAY'S SCHEDULE CONTINUES ON NEXT PAGE

Las Vegas 2014 - Conference and Expo Schedule  
Wednesday, February 12, 2014





11:30 PM – 12:30 PM BUFFET LUNCH- EXHIBIT HALL

12:30 PM – 1:30 PM CONFERENCE SESSIONS

**Room A Panel – Amazon F, H, I PANEL: Returns in the OmniChannel**

 <p><b>MODERATOR</b> <b>Ron Lembke</b> Associate Professor, Supply Chain Mgmt.</p>		 <p><b>Georgia Majors</b> Div. Vice President – Supply Chain, Logistics</p> 	 <p><b>Peter Reynolds</b> Repair Center Manager</p> 	 <p><b>Curt Bimschleger</b> Senior Vice President -- Retail Logistics</p> 
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<p><b>Room B – Coco A</b></p>  <p><b>James Tilton</b> Logistics Manager Global Repair Services/Americas Rolls-Royce Corporation</p>  <p>'Leaning Out' Your Returns Processes</p>	<p><b>Room C – Jaguar A</b></p>  <p><b>Steven Koenig</b> Director, Industry Analysis</p>  <p>Margin, Sustainability, Customer value: Using Lifecycle Awareness to Drive Top Line Value</p>	<p><b>Room D – Palma A</b></p>  <p><b>Samuel Letzerich</b> Service Parts Logistics Sr. Manager</p>  <p>Serializing Inventory for Sustainable Productivity Improvements</p>
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1:30 PM – 2:30 PM CONFERENCE SESSIONS

**Room A Panel – Amazon F, H, I PANEL: Partnering Pre-Sale To Reduce Returns**

 <p><b>MODERATOR</b> <b>Tony Sciarrotta</b> Reverse It Sales &amp; Consulting</p>		 <p><b>Kathy Murphy</b> Senior Sales Operations Manager</p> 	 <p><b>Rachel North</b> Director, Post Sales Operations</p> 	 <p><b>David Richardson</b> Sr. Manager Reverse Supply Chain</p> 
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 <p><b>Raul Castilla</b> Director, Reverse Logistics</p> 
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WEDNESDAY'S SCHEDULE CONTINUES ON NEXT PAGE

# Las Vegas 2014 - Conference and Expo Schedule

## Wednesday, February 12, 2014

### 1:30 PM – 2:30 PM CONFERENCE SESSIONS CONTINUED

#### Room B – Coco A



**Marcelo Ivan Melek**  
President



Reverse Logistic in Brazil and Paraná: Sinqfar's experience

#### Room C – Jaguar A



**Robert Rodriguez**  
Director, Customer Care & Quality



**Justin Harding**  
Product and Reverse Logistics Manager



Engaging Teamwork to Drive Customer Satisfaction

#### Room D – Palma A



**Douglas Schmitt**  
Vice President



Trends, Innovation, and Dell's approach to solving unmet needs

### 3:30 PM – 4:30 PM CONFERENCE SESSIONS

#### Room A Panel – Amazon F, H, I PANEL: Continuous Improvement and Lenovo's use of Bold Work-Out



**MODERATOR**  
**Muzzi (Amedeo) Palmieri**  
Exe. Dir. Global Supply Chain



**Rob Bromley**  
National Returns Center Operations Manager USA



**Walter Roberson**  
Returns Center Test Engineer



**Michel Nhouyvanisvong**  
Returns Center Team Lead



**Delious Thompson**  
Quality Engineer



#### Room B – Coco A



**Joe Kripli**  
Global Business Development Leader



Automotive Remanufacturing Yesterday and Today

#### Room C – Jaguar A



**Thomas Burman**  
Dir. Global Service Operations



Secondary Market for Drives

#### Room D – Palma A



**Haozhe Chen**  
Asst. Professor



Reverse Logistics and Corporate Social Responsibility

### 4:30 PM – 5:30 PM CONFERENCE SESSIONS

#### Room A Panel – Amazon F, H, I PANEL: Choosing RL Software for your Company



**MODERATOR**  
**Andrew Katcher**  
President



**Rubina Farooq**  
Director Reverse Logistics



**Ray Miller**  
National Sales Director



Customer Service Delivery Platform  
Unifying Infrastructure. Transforming Businesses. Gaining Market Share.



**Charles Johnston**  
Director - Reverse Logistics



# Las Vegas 2014 - Conference and Expo Schedule

## Wednesday, February 12, 2014

### 4:30 PM – 5:30 PM CONFERENCE SESSIONS CONTINUED

#### Room B – Coco A



**Robert McIntosh**  
Executive Director



Disposition Decision Matrix based approach to Optimizing Recoveries within the Reverse Supply Chain

#### Room C – Jaguar A



**Michael Bonino**  
Warehouse Operations Manager



Is Your RL Software Managing your Inventory?

**PLEASE CHECK THE MARQUEES FOR THE MOST UP TO DATE SCHEDULE**

### 5:30 PM – 7:30 PM CONFERENCE RECEPTION

Expo Hall: Amazon G, N, O, P, Q, R

# Las Vegas 2014 - Conference and Expo Schedule

## Thursday, February 13, 2014

### 8:00 AM – 11:00 AM

#### REGISTRATION OPEN/EXHIBIT HALL OPEN

For security purposes, please have a photo ID and a business card ready when checking in at the registration desk.

### 9:00 AM – 10:00 AM CONFERENCE SESSIONS

#### Room A Panel – Amazon F, H, I PANEL: Reverse Logistics



**MODERATOR**  
**Gailen Vick**  
Executive Director



**Steven Koenig**  
Director, Industry Analysis



**Douglas Schmitt**  
Vice President



**Aly Pinder Jr**  
Research Analyst



**Charles Johnston**  
Director - Reverse Logistics



### 10:00 AM – 11:00 AM CONFERENCE SESSIONS

#### Room A Panel – Amazon F, H, I PANEL: Managing Asset Recovery with Multi-Channel Marketing



**MODERATOR**  
**Mark Erickson**  
National Account Manager



**Heather Raymond**  
Bus. Solutions Development Prog. Mgr.



**Lisa Cotter**  
Sr. Director Reverse Logistics



**Tony Sciarrotta**  
Asset Recovery



THURSDAY'S SCHEDULE CONTINUES ON NEXT PAGE

# Las Vegas 2014 - Conference and Expo Schedule

## Thursday, February 13, 2014

### 10:00 AM – 11:00 AM CONFERENCE SESSIONS

#### Room B – Coco A



**Thomas Maher**  
Vice President,  
Global Service Parts



Services Supply Chain Innovation

#### Room C – Jaguar A



**Jason Kollarik**  
Assistant Manager  
- Operations and  
Returns



Improving Efficiency in the  
Refurbishing Process

#### Room D – Palma A



**Aly Pinder Jr**  
Research Analyst



State of the Reverse  
Logistics Market

### 11:00 AM – 12:00 AM CONFERENCE SESSIONS

#### Room A Panel – Amazon F, H, I PANEL: Best Practices in Reverse Logistics Management



**MODERATOR**  
**Michael Blumberg**  
President, Blumberg  
Advisory Group, Inc.



**Amedeo Palmieri**  
Executive Director  
Global Supply Chain



**Keith Dawson**  
Director, Secondary  
Markets



**Steven Kabak**  
Senior Manager, Order  
Services



#### Room B – Coco A



**Mauricio Salinas**  
RL Program  
Manager



Cisco's Reverse Logistics Process to  
Recover, Reuse and Resale Channel  
Return Products

#### Room C – Jaguar A



**Michael Mikitka**  
Warehousing Education  
and Research Council



Benchmarking & Best Practices –  
Increasing Productivity and  
Warehouse Efficiency

#### Room D – Palma A

**PLEASE CHECK THE  
MARQUEES FOR THE  
MOST UP TO DATE  
SCHEDULE**

### 12:00 AM – 12:30 AM CLOSING REMARKS / LUCKY DRAW

#### Room A – Amazon F, H, I



**Gailen Vick**  
Executive  
Director



Closing Remarks

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- NOKIA Recycles with Trees
- What Exactly Is Service Lifecycle Management (SLM)?
- Afghanistan Withdrawal: Equipment Retrograde
- Using Specialized Software for Profitable Reverse Logistics
- Role of Reverse Logistics in Waste Management
- Managing Non-compliant Hazmat in Your Supply Chain
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# 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

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Focus Committees & Regional Focus continued on to page 12

# 6 Things You Need to Know When Purchasing Service Lifecycle Management Software

by Michael R. Blumberg

## 1. What to expect in the sales process?

You are likely doing research before you ever even engage a vendor, but when it's time to start talking to software providers, what should you expect? First of all, most vendors will give some sort of brief, high level demonstration of the software during your initial call. This typically is just meant to give you an idea of how the software works. More detailed, customized demos will follow and at this time more thorough vendors will ask you to fill out a demo prep form so they can tailor the demonstration to your needs. You may also be asked to sign a non-disclosure agreement so the vendor can freely share confidential information. Don't expect more than a ballpark figure of the cost of the software on the first call; you'll need to fully discuss your needs and expectations before getting more detailed pricing. This process also provides the opportunity for you and the software vendor to determine if you are the right fit for each other. Figure 1 shows the expectations of the software buyers we surveyed recently.



Figure 1

As you get further along in the sales process, most buyers (71% according to our survey) expect there to be a requirement of a current state assessment (also known as a discovery or needs analysis) prior to implementation. This assessment will ensure that your processes are well defined and documented (broken processes are one of the biggest reasons for failed software implementations),

uncover all necessary data connections, and will ensure a smooth implementation.

## 2. What to look for in a vendor?

There are a number of vendors offering Service Lifecycle Management software. Wading through the options can be overwhelming. Figure 2 indicates what your peers look for in a vendor. The top three factors are software feature and functionality, technical competency of vendor, and vendor flexibility. All the respondents rated these factors as either the most important or second most important factor when purchasing service software.

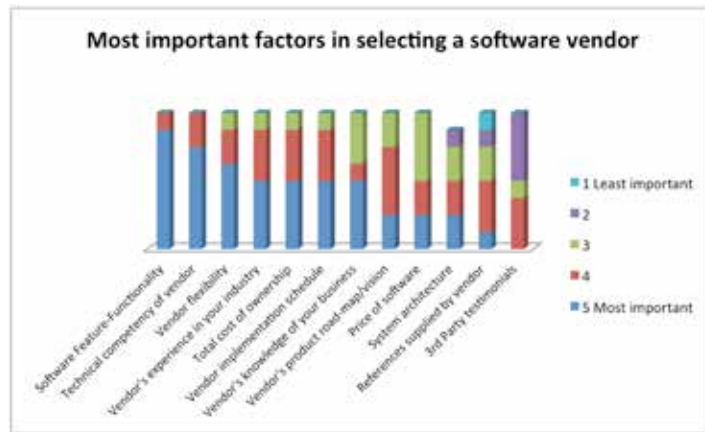


Figure 2

While you want to ensure that the vendor has all the features and functions you need right now to solve your immediate pain points, you don't want to ignore your future growth and needs. Just because you don't need upsell/cross-sell or knowledge management now doesn't mean you won't need it in a year or two. Think about what kind of functionality you might need in the next 3 to 5 years and make sure your selected vendor has that capability.

Once you have vetted all vendors on these top 3 characteristics, you will likely have a short list of vendors that you want to explore further. At that point, you'll need to evaluate the Total Cost of Ownership, implementation schedule, and vendors' knowledge of your business. These factors can make or break the success of your SLM implementation.



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### 3. How important is price?

As you can see from figure 2 above, price is far from the dominant factor when purchasing service software. Only 25% of our respondents indicated that price was the most important factor. Figure 3 indicates that more than half of the survey respondents selected a vendor whose price was somewhere in the middle of the estimates received. As it often happens, the lowest priced vendors are ruled out because they lack the functionality and/or are perceived as lacking the resources to support the implementation while the highest price vendors are often perceived as offering solutions that are too complex to implement. So while price is a consideration, making sure the solution has true enterprise class functionality with high touch service personnel that make you feel at ease is far more important than price.

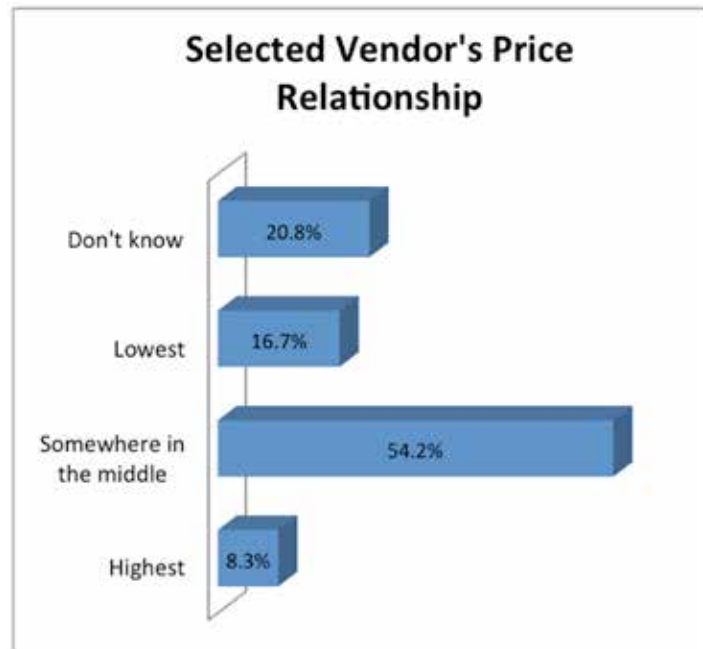


Figure 3

### 4. How important is the role of discounts in the buying decision?

Discounts are common when pricing software so there is often some room for negotiation. 83% of those who purchased an enterprise software solution in the past 24 months received a discount and 89% of those planning to purchase in the next 24 months expect a discount. Truth be told, the discount doesn't make or break the sale. Of the discount received or expected to receive,

the most common discount is 10 to 20 percent. Highly competitive situations may result in larger discounts. As we mentioned before, be wary of a vendor who drops the price too much without asking for a concession. The lower price may come back to haunt you during the implementation or when you require post implementation support.

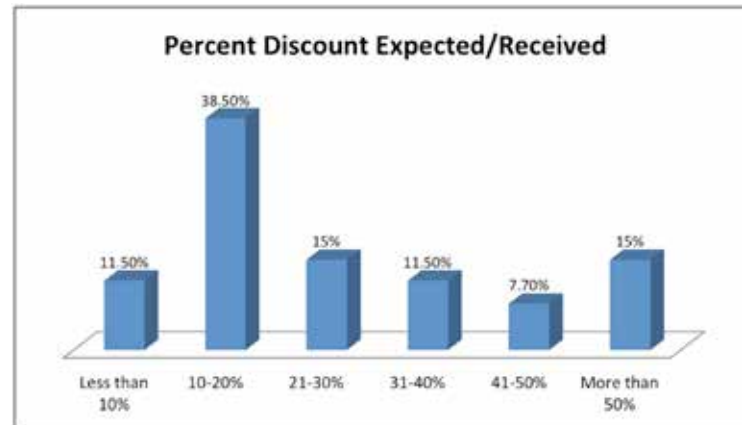


Figure 4

### 5. CRM/ERP or best of breed service software?

For SLM software, there are often three choices: buy service software from your CRM vendor, buy from your ERP vendor, or select a best of breed service software provider. We saw each of these approaches reflected in our survey. While you may think it's easier to just use the company that you are already using for CRM or ERP, you need to consider the downsides. Best of breed vendors place their sole focus on the services side (e.g., field service, service parts, depot repair, etc.) of the business. CRM is focused on the pre-sales process and ERP is focused on the billing and manufacturing processes. Best of breed software solutions specialize in service and are built to contain all the functional requirements to support the full service lifecycle management process in an organization. While you may not need all of the functionality now, as noted previously, you should be evaluating solutions with an eye toward the future. And because service relies to some extent on the information contained in your CRM and ERP systems, many best of breed vendors have probably integrated with your existing systems before, therefore doing so in your company will be straightforward.

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## 6. What happens after the sale?

There's an old joke about a man who dies and is confronted by the Devil. The Devil shows him an image of a banquet hall filled with beautiful and nicely dressed people; they are dancing to a 5 piece band, fine food is served, and champagne is flowing. The Devil asks the man if he would like to spend eternity here at which point the man promptly says "yes." With a of flash light, everything goes dark and the man wakes up to find his arms and legs chained to a mountain in the middle of a desert. The man calls for the Devil, who appears, and the man asks why things are not as they appeared previously. The Devil responds "yesterday you were my prospect, today you are my customer."

Many of the individuals we surveyed for this research project had a similar experience when asked about the level of satisfaction with their vendor of choice. While they did not go so far as to say that they felt that they sold their soul to the Devil, several did express dissatisfaction with the implementation experience and level of support post implementation. To avoid this situation, it is important to understand exactly what the vendor's expectation are of you during the implementation as well as understand the level of resources the vendor will commit to you during the implementation and also for post implementation support. Reference checks of companies similar to yours in terms of technology supported, size, and financial structure are a must. You'll also need to get a clear idea of the skill sets, experience, and capabilities of the individuals supporting the implementation. How much experience have they had in implementing the version of software that you are about

to purchase? A well-defined Service Level Agreement with penalties for non-compliance will also help to keep the vendor accountable during the support phase.

### Conclusion

Purchasing any kind of software can be daunting, but when you are purchasing a mission critical solution, like Service Lifecycle Management, the stakes are especially high. This white paper provides an overview of several steps in the sales process to provide you with some best practices in the industry. There are other considerations beyond those described here. Many companies benefit from utilizing third party experts to help evaluate SLM software. This can include requirements definition, vendor identification and assessments, process documentation and optimization, state of the art benchmark evaluation, and much more. In short, third party experts can ensure that you complete the necessary due diligence involved in vetting and selecting vendors. As they say, knowledge is king so the more you know about what to expect before, during, and after the sale, the more likely you are to succeed.



Michael R. Blumberg is a Certified Management Consultant (CMC) and President & CEO of Blumberg Advisory Group, Inc. His firm focuses on providing strategic and tactical assistance for improving the overall profitability and quality of aftermarket service operations. Mr. Blumberg has established himself as an expert and industry authority on Reverse Logistics and Closed Loop Supply Chain Management.

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Invest in your career and your future with a certification from the Reverse Logistics Association (RLA) that will show that you have a set of skills to build value in any organization.

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**RL Certification program is organized by the RL Certification Committee**

## Best Practices for Your Returns Management Process: Achieve Business Objectives and Improve the Customer Experience

by Cayce Roy

### Introduction

With holiday returns continuing to impact the market, both retailers and consumer goods manufacturers need a preferred method to manage returns in a seamless manner which support the customer experience, increase omni-channel sales growth, decrease costs, and improve brand perception. Historically, returns and overstock have been viewed as a cost of business, rather than a source of innovation and revenue. Forrester<sup>1</sup> released recent numbers projecting U.S. e-commerce to account for 10 percent of all U.S. retail sales by 2017, up from 8 percent in 2012. With online sales growth outpacing that of brick-and-mortar stores and the higher return rate coupled with online sales, retailers and manufacturers must be prepared for the returned flow of goods.



Given this growth and the significant impact of consumer perception as it relates to product purchases and retailer store/site visits, this area of the business can no longer be dismissed. Through implementation of returns management process best practices, retailers and manufacturers can focus on their core business—providing a great experience for their customers and manufacturing products to sell to consumers (respectively). The three primary components to a streamlined returns management process to achieve these aims include the

following: streamlining RTV agreements, centralizing your returns process, and maximizing sustainability and embracing the new “R” Cycle.

### Streamlining Return-to-Vendor (RTV) Agreements

With the significant financial and operational impact of returned product, it is more important than ever to create a seamless process for managing both retail and manufacturer returns. Returns are an inevitable part of retailer-vendor relationships, and whether returns are sent directly to manufacturers or processed through stores; Return-to-Vendor (RTV) agreements are a key component to ensuring that both parties have a common set of goals around the returned inventory. Unfortunately, many agreements

can unintentionally create strain in the vendor/retailer relationship and diminish any potential increased recovery possibility for returned or overstock merchandise. An effective RTV agreement will optimize the reverse supply chain, reducing touches – in both transit and handling - on the returned product. This effectively reduces costs for returns for all parties, providing more time for employees to focus on customers and “A” stock product.

Whether or not your strategy accounts for it, there are many opportunities for customers to interact with

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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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An improperly executed returns program can be disastrous. For instance, if your customer's private data turned up on a returned product in the secondary market, you have a big problem on your hands. Most local vendors do not have the resources and tools to provide de-labeling, data wiping, refurbishment, and other services. Your employees are busy taking care of customers or managing product development and manufacturing, and may not have sufficient time to take the care needed to keep you compliant on non-core business activities. By ensuring the proper protocols are being followed by your chosen vendor, you can earn greater trust with your customers and as a result, increase brand loyalty. A truly centralized process will provide you with full transparency and indicate whether compliance policies and regulations are being adhered. This can include data wiping on electronics to protect consumer data on consumer electronics, a product category more often returned over other products. Through a centralized process, you can leave this important but secondary activity to experts who know the market.

### Maximizing Sustainability and Embracing the New "R" Cycle

Large organizations cannot afford to have their brand and image tarnished by news of negative environmental impact in areas of their business where they can exercise control. RTV agreements can be restructured to ensure that product is kept out of landfills, and through a centralized return process, you receive the benefit of additional branding support. However, one of the more overlooked benefits is the positive impact to your triple bottom line – people, planet, and profit.

Returned and overstock inventory can easily become useful product for a small business or another customer searching for it in the secondary market. Through an effective returns management process, you can defer these products from ending up in a landfill, and win with your customers. It is also critical to ensure that you have sustainability programs in place to formulate a true sustainability success story that promotes the company's green initiatives. Returned products effectively re-used and deferred from landfills can add up to a big sustainability impact while saving costs in the process and supporting the company's brand.

Many manufacturers and retailers are quick to jump on the e-waste and recycling bandwagon, not realizing that utilization is more sustainable. The new "R" cycle can

your brand. Without your knowledge, there might be countless non-approved vendors selling branded merchandise, which can negatively impact vendor/retailer relationships as well as customer perception. Incorporating a streamlined RTV agreement with a trusted provider can create greater visibility into how and where your product goes and who is interacting with that product. By making a trusted expert central to the RTV agreement, your organizations can mutually leverage capabilities in the secondary market, spurring growth and providing top-notch alternatives for consumers. Putting your best foot forward in the secondary market will protect your brand(s) while enhancing both retailer and consumer brand reputations with customers in both the primary and secondary markets.

### Centralizing Your Returns Process

Similar to the results of misaligned RTV agreements, the returns management process is diminished by directing product to a local liquidator or tapping store employees to manage returns. While a localized returns management process - whether through a vendor or managed in-store through employee time - seems to be easier, it carries hidden costs. A decentralized process limits potential recovery for products, and you lose out on opportunities for additional revenue. Centralizing your process through a strategic partner, this "B" stock product can be properly marketed on the appropriate channels, supporting your omni-channel sales growth and optimizing each product with greater control over how your brand is perceived.

## Read the Press



### Best Buy Uses Geek Squad To Get More Return On Its Returns

19 January 2014 – In a bid to recoup at least some money from returned products, Best Buy Co. Inc. has enlisted Geek Squad to inspect open box merchandise and certify that those previously unwanted laptops and smartphones are fit to be resold. The company hopes customers that see a Geek Squad Certified Open Box sticker on a returned product will feel more comfortable that they are not purchasing a broken or defective item.

[Full Article](#)

### Reverse Logistics Industry In India Models & Applications In A New Study

17 January 2014 – India is seen as one of the most promising and dynamic reverse logistics markets in the world. Increasing the customer demands for better aftermarket services, awareness of their consumer rights and the growth of the e-business channel are few factors which are leading the adoption of reverse logistics practices in supply chain process.

[Full Article](#)

### Recycling Rise

17 January 2014 – MILDURA residents are recycling in record

numbers. The latest data obtained from Mildura Rural City Council shows that almost two-thirds of all waste taken to the Mildura Landfill is now being reused.

[Full Article](#)

### India Reverse Logistics Market Analysis

16 January 2014 – Reverse logistics has been an important issue among industries in the past few years. While it was viewed in the past as a secondary operation to the new product side of business, it has now moved to the forefront as a strategic and integral part of the quest to increase customer satisfaction. This has meant that the responsibility of producers now goes beyond the production and distribution to the responsibility of the end of product life cycle.

[Full Article](#)

### Finding Rewards, Financial And Spiritual, In E-Waste

16 January 2014 – Traci Phillips, 42, started a recycling company, Natural Evolution, more than a decade ago, after realizing the hazards associated with electronic waste. Dead cellphones, dilapidated computers, broken video-game consoles and other thrown-away gadgets are laden with toxins like lead, mercury and arsenic. The United States alone produces three million tons of e-waste a year, a figure that's expected to rise as tech companies churn out new products and consumers snap them up.

[Full Article](#)

### Sims Recycling Solutions Positioned As A

16 January 2014 – Sims Recycling Solutions, the global leader in electronics reuse and recycling, is proud to be recognized as a leader in the ITAD industry by Gartner, Inc., the world's leading IT research and advisory company, in its December 2013 Magic Quadrant for Worldwide IT Asset Disposition.

[Full Article](#)

### Reverse Logistics: Big opportunity for Jamaica businesses

14 January 2014 – E-Waste Systems, Inc. (OTCQB: EWSI) ('EWSI' or the "Company"), an electronic waste management, reverse logistics, environmentally focused services and technology company and the first pure public e-waste operator, announced today the appointment of MaloneBailey, LLP to be the company's audit firm.

[Full Article](#)

### GM Transmissions Rebuilt For U.S. Sale By Leading Gearbox Rebuilding Company

15 January 2014 – The auto parts industry is now featuring different technologies that help to enhance the lifespan of used components in the U.S. The Powertrain Pros is one company benefiting from these technologies for its transmission inventory for sale.

[Full Article](#)



## CONCLUSION

A streamlined returns management process can be a key to innovation in an industry largely driven by consumer demands. Organizations cannot afford to be less flexible with return policies, or they risk losing customers. In addition, changing consumer trends and quicker demand for product enhancements have reduced the shelf life for many products – from consumer electronics to sportswear. Ultimately, retailers and manufacturers can no longer afford to ignore their returns process and name it a profit loss and call it a day.

help you to maximize revenue and be sustainable, while protecting your brand:

1. Re-use - The first step in the new “R” cycle is to determine if an item can be re-used.
2. Re-furbish - Refurbishing an item rather than throwing it out or recycling it, saves carbon emissions.
3. Re-commerce – After an item is marked for re-use and has gone through proper refurbishment, the product can be re-commerced through an omni-channel strategy.
4. Re-distribute – The item is then sold to a new buyer to go back into the supply chain. If you work with a reputable partner, it should be a transparent process. For example, a returned, refurbished tablet can become a valuable tool for a small business to conduct offsite operation, and by doing so, everyone benefits – including Planet Earth.
5. Re-cycle – If the item cannot be re-used, then you recycle it, ensuring that e-waste is disposed of properly.

The thoughtful transformation of this area of business can be exercised through streamlining RTV agreements, centralizing the returns process, and maximizing sustainability by embracing the “R” cycle. This approach will yield additional recovery value, while providing enhanced branding in key markets, and expanding sustainability leadership through measureable initiatives. An effective returns program will produce these benefits, while allowing your employees to spend their time on core business activities and driving value for your brand with your customers.

## References

<sup>1</sup> Reuter, Thad. “U.S. e-commerce to grow 13% in 2013.” Internet Retailer. 13 March 2013. 25 November 2013. <<http://www.internetretailer.com/2013/03/13/us-e-commerce-grow-13-2013>>



Cayce Roy is president of the retail supply chain group at Liquidity Services, an online marketplace and integrated services provider for surplus goods. Cayce can be reached at [cayce.roy@liquidityservicesinc.com](mailto:cayce.roy@liquidityservicesinc.com).

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## Staying on top of data a key weapon in the fight against fraud

by John Sharman

For generations, retailers have been taught to put customers first and to never question their word, but the results of a recent study are alarming. More than 92 per cent of respondents believe that digital shoplifting poses a serious threat to the online retail industry, yet efficient use of data can help resolve the issue.

According to the study by Retail Knowledge and Transactis, false Goods Lost in Transit (GLIT) claims are the biggest issue for retailers, with the average cost of handling a single claim as high as £40. What's more, 82 per cent of Loss Prevention professionals are certain that most retailers cannot accurately distinguish between genuine and fraudulent claims. However, retailers need to face up to more threats than digital shoplifting alone: major losses to the industry can also be attributed to customers taking advantage of companies' mistakes.



If filing a false GLIT claim is easy and may tempt even an otherwise lawful individual (in other words, an opportunistic amateur rather than a regular criminal), it requires next to no effort just to keep something one is not entitled to. This issue became the subject of a special report by Transactis and was proved to be a viable scenario, with 49 per cent of polled consumers confessing they would keep an extra item if two were delivered instead of one. More than 60 per cent admitted they would use a discount voucher they were not entitled to, and even more would keep a loyalty reward bonus

they had not earned. In all of these cases, the retailer would appear to them to be failing to use their data effectively and therefore to be incapable of tracking their needs, behaviour, entitlements and experience. Not only would a dishonest customer feel that it was easy to get away with taking advantage of the company's mistake, but also that a company which couldn't use their data effectively, wasn't worth their respect or cooperation. Although the most common victims of such behaviour are big brands and supermarkets, smaller businesses and even charities are not safe either; 24 per cent of consumers admitted they would keep a charity gift sent in error.



and supermarkets, smaller businesses and even charities are not safe either; 24 per cent of consumers admitted they would keep a charity gift sent in error.

The good news is that there are ways of engendering respect for companies' processes that require cooperation on the

customer's side. If an organisation can demonstrate secure and efficient use of personal data to ascertain customers' preferences and is continually striving to strengthen its relationship with them, then on the rare occasion it makes a mistake, as much as 70 per cent state they would be unlikely to take advantage. This means that returns would run smoother, allowing companies to reclaim the lost value. Knowing that an organisation is capable of actively tracking both outbound and inbound logistics processes, consumers are much less likely to fraudulently claim GLITs including returns, whereby an

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individual may claim that an item returned for a refund has gone missing en route to the retailer – while in fact it was never sent back.

Staying ‘on the ball’ with consumers’ data has two-sided benefits. Not only can these companies trust their customers, but customers can also trust them: this is the basis of a genuine, ongoing relationship that directly translates to higher revenues for retailers. It is not trust, however, that generates higher revenues – timely and pertinent offers do. 59 per cent of respondents stated they would spend more money with a company that uses their data to create relevant offers and good service, and 63 per cent would buy more regularly from that brand. They would also happily accept a timely offer, rather than shop around.



It has been estimated that GLIT claims cost UK retailers around £405 million a year. How much of this is lost due to fraudulent claims and how much is down to inbound logistics is unclear, but what is certain is that customers have few qualms about taking the opportunity to keep something they are not entitled to if the company they are dealing with does not present itself as competent with their data. They are also likely to turn to competitors with their future business.

Operating in a tough and competitive market, retailers need to make good use of consumers’ information and cannot afford to give away revenue to digital shoplifters. GLIT fraud in general and returns fraud in particular will continue to beset online retailers until they put an end-to-end claims management system in place, incorporating a comprehensive overview both of the consumer and of the returns handling process. Marketing and sales have utilised customer data to their benefits for a long while; now it is time for logistics to catch up with the trend.



John Sharman is Commercial Director of Transactis’ fast growing fraud solutions business. Transactis, the database marketing and consumer insight company, aims to make fraud prevention – which has become increasingly important to firms in the internet age – one

of the central planks of its business, which is based on consumer data, analysis, and the implementation of commercial solutions that make use of this information to improve profitability. Sharman, previously of Fraudscreen and Experian, is responsible for building Transactis’ data-driven anti-fraud business, including its Claims ID solution, to help companies identify fraudsters and take action to prevent them from succeeding. He also explores new partnerships with firms who could provide key support in the battle against fraud. For more information, please visit [www.transactis.co.uk](http://www.transactis.co.uk).

## Industry Definition

INDUSTRY	TERMINOLOGY
Apparel	Merchandise Returns
Automotive	ReMan
Consumer Products	After Market Supply Chain
Heavy Equipment	Remanufacturing
Hospitality	Reader Board Shopping
Retail Grocery	Unsaleables
White Goods	Takebacks

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## Life Cycle Management

### Customer Solutions

- 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

## Industry Events



**Workshops: Las Vegas 2014**  
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**Conf & Expo: São Paulo 2014**  
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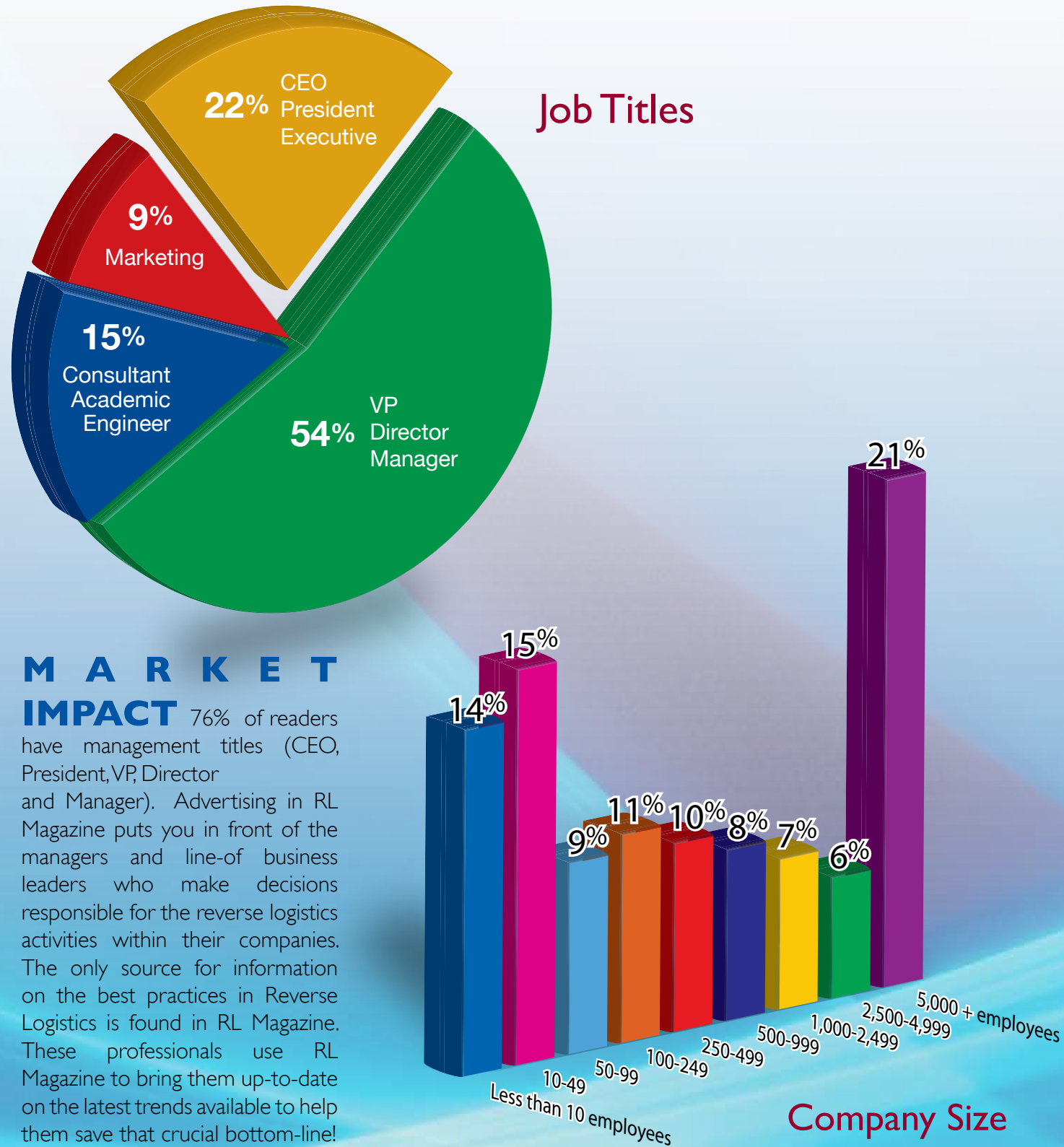
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# Surveys & Research by RL Magazine

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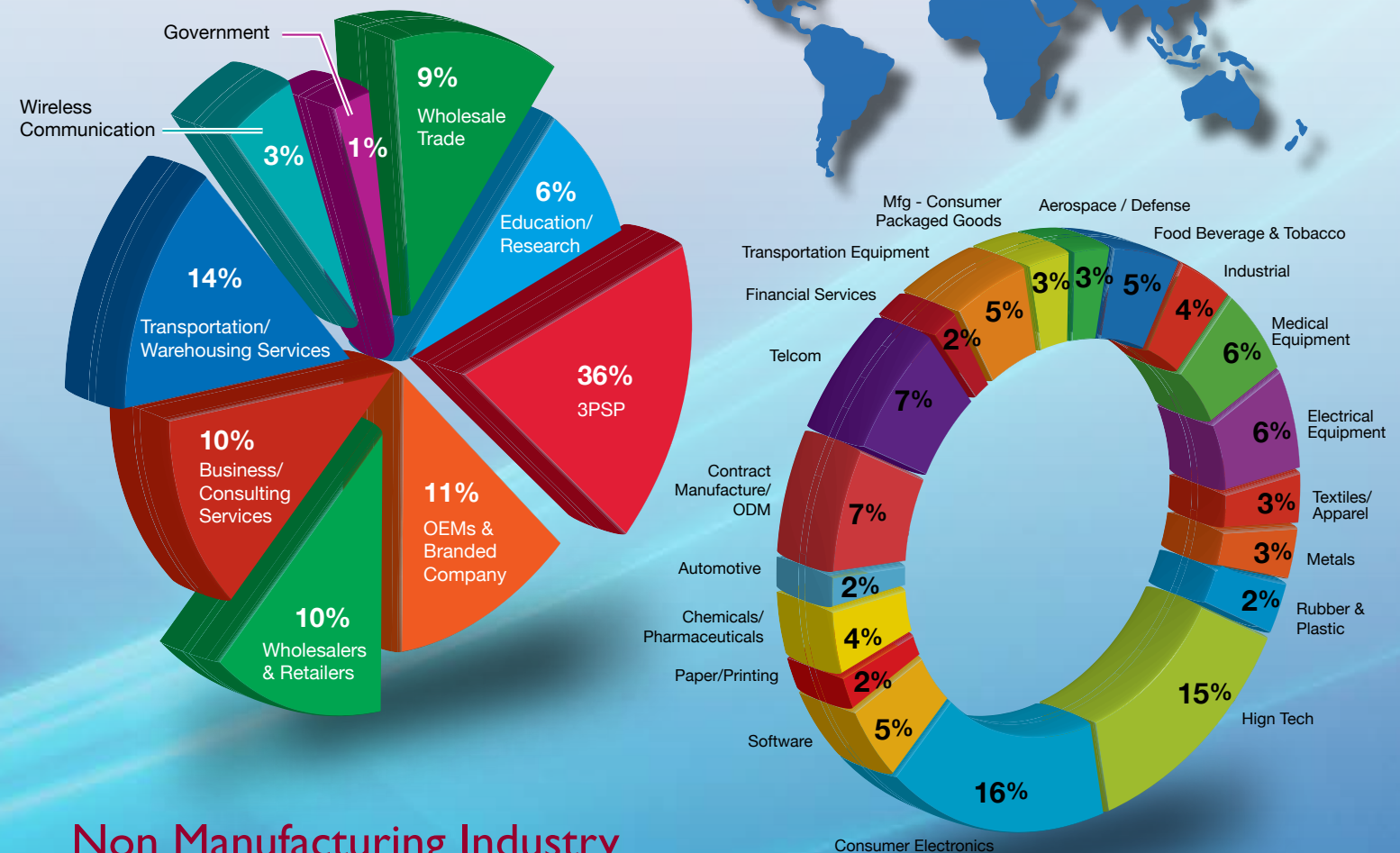


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## Non Manufacturing Industry Breakdown

## Manufacturing Industry Breakdown

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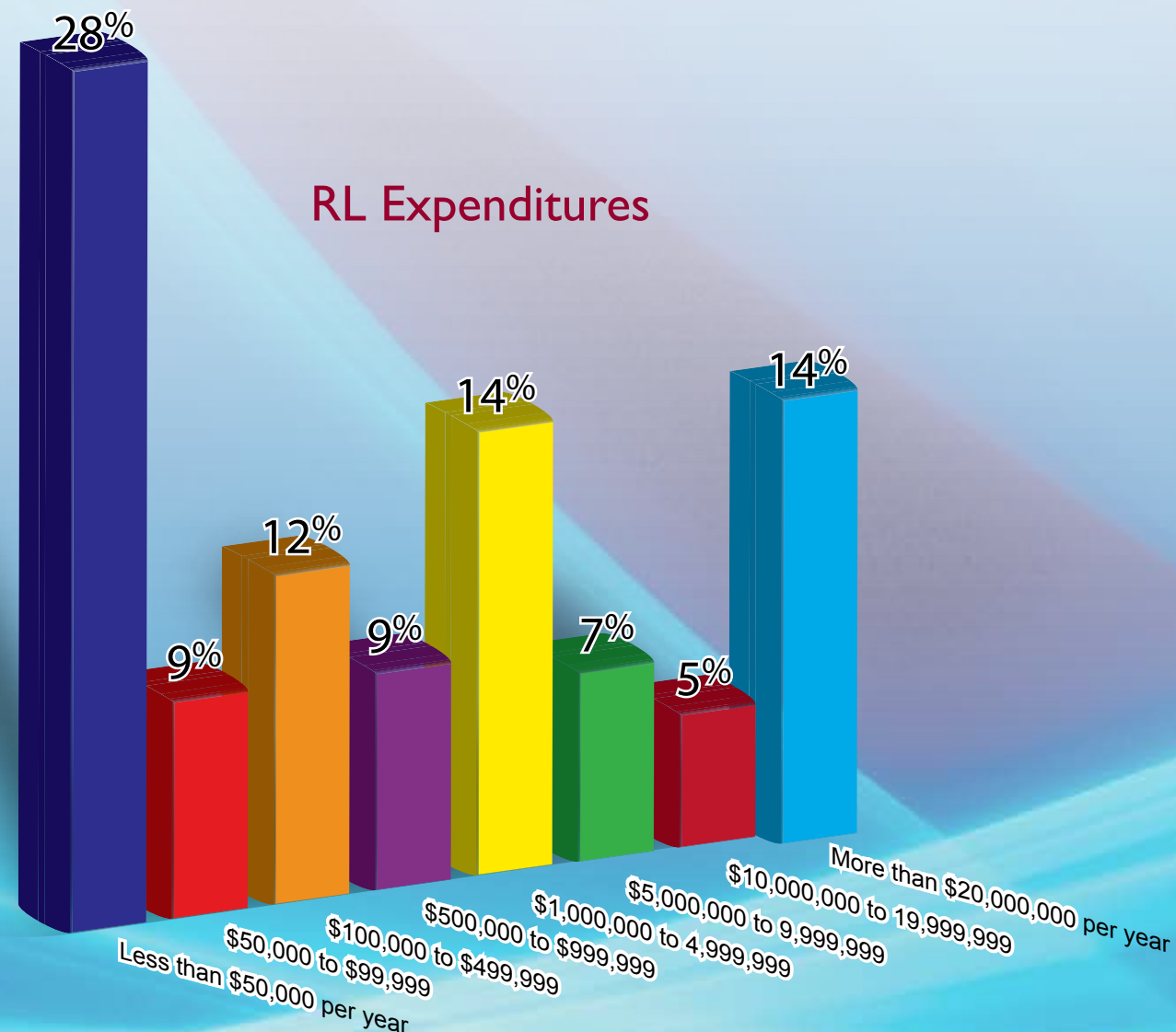
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| Chief Financial Officer            | EVP Channel Sales                   | Logistic Planning Manager            | Renewal Parts Customer Care           |
| Chief Marketing Officer            | EVP Customer Operations             | Logistic/Return Manager              | Repair Center Manager                 |
| Chief Technology Officer           | EVP Customer Service Manufacturing  | Logistics & Material Manager         | Repair Outsource Manager              |
| Controller                         | EVP Global Business Dev.            | Logistics & Quality Assurance Dir.   | Retail Returns Manager                |
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# Returning Thoughts

## Preparing your Reverse Logistics for Omni Channel Retailing (Part 1)

by Paul Rupnow

### What is Omni-Channel Retail?

For those of you who are new to the term, Omni-Channel Retailing is “the evolution of multi-channel retailing, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels, i.e. mobile internet devices, computers, bricks-and-mortar, television, radio, direct mail, catalog and so on” (Definition from Wikipedia). For the customers, this translates to a consistent and positive experience, no matter what part of the retailer you are dealing with, since all channels should have full knowledge of your activities, experiences and history with each channel. For Returns, this should mean an easy positive experience as well. However, how will these improved customer experiences impact the customer returns experience? And also importantly, how will the Omni-Channel evolution impact the Reverse Logistics processing for the Retailer, the product manufacturers and the Reverse Logistics processing partners?



In his presentation, titled “Returns in the Omni Channel”, organized by the RLA Consumer Products Committee, Dr. Dale Rogers, Professor, Logistics and Supply Chain Management at Rutgers University, provided an overview of the Omni-Channel and some of the impact it will have on Returns and Reverse Logistics. (Wed, Nov 20, 2013, video presentation available at Consumer Products Committee page at the RLA.org website: [https://rltshows.com/~reversel/company\\_focuscommittees\\_index5.php?showlist=true&FC=4](https://rltshows.com/~reversel/company_focuscommittees_index5.php?showlist=true&FC=4))

Retailers have embraced the Omni-Channel concept based on demands from their consumers. Consumers seek a consistent shopping experience whether they are at bricks and mortar store, the web store or on a mobile store. Consumers now expect a “Shopping Simplified” experience at their fingertips; whether they are at the store, at a kiosk or on-line they seek: the same products, the same prices, the same knowledge, the same assistance, the same services and a connected customer service experience. This also flows through to a positive and “simplified” returns experience.

Based on Dr. Rogers introduction, I have started to assemble more information on some of the impacts of this new Omni Channel on Reverse Logistics operations.

### How will Omni-Channel Impact Reverse Logistics for a Retailer

In my research, I have assembled a starting list of some of the Reverse Logistics impacts that are arising as a result of Omni-Channel:

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1. Pressure from competition forcing retailers to use returns as a competitive weapon

2. Risk free shopping experience. Customers seek to reduce their risk when purchasing an item, especially when on-line shopping. A convenient returns policy and process helps reduce the risk and is essential to a complete customer experience. There is a very significant impact resulting from a customer's return experience:



85% of customers WILL NOT shop with you again if the return process is not convenient.

95% of customers WILL shop with you again if the returns process is convenient

(Source: Independent Study – Harris Interactive provided in a presentation “Reverse Logistics in an Omni-Channel Environment” by Rob Saper, VP Supply Chain Logistics for OfficeMax at the RLA conference Vegas 2013)

3. Multiple returns options – no matter which channel the customer purchased the items, they may seek to return it using the most convenient method: in store, via carrier, via drop points, etc. As a result, on-line returns now may be taken to the store. Or store bought items now may be returned via a carrier in a shipment.

4. May Reduce Returns! Pre-Purchase Research - Progressive Omni-Channel retailers want to assist customers with access to better information and expertise to help reduce purchase risk. The retailer may do this with an on-site expert or from online sources, even encouraging consumers to use their mobile device while in the store. Currently, 50% of consumers will use a mobile device to help shop for Consumer Electronics. (Source: “State of the CE Industry” presentation by Steve Koenig, Director, Industry Analysis, Consumer Electronics Association (CEA) for RLA Consumer Products committee,

Dec 18 2013). Better information leads to better purchase decisions and less returns.

5. May Reduce Returns! Post-Purchase Research – better Omni-Channel experiences encourage more contact with consumers even after a purchase. This includes encouraging providing data or encouraging the customer to use online research methods after a purchase. This is another opportunity to reduce returns. As customers get better at helping themselves setup, troubleshoot, or arrange for repair,

there will be a positive impact with a reduction in the number of returns (Source: CEA)

Bottom line, the Omni-Channel will result in some reductions, some increases and definitely more complexity for the Reverse Logistics teams at the retailers.

This Part 1 article is meant to be an introduction and starting point to expose some of the issues and impacts of the Omni-Channel. Next month, in Part 2 – Omni-Channel Retail Reverse Logistics Challenges and Tips, I will assemble and present some key issues, tips and best practices. Please email me ( paul@andlor.com ) any ideas, wisdom and tips that you have seen or experienced so we can share and prepare, since collaboration helps us all.

Good Luck!

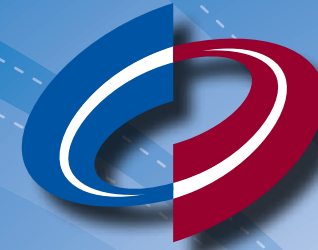


Paul Rupnow

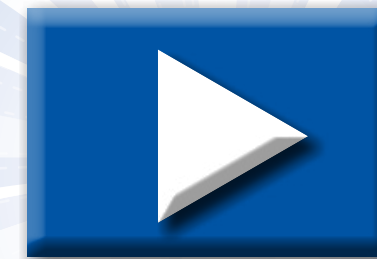


Paul Rupnow - Director, Reverse Logistics Systems, Andlor Logistics Systems Inc.  
Editor - Reverse Logistics Professional Report Business Insights and Strategies for Managing Product Returns

# WHAT IS THE REVERSE LOGISTICS ASSOCIATION?



## REVERSE LOGISTICS ASSOCIATION®



To view this video without iTunes:  
<http://www.youtube.com/watch?v=lmqPO4r5XF4>

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 Talk

## Improving Reverse Logistics

by Jennifer Bilodeau

Banks (2002) published an article in Army Logistician discussing the initial military applications of reverse logistics, defining the study of reverse logistics, and offers insight on where to improve operations. This study can easily identify areas where commercial business can look to identify additional process improvements in managing returns. The Department of the Army launched a Reverse Logistics Process Action Team (RLPAT) who was tasked with measuring velocity management (VM) and defining process methodologies for define, measure, and improve (DMI) initiatives.

The initial progress was compared to skeet shooting, constantly aiming at a moving target. This was a fair assessment as the variables of reverse logistics are constantly changing whether it occurs through associated costs, environmental regulations, or consumer demand. The military was primarily focused on reducing the time for requisition approvals, order wait times, and shipping time. Reverse logistics is often overlooked because the savings are not necessarily visible. United Parcel Service concurs with Banks in that “reverse logistics is one of the most overlooked elements of the complete operations cycle” (Greves, et al, u.d., p.2).

Military defined the beginning of the reverse logistics cycle at the point of property turn in, however it was

more difficult to define where the reverse cycle ends. There were many factors identified such as the Army reutilization program and maintenance. The list could be expanded to include warranty management and does not consider contractor furnished equipment paid for under government contract and the decisions to be made for the government to take possession of the equipment for disposition or have the contracting agency manage disposal.



Some of the challenges Banks discussed surrounded a data disconnect between various military inventory and financial databases. It was specifically discussed that Unit Level Logistics (ULL), Standard Army Maintenance Systems (SAMS), and Standard Army Retail Supply Systems (SARS) do not communicate with each other. There are also disconnects in data management between quartermaster, ordinance, and transportation. The article Banks published provides insight into the necessity for a cohesive inventory control; system. Another specific data inconsistency issue surrounds Total Asset Visibility (TAV) which tracks RFID items as it moves from point to point throughout the shipping process. The item is also entered into the Logistics Support Activity data center (LOGSA) which does not use RFID tag numbers, but document ID numbers creating confusion when trying to access records.

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Despite the difficulties associated with disconnected data, the RLPAT was able to improve predictability, reliability, and visibility in the supply chain. The most significant improvement was the ability to plan for maintenance and repair rather than react to an issue. Shipment tracking was improved through the use of RFID technology, although logisticians were utilizing multiple data sources to track that item. UPS also concurs that it is more cost effective to predict and control the return process. "Knowing what is returned and where it ends up will make it easier for companies to deal with regulatory issues and evaluate returned stock for possible secondary sales channels" ( Greves, et al, u.d., p.5). By strategically planning military returns, they ability to plan for maintenance and reissue to the unit, or plan to have the item enter the army reutilization program prior to final disposition. It is important to recognize that multiple disconnected databases and information sharing may play a role to secure the supply chain in military operations, however, it would be an additional unnecessary cost in most commercial applications.

and vendors outside their organization that may be utilizing different platforms.



In a recent conversation with Mr. Chi, a Director of Returns Management for Samsung, and Mr. Owens a Director of Sales, we discussed top challenges they face in returns management. Mr. Chi indicated Samsung had a 2.8% return ratio based on total sales which is extremely low for the industry. Many of the significant problems they face are in two area. The primary reason for return is the product does not meet customer expectations. Samsung had identified that they need to educate retailers and have a more hands on approach to make sure the customer is buying the product they want. Samsung entered into an agreement with Best Buy to have Samsung product specialists in their retail stores. "Samsung sees the boutiques as an opportunity to educate shoppers about its products and sell some of its less-well-known gadgets," one of the company's marketing executives told The Wall Street Journal. And on Best Buy's side, "the new departments are part of Chief Executive Hubert Joly's effort to focus the stores on fast-selling products and strengthen relationships with key vendors." (Maxfield, 2013). Some feel this was decision made to develop a stronger retail presence to compete against Apple or Microsoft stores that have specialists

on site to help consumers with product information or support. Data automation could provide a significant platform for educating consumers at the point of sale by providing key pre-sales information to avoid the likelihood of return. The second issue faced by Samsung was identified at the retail level where their customer is seeking credit for 100 returned units, but only 80 returned units arrive. This is a sensitive area because the product is lost across the platforms. Samsung's challenge is to sell the return management process to the customer. Mr. Chi discussed that the process for managing returns quickly and efficiently is in place, but is often not utilized outside their organization. Collaboration and getting the "buy in" from their customers is a significant challenge. Finding an automated solution to manage returns, expedite credits, and show the customer the hidden costs that they could be saving would positively impact and further reduce their returns percentage.

The conclusion of Banks study of military supply chain management systems became automated to bring instant savings by identifying overall financial savings of repair verses buy new, and encouraged the military to continue work to maximize logistics efforts. As we can extrapolate from commercial business, the most significant challenge and opportunity to reduce return costs will come from consistent and streamlined data management. Automating processes and will help maintain continuity in the decision making process throughout the supply chain. It will take collaborate relationships and cooperation from supply chain partners to achieve optimal results.

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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.





Looking to identify the hidden costs associated with reverse logistics will help quantify potential savings, identify opportunities to improve data collection, and manage that data. The many different systems that challenge the Department of the Army in developing reverse logistics operations mirrors many of the issues commercial businesses face across the supply chain. A commercial company many have control over integration of the supply chain within their organization, but the real challenge in returns management lies with the collaboration of managing those returns with customers





RLA HISTORICAL TIMELINE



- 2002** .....


  - Company established in June, 2002.
- 2004** .....


  - First trade show, February 2004, Las Vegas, Amsterdam and Singapore.
  - RFI program established and working since early in October 2004.
- 2005** .....

  - Regional seminars began in May 2005.
- 2006** .....

  - Magazine established and published in January 2006 with issues quarterly then moving to bi-monthly now.
- 2010** .....

  - RLA Digital Magazine launched on June, 2010.
  - RLA Conference & Expo adds Latin America show in Brazil in April 2010

- 2011** .....

  - RLA Digital Magazine published on a monthly basis.
- 2013** .....

  - RLA Webinars begin



**LAS VEGAS FEBRUARY**

**The World's Largest Reverse Logistics Conference**

At the RLA Conference & Expo in Las Vegas, the focus of 3PSPs will be to help OEMs, Retailers & Branded companies become aware of RL support on a global basis. This is a rich opportunity for OEMs and Branded companies to identify future service partners. There has never been an opportunity like this for 3PSPs to sit down face-to-face with the key outsourcing decision makers from the major OEMs and Branded Companies. **Be sure to attend our annual Football Party and Charity Golf Tournament**



**SAO PAULO, BRAZIL AUGUST**

**Reverse Logistic Solutions Conference**

Empresas do mundo inteiro e principalmente da América do Sul e Central junto com muitos outros delegados internacionais, estarão presentes.

Empresas de todo el mundo y especialmente América del Sur y Centroamérica, junto con muchos otros delegados internacionales estarán presentes.

Companies from all over the world and especially South America & Central America along with many other international delegates will be in attendance.



**AMSTERDAM JUNE**

**Europe's Premiere Reverse Logistics Gathering**

At RLA Amsterdam in June, the focus of 3PSPs will be to help European OEMs and Branded companies become aware of RL support on a global basis. This is a rich opportunity for OEMs and Branded companies to identify future service partners. There has never been an opportunity like this for 3PSPs to sit down face-to-face with the key outsourcing decision makers from the major OEMs and Branded Companies. A highlight of this Conference will be on the subject of "green laws", particularly on WEEE and RoHS. **Be sure to join us on the Canal Cruise Dinner.**



**SINGAPORE SEPTEMBER**

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ODMs and contract manufacturers will be looking for 3PSPs that can manage Reverse Logistics in North/South America and Europe, along with identifying Reverse Logistics solutions for the Far-East.

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# SEMINARS

**RLA SEMINARS** are one-day events held around the world at key industry locations creating easy access for anyone interested in learning best practices and strategies in Reverse Logistics. Check out the schedule to find a RL Seminar near you!



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. Do not miss out on the opportunity to hear directly from industry leaders as they roll up their sleeves and tackle the major issues in reverse logistics!

**Facility Tours** are the highlight of each RLA Seminar is the facility tour showcasing some of the most efficient return, repair and services operations such as Best Buy/GENCO, Appleseed's, Sun StorageTek, FedEx Memphis Hub, Motorola, Lands End, Home Depot and Image Microsystems.



**What past attendees have said about RLA Seminars...**

"The RLA Seminars are awesome. The sessions are informative and I learned a lot. I specifically liked the networking aspect of the seminar which will continue to pay dividends." - Christopher Thompson, Reverse Logistics Project Manager, Colgate-Palmolive

"This was one of the most interactive seminars I have ever attended. The audience at the Memphis seminar were not afraid to ask the tough questions and get down to the real tactical issues facing reverse logistics professionals. I gained real insight to issues that I would not have thought about if I had not attended this event." - Mike Shelor, Shelor Consulting Inc.

"I found the workshops and seminars to be a great opportunity to discuss best practices and real world experiences." - Dean Schiavone - Director, WW Reverse Logistics, Cisco Systems

"The presentations at the Reverse Logistics Seminar were informative and pertinent. I definitely recommend these events to my RL colleagues." - Arthur Teshima, VP Business Development, DEX

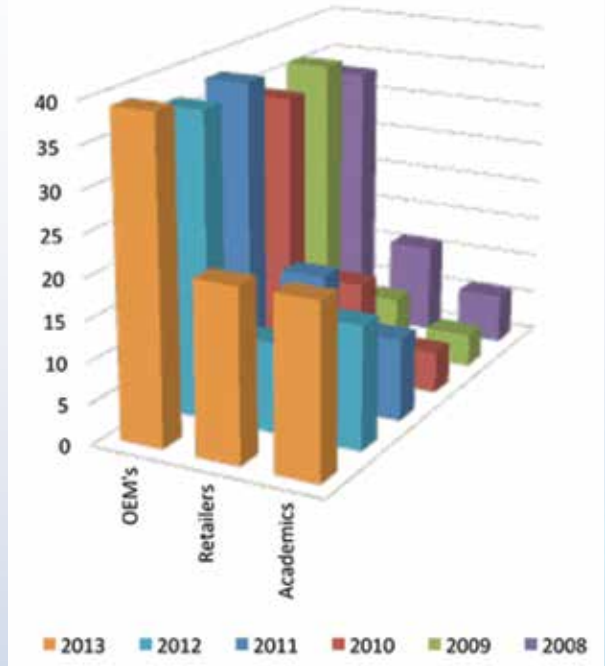


# SPEAKER INFORMATION

**RLA CONFERENCE/EXPO AND SEMINAR SPEAKER INFORMATION**

With conference sessions in Las Vegas, Brazil, Amsterdam, Singapore and full day sessions at our Seminars, we are constantly seeking Reverse Logistics professionals from OEMs, ODMs, Retailers, Branded Companies and Academic Institutions as Speakers and Panelists. The areas of focus for our speakers and panel discussions are the following: Aftermarket Supply Chain, IT Solutions for Reverse Logistics, Wireless Communications, Online Auctions & Marketplaces, Environmental and Regulatory Requirements (WEEE, RoHS), Warranty Returns and Repairs, Outsourcing RL Services, Repair Technologies, e-Waste/Recycling and many more!

Speaker Growth - Las Vegas 2008 to 2013



**BENEFITS** In addition to having an opportunity to share your views on Reverse Logistics, each OEM, ODM, Retailer, Branded Company or Academic speaker or panelist receives the following benefits:

- Passes for your colleagues:
 

	Reverse Logistics Conference & Expos	Reverse Logistics Seminars
• Speaker/Case Study	4 passes	• Speaker/Case Study 2 passes
• Panelist	2 passes	• Panelist 1 pass
• Moderator	1 pass	• Moderator 1 pass
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- RLA will **SET UP MEETINGS** between you and your vendors and/or counterparts to discuss best practices.
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- Reward sales force
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- Strengthen “brand” recognition
- Uncover new partners

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- Maintains sales focus
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- VIP discount code for 60% off registration
- Customer appreciation
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- Advance Registration Confirmation
- Business Builder Exhibitor Success Award
- Send RL Magazine to Your Clients
- President’s Club Quota for Your Sales Team
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	(Each single-use pass is valued at \$2,499)									
RL Solutions - Submit RFIs*	✓	✓	✓	✓	✓					
President's Club Trip Incentive*	✓	✓	✓	✓						
Conference Invitation Program Exhibit Booth Discount*	50%	50%	50%	50%						
RL Quote - 3PSPs can Access/Respond to RFIs*	✓	✓	✓	✓						
RL Career Fair @ RLA Conference & Expo*	✓	✓	✓	✓						
RL Investment Roadshow @ RLA Conference & Expo*	✓	✓	✓	✓						
Industry Job Posting	✓	✓	✓	✓						
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Discount on Exhibit Booths/Sponsorships	25%	15%	10%	5%						
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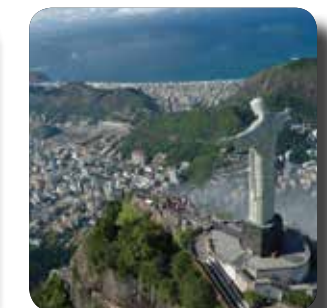
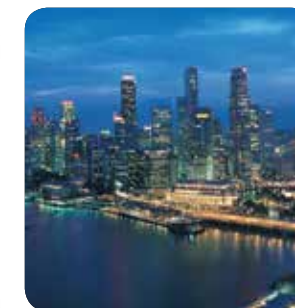
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- Customer Experience by Kok Huan Tan, Senior Service Program Manager, DELL
- Leverage RL to Drive Sustainability & Reduce Expenses by Jesse LaRose, ESE Solutions



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# 10th Annual RLA/RLTS Conference & Expo **AMSTERDAM**

**Over 200 RL Professionals  
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in Attendance**

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Amsterdam, The Netherlands

**Venue:**  
Mövenpick Hotel Amsterdam City Centre

**Date:**  
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Conference & Expo - June 18, 2014



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



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

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](http://www.RLASHows.org)**



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& EXPO