



Are you putting network assets  
to their highest and best use?

**Re:**

 **TradeWings**<sup>SM</sup>

Reuse Optimization Solutions for Telecom Carriers

Amidst fierce competition, continuous technology change and industry consolidation, the notion of a proactive, strategic approach to optimizing the value of unused network assets simply doesn't exist.

Disparate information systems, decoupled inventories and inefficient spares and repairs management make it difficult for carriers to achieve a consolidated view of valuable network assets. As a result, carriers are confronted with challenges ranging from inadequate spares capacity planning and reactive replacement purchases to an inability to reuse or recover maximum market value for unused, stranded or decommissioned equipment.

Trade Wings' unique Re:<sup>SM</sup> solution helps carriers transform cost centers into profit centers through a powerful combination of market intelligence, multi-vendor asset visibility and outsourced services that extend the lifecycle and utilization of network assets.

Our best-practice frameworks for asset management, compliance and governance of technology upgrade cycles drive greater agility, financial performance and environmental stewardship.

**We call this Reuse Optimization.<sup>SM</sup>**

# Re.<sup>SM</sup> Putting network assets to their highest and best use.

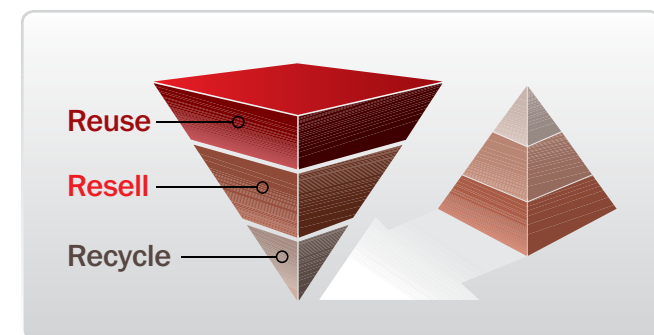
At Trade Wings, we challenge conventional thinking—transforming provisioning, asset recovery and disposition operations into best-in-class reuse practices.

## The key to our success? Visibility and market intelligence.

At the core of Trade Wings' reuse solution is Re:source Visibility<sup>SM</sup>, a sophisticated Web application suite that gives users a consolidated global view of existing, multi-vendor network asset inventories within their own stores, the aftermarket supply chain, and the broader open market.

Effective Reuse Optimization strategies enable carriers to:

- Control material costs and reduce expedites related to spares and repairs management;
- Ensure that network assets are put to highest and best use within internal service and supply chains;
- Support multi-vendor network infrastructure expansion projects;
- Enable more informed decisions regarding the disposition of existing, unused material;
- Maximize value recovery for resalable material to create new revenue streams;
- Minimize the environmental impact of technology upgrades.



*In traditional reverse logistics, a small amount of material is reused, some resold, and a large amount sent to recyclers as scrap. Our asset visibility solution places greater emphasis on reusing or reselling network assets to improve financial performance and reduce waste.*

### Saving \$10 million dollars was a good call.

*Last year Trade Wings helped a leading Telecom company save nearly \$10 million through its reuse program. Empowered by internal and external asset visibility combined with outsourced warehouse management, the firm reduced repair volumes by as much as 80% and saved more than 20% in multi-vendor equipment costs.*



What makes Trade Wings different?

# Technology, consulting and outsourced services for Reuse Optimization.

# Re-

Reuse lowers spares and repairs expense, while ensuring ongoing quality of service.

### Unparalleled Visibility.

Re:source Visibility, a Web-based network asset management service is the core of Trade Wings' reuse solution. The easy-to-use software delivers a consolidated, global view of multi-vendor material within the carrier ecosystem.

Users can quickly search and request material from within their own supply chain before identifying opportunities to purchase through the global secondary market. If needed, built-in Part Mapping helps users to find suitable replacement parts.

Online asset management tools further increase operational efficiency and optimize users' ability to make intelligent inventory planning, procurement and reuse decisions through:

- **Disposition** capabilities to identify material to be added to the spares pool, resold or recycled. A configurable Disposition Rules Engine (DRE) ensures that necessary material is available to support the service flows of a support organization.

- **Consignment** features to facilitate the resale of material that is deemed in excess or is no longer needed within the internal service and supply chain.
- **Financial Visibility** into all transaction history. Transactions can be researched by manufacturer, purchase order number, invoice number and specific part number.
- **Purchase Price Variance** capabilities provide information on the potential savings that can be gained by using component-level (bill of material) product information to determine the best material sources.
- **Data Import** for self-service administration of data uploads into the system. This includes bill of materials, part mapping and excess inventory lists.

### Real-time Reporting.

Re:source Visibility provides real-time reports on both internal and external supply and demand of network assets. These include global planning, internal inventory and disposition reports. Access to this level of information facilitates reuse efficiency and maximizes asset value recovery through data related to decommissioned equipment available for resale or reuse.

### Reuse Consulting:

Our consultants can assist with process flow, risk mitigation and feasibility studies of your supply network. This ensures that high-exposure projects are completed on time, on budget, and in compliance with any service level agreements (SLAs).

### Technical Services:

Our global field services teams can expertly analyze inventory and capture critical data for informed reuse and disposition decisions. Services include de-installation and asset recovery; testing and screening; labeling, material preparation and kitting; and merger, acquisition and shutdown material services.

### Marketing and Procurement:

Trade Wings' secondary market trading capability can be fully integrated into any reuse strategy. When a request to buy is entered, our systems identify existing inventory to supply the demand. Unfulfilled items are routed to our procurement experts, who search the global marketplace for the most cost-effective supply sources.

### Global Logistics:

From demand planning to storage and intercompany material transfers at Trade Wings-managed facilities, our global logistics and outsourced inventory management team gives you complete visibility of inventories on hand, in transit, and in queue for orders.



## Trade Wings provides process consulting and services to meet the challenges of global supply chain management for Reuse Optimization.

With more than a decade of reverse logistics and Reuse Optimization experience, Trade Wings continually invests in the development of innovative software systems and processes certified to ISO 9001 and ISO 14001 standards.

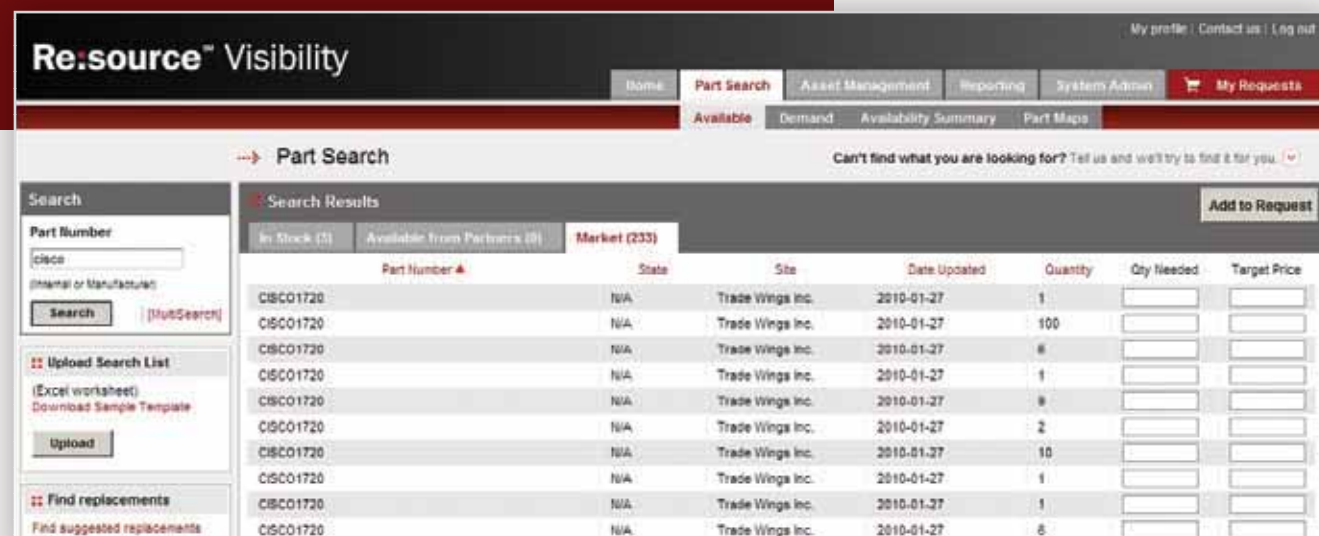
Our experience ensuring that Telecom network assets are put to highest and best use provides a unique differentiator over repair vendors, equipment brokers, third-party logistics

providers, IT consulting firms and others who do not offer the same level of sophisticated visibility, market intelligence and specialized services that Trade Wings brings to every customer engagement.

As part of the complete Re: solution, our client services enhance visibility and decision making, and improve forecasting across your global supply network.

### Re:source Visibility

Trade Wings provides field services, repair depots, outsourced service providers, purchasing agents and others with shared access to information on spare, excess, stranded and decommissioned assets.



**What's your strategy?**

# Control costs, maximize return for unwanted assets and reduce waste.

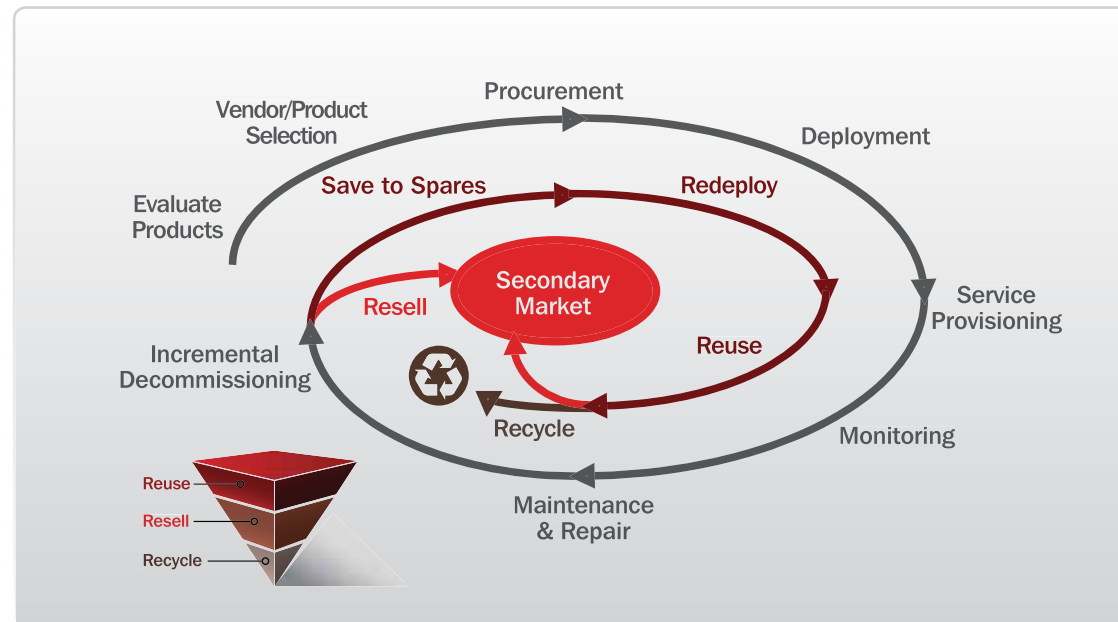


Only Trade Wings delivers the market intelligence and visibility required to enable better inventory planning, procurement and reuse decisions across internal service and supply chains.

Early adopters of Reuse Optimization strategies are already capitalizing on the financial and operational benefits of this innovative business approach.

For carriers, the development and implementation of a strategic Reuse Optimization program can translate into:

- A reduced need for expedited replacement parts, giving carriers control over costs associated with spares and repairs;
- The ability to recover maximum value from decommissioned assets relative to network upgrades;
- The information necessary to improve the management of excess inventories resulting from mergers and acquisitions;
- Access to secondary market supply chains;
- Just-in-time inventory management that reduces network capital-to-revenue ratios; and
- A greener supply chain.



**Extending the Product Lifecycle**

Trade Wings enables carriers to extend product lifecycles and reduce equipment costs through incremental decommissioning. Re:source Visibility provides tools for prescriptive dispositioning that help carriers to retain the most valuable equipment in spares pools, and recover maximum value for unused assets.

**Q: How can Reuse Optimization help lower my inventory and repair costs?**

A: Trade Wings delivers unprecedented insight into spares and other unused, multi-vendor network assets. This lets carriers manage the movement and disposition of excess or decommissioned material more intelligently.

By ensuring that assets are put to highest and best use and providing access to material on the secondary market, Trade Wings facilitates just-in-time inventories that reduce network capital-to-revenue ratios and the requirement for expedited replacements or costly repairs.

**Q: Can Trade Wings provide leverage with vendors?**

A: Access to a wider pool of spares reduces carriers' dependency on costly repair vendors and OEMs for expedited replacements. Offering a consolidated view of disparate inventories and rapid access to validated, multi-vendor equipment from the secondary market, Trade Wings helps carriers achieve high service response times with less reliance on third-party vendors or siloed maintenance agreements.

**Q: How can Reuse Optimization impact corporate sustainability initiatives?**

A: Corporate sustainability has become a leading driver of business model innovation across every industry. Implementing a comprehensive reuse strategy can lower your costs and increase your revenues by taking advantage of the assets you already own, and getting maximum value for the material you want to resell. This means less scrap, and less impact on the environment.

**Q: How can we achieve greater return on decommissioned assets?**

A: Continuous technology upgrades and the growing need to contain costs is a paradox that can make processing decommissioned equipment seem like a luxury. As a result, this equipment is often sold off to de-installers or recyclers for pennies on the pound, or simply shipped off to warehouses without visibility into its condition or true market value.

Combining Trade Wings' outsourced services, technology and marketing channels enables carriers to realize the full value of these assets using real-time data to identify decommissioned equipment for internal reuse, resale, or scrap.

**Q: Can Reuse Optimization improve forecasting and service resource management?**

A: Inadequate provisioning can lead to high inventory costs and put service revenues at risk. Today, many forecasts look backward for planning decisions, relying on factors such as mean time between failures (MTBF).

Without strong historical data, such as spares consumption, it's difficult to get a solid view of equipment replacement needs. Supplementing the capabilities of existing ERP and Operational Support Systems (OSS) for asset reporting, Trade Wings brings together internal supply and demand data into a single view to provide operations and procurement with more accurate and reliable forecasts.

**Re.**  
 “ Reuse enables carriers to extend the lifecycle and utilization of network assets. ”



SM

Trade Wings is a global Reuse Optimization technology, consulting and outsourcing partner to the world's largest telecommunications OEMs and carriers. We transform cost centers into profit centers through a combination of domain expertise and market intelligence that extends the lifecycle and utilization of network assets across multi-vendor environments. Our best-practice frameworks for asset management, compliance and governance of technology upgrade cycles drive greater agility, financial performance and environmental stewardship.

Headquartered in the United States, Trade Wings has offices in Europe and Asia-Pacific.

**For more information,  
visit [www.tradewings.com](http://www.tradewings.com)**