



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

Re:

TradeWingsSM

Reuse Optimization Solutions for Telecom OEMs

Today's Telecom executives are increasingly concerned with lost revenues, speed of innovation and environmental impact. Add to this competition for multi-vendor service contracts, and the ability to stay profitable and meet customer demands is staggering.

Rapid industry consolidation, predatory business models, disparate data and poor visibility into material flows have fragmented supply chains and weakened material governance. As a result, manufacturers today are confronted with challenges ranging from insufficient planning and increased equipment costs to complex, cradle-to-grave lifecycle management.

Trade Wings' unique reuse solution helps Telecom OEMs transform cost centers into profit centers through a combination of market intelligence, multi-vendor asset visibility and outsourced services that extend the lifecycle and utilization of network equipment.

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.SM

The Power of Re:

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



Re. SM Putting network assets to their highest and best use.

At Trade Wings, we apply best-practice reuse strategies and global asset visibility to reverse logistics material flows. This creates maximum visibility and opportunity to reuse what you already own to service customers, reducing cash outlay and trickle production runs.

The key to our success? Visibility and market intelligence.

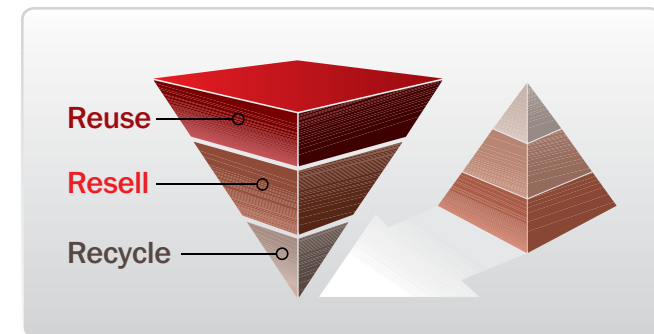
At the core of Trade Wings' reuse solution is Re:source VisibilitySM, a sophisticated Web application suite that gives manufacturers a consolidated, global view of existing network assets within their own stores, the aftermarket supply chain, and the broader open market.

Unprecedented visibility enables manufacturers to optimize reuse material flows to reduce equipment and service delivery costs, while providing more options to customers – including online storefronts for certified used equipment and parts that enhance both revenue and customer loyalty.

Trade Wings' knowledge of the secondary market helps to provide additional sources of validated material when planning for last-time buy and end-of-service decisions.

Effective Reuse Optimization strategies help OEMs to:

- Improve global planning and provisioning;
- Manage multi-vendor service contracts more cost-efficiently, putting existing network assets to highest and best use within global service and supply chains;
- Control material flows in the secondary market to reduce material leaks, maximize revenue and protect intellectual property;
- Make informed decisions regarding the disposition of material to reduce waste streams and create a positive impact on shareholder value; and
- Track material flows in support of cradle-to-grave accountability of assets.



In traditional reverse logistics, a small amount of material is reused, some resold, and a large amount sent to recyclers as scrap. Trade Wings' unique solution places greater emphasis on reusing or reselling network assets to improve financial performance and reduce waste through global visibility that ensures the highest and best use of existing material across service and supply chains.

What makes Trade Wings different?

Technology, consulting and outsourced services for Reuse Optimization.

Unparalleled Visibility.

Re:source Visibility is a Web-based network asset management service offering unparalleled access to intelligence on last-time buy (LTB) and excess inventories on a global basis. The easy-to-use software lets buyers and planners quickly search and request material from within their stocks before identifying opportunities to purchase through the global secondary market. Built-in Part Mapping automatically identifies suitable replacement parts, if needed.

Powerful asset management tools further increase operational efficiency and optimize users' ability to make intelligent inventory planning and purchasing decisions through capabilities for:

- **Disposition** to automatically identify material for reuse, resale or recycling. A configurable Disposition Rules Engine (DRE) ensures that necessary material is available to support customer service requirements.

- **Consignment** to facilitate the resale of material deemed in excess or no longer needed within the service and supply chain.
- **Financial Visibility** into all transaction history. Transactions can be researched by manufacturer, purchase order, invoice number and specific part number.
- **Purchase Price Variance** to 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 includes real-time reports on internal and external material supply and demand. These include global planning, internal inventory and disposition reports. Access to this level of information facilitates reuse efficiency and maximizes asset value recovery through visibility into excess equipment available for reuse or resale worldwide.

A central component of the Re: solution, Trade Wings' client services further enhance visibility and decision making, and improve forecasting across your global supply network.

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 putting Telecom network assets to highest and best use provides a unique differentiator over repair vendors, equipment brokers, third-party logistics providers, IT consulting firms and others who don't offer the same level of sophisticated visibility, market intelligence and specialized services for Reuse Optimization.

Reuse Consulting.

Trade Wings is a proven leader in applying process consulting and systems integration to the challenges of global supply chain management for Reuse Optimization. Our consultants can assist with process flow, risk mitigation and feasibility studies of your supply network. Other services include:

- Last-time buy and end-of-life resource planning and procurement;
- Transition services, such as stock transfers, buffer stocks and dispositions;
- Broker desk management and other open-market strategies; and
- Part-mapping database services.

Technical Services.

Trade Wings' global field services teams can expertly analyze inventory and capture critical data such as ECCN codes, weights, sizes, and suggested replacements for informed reuse and disposition decisions. Other services include de-installation and asset recovery; testing and screening; material preparation, labeling and kitting; as well as merger, acquisition and shutdown material services.

Global Logistics and Warehouse Management.

From demand planning to storage and intercompany material transfers through Trade Wings-managed facilities, our Global Logistics and Warehouse Management team gives you complete visibility and control of inventories on hand, in transit, and in queue for orders.

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 internal and external inventory that can supply the demand. Unfulfilled items are routed to our on-staff procurement experts, who search the global marketplace for cost-effective supply sources.

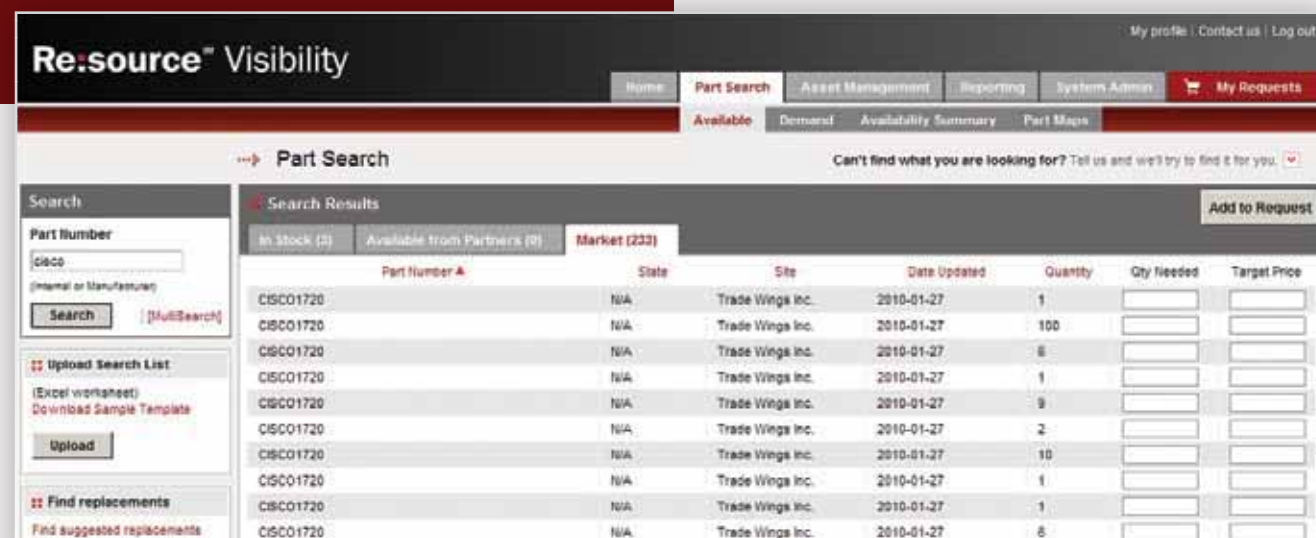
Certified-Used Storefronts.

Fully managed, online storefronts can be customized to help manufacturers service the needs of internal and external buyers through certified-used programs without the need for in-house e-commerce expertise or costly site development.



Re:source Visibility

With Trade Wings, OEMs achieve an accurate, consolidated view of available network assets from internal inventories and the open market for improved planning and service center provisioning.



What's your strategy?

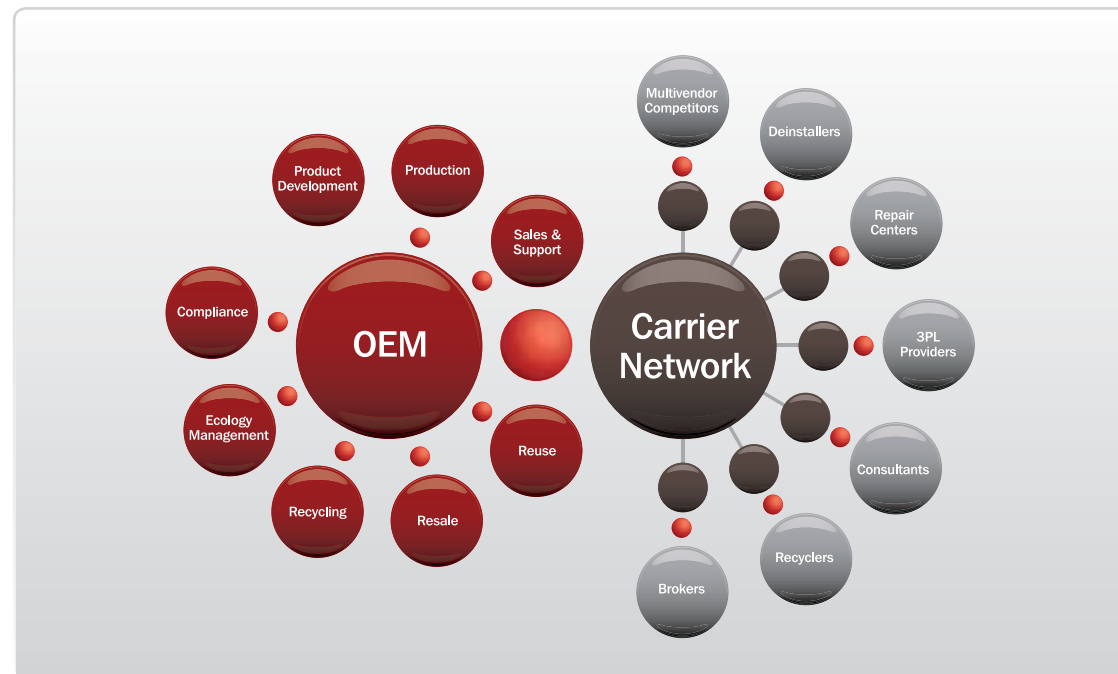
Control material costs, improve planning and reduce waste.

Only Trade Wings delivers the market intelligence and visibility required to enable better inventory planning, procurement and reuse decisions across global service and supply chains to avoid costly shortages – or overages – of material.

Early adopters of these Reuse Optimization strategies are already capitalizing on the financial and operational benefits of this innovative business approach. Having a clearly defined reuse strategy gives manufacturers the single greatest opportunity for margin gains by effectively using what they already own.

The development and implementation of a strategic Reuse Optimization program can also translate into:

- Increased revenue and service levels;
- Improved operational efficiency by enabling users to share information easily;
- Intelligent disposition of excess and end-of-life material to recover maximum value for unused assets;
- Strategic procurement opportunities based on real-time market intelligence;
- Protection from sub-standard equipment through our stringent quality assurance processes; and
- A greener supply chain.



Trade Wings bridges information gaps in the supply chain

Fitting production processes together to meet demand may sound easy, but in reality global supply chains are far from optimal. Without asset visibility, integration points between large manufacturers, customers and outsourcing partners can prove hard to connect for informed planning and procurement. Trade Wings bridges the information gaps, bringing together internal and external inventory data to make it easily available to buyers and planners.

Q: How does Reuse Optimization help lower material costs?

A: Trade Wings delivers unprecedented insight into last-time buy (LTB), excess, end-of-life and other network assets. This helps OEMs manage the movement and disposition of material across service and supply chains more efficiently. By ensuring that assets are put to highest and best use and providing access to validated material on the secondary market, Reuse Optimization can help reduce network capital-to-revenue ratios and costly trickle production runs needed to fulfill ongoing service commitments.

Q: How can Trade Wings help stem material leaks and navigate the secondary market?

A: The secondary market exists due to material flows coming out of manufacturing, customer de-installations, network upgrades and excess assets that were never deployed, or are no longer needed. These material flows – or leaks – are substantial, totaling billions of dollars in lost sales on an annual basis, not including service contracts.

Internal leaks also contribute to lost revenues. Bleeding small lots to the marketplace has an immediate ripple effect in the global availability and pricing of material that can impact OEM sales and service revenues.

Trade Wings' expertise helps manufacturers navigate the secondary market and stem material leaks through a combination of technology and services for controlling the flow of material across global aftermarket supply chains.

Q: How can Trade Wings help manufacturers facilitate multi-vendor service contracts?

A: As large companies outsource their service requirements, multiple groups must come together to achieve maximum efficiency. It's demanding enough to maintain the agreed-upon service levels in normal environments, but challenges abound when rolling out new multi-vendor networks: customers, regions, product lines and service levels must all be carefully aligned and closely monitored. As a result, the multi-vendor arena necessitates expertise in not only your product line but your competitors' as well. Through comprehensive data and market intelligence, Trade Wings facilitates access of other types of inventory within the Telecom ecosystem to support multi-vendor service contracts cost-efficiently.

Q: How does Reuse Optimization impact corporate sustainability initiatives?

A: Corporate sustainability has become a leading driver of business model innovation across nearly every industry. Under WEEE and other regulatory frameworks, there are potential liabilities to OEMs relative to the mismanagement of material from a compliance and ecology perspective. By increasing the reuse of excess or salvaged components, resale of obsolete inventory and other materials at the end of their useful life, Trade Wings helps reduce waste.

Re.
“ Industry demand for vendor-managed network services continues to grow. ”



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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**