

Re.

Reuse OptimizationSM Strategy Generates Multi-Million Dollar Savings for Global Telecom Manufacturer.

The Power of Re:

- Consolidated inventory data from global repair centers is instantly available to users online
- Equipment reuse has reduced material leakage to the secondary market to protect revenues and IP
- On-site audits provide accurate accounting of assets and their condition for improved disposition decisioning
- Market intelligence enables more accurate last-time buy calculations

Visibility Into Asset Inventory Helps Dramatically Reduce Equipment and Repair Center Costs

Today's challenging business circumstances can be an exciting breeding ground for new ideas, innovation and transformational approaches to fundamental business practices such as optimizing the reuse of network assets.

With many organizations in the Telecom industry continuing to operate in a siloed structure, it's nearly impossible for any level of internal and external visibility into asset flows to emerge. As a result, OEMs and carriers find themselves confronted with myriad challenges that range from an inability to manage spares and repairs costs to complex multi-vendor service contracts, excess inventories and increased scrutiny surrounding the environmental impact of asset disposal.

Lack of Visibility Equals Excess Inventory and Higher Costs

To help support its multi-vendor service agreements, one of Trade Wings' customers, a leading global provider of telecommunications equipment and related services for mobile and fixed network operators, relies on numerous repair centers around the world. Some of these centers are in-house providers, while others are outsourced repair companies and contract manufacturers.

At the heart of any network asset Reuse Optimization strategy is visibility into the internal and external Telecom ecosystem. But for this OEM's global service unit, managing the millions of network assets in its inventory required multiple internal tracking tools, and because some repair providers compete directly with the client for service work and contract manufacturers compete against each other, external facilities were reluctant to share inventory data. As a result, near- or real-time visibility into inventory was limited, leading to unnecessary material orders and expensive shipping charges.

Trade Wings Re: Delivers a New Approach to Reuse Optimization

As a trusted partner to the world's largest Telecom OEMs and carriers, Trade Wings provides a powerful combination of technology, industry intelligence and outsourced services to help OEMs and carriers put unused assets to the highest and best use across the Telecom ecosystem. The company's innovative approach turns the traditional reverse logistics pyramid on its head, providing best-in-class frameworks for Reuse Optimization that reduce material costs through increased reuse, maximize value recovery for resalable material, and minimize environmental impact.

At the core of the company's Reuse Optimization solution, Trade Wings Re:SM, is Re:source Visibility SM, a sophisticated Web service through which users attain the level of visibility into network asset inventory required to firmly establish successful, long-term Reuse Optimization strategies. By facilitating validated asset visibility and control across internal and aftermarket supply and service chains and the open market, Re:source Visibility helps to place the greatest emphasis on asset reuse and optimization.

Rapid Return on Investment

Through the combination of Trade Wings' deep domain expertise and Re:source Visibility, inventory data from all of the clients' internal and outsourced repair centers was quickly available in a single online repository. This new-found, cross-ecosystem visibility not only revealed that many of the assets in frequent demand were available in various repair centers (some in excess) but already owned by the client. A key component in establishing such accurate visibility was Trade Wings' field services team, which travelled on-site to evaluate and catalogue equipment housed in the client's warehouse.

The material visibility provided through Trade Wings has enabled the client to replace defective equipment with parts already within its ecosystem instead of repairing the equipment. As a result, repair volumes have decreased by as much as 80% in

some repair centers. With Trade Wings' market intelligence, purchasing costs to support multi-vendor service needs have been reduced by more than 20%. And finally, capturing equipment in Trade Wings' database for reuse has greatly reduced the leakage of that material into the secondary market by drying up its availability to competitors. Overall, the client has realized a savings of nearly \$10 million in the first year of the implementation.

With business requirements continuing to evolve so too has the relationship between the client and Trade Wings. Today, Trade Wings' unique offering is helping to drive new Reuse Optimization initiatives within the client's global operations. As the complexity of multi-vendor service agreements increases, Trade Wings' expertise is enabling the client to better handle third-party assets to ensure the optimization of these agreements. At the same time, the company's knowledge of the market and best-practice frameworks for Reuse Optimization are driving more efficient and accurate last-time buy calculations, and the procurement of assets on the open market.

With Re:, repair volumes have decreased as much as 80% and multi-vendor equipment costs by more than 20%.

About Trade Wings

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 powerful 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 innovation and agility, financial performance, and environmental stewardship.



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