




Supply Chain Award
Project of the Year
2011

Reverse logistics with a social touch

Marc Slegers, Telenet
Wendy Fleurackers, Telenet





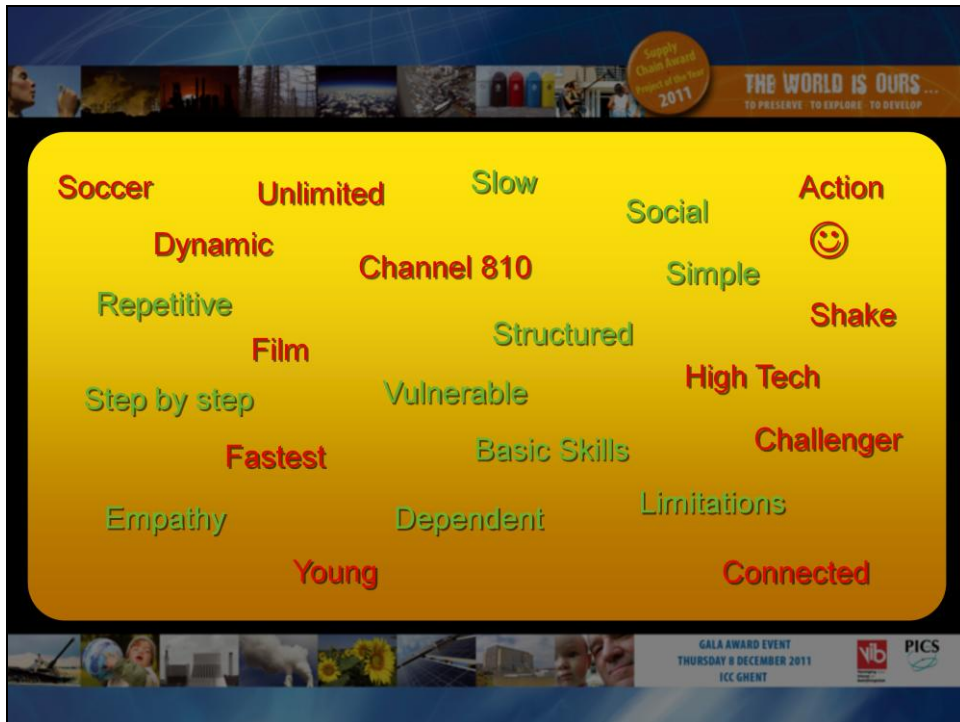




GALA AWARD EVENT - THURSDAY 8 DECEMBER 2011 - ICC GHENT

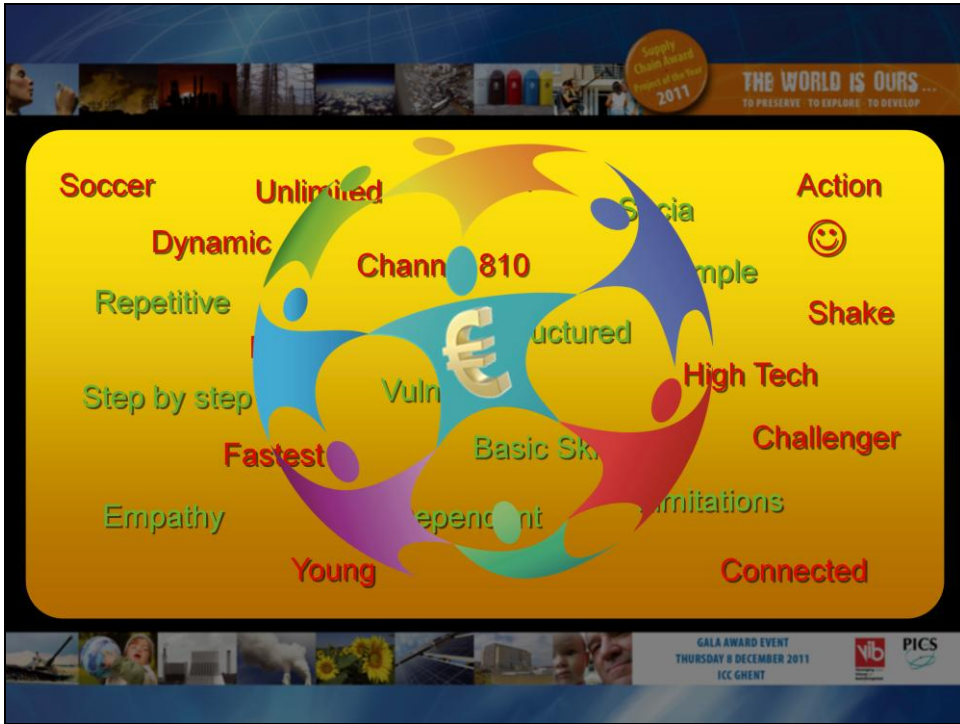
THE WORLD IS OURS ...
TO PRESERVE TO EXPLORE TO DEVELOP





The red words can be associated with Tebnet and the green words can be linked with a sheltered workplace (beschutte werkplaats in het Nederlands, atelier protégé en Français).

Bringing these two different worlds together is what this project is all about: Reverse Logistics with a social touch.



And do you know what brings us together : People Planet Profit

Supply Chain Awards
Prize of the Year
2011

THE WORLD IS OURS ...
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Est. 1967

Located in Boom

140 Employees

85% IQ 5-15 yr. old

Biggest Belgian bicycle assembler

BW IMSIP

electronics equipment

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1996 2002 2008 2010

Celebrating our 15th anniversary

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The image is a graphic with a black background and a large yellow rounded rectangle in the center. The yellow rectangle contains the text 'Annual turnover 2010' and '1.299 Million' in black. The top and bottom of the graphic feature a blue banner with various images and text. The top banner includes a 'Supply Chain Award 2011' seal and the slogan 'THE WORLD IS OURS... TO PRESERVE TO EXPLORE TO DEVELOP'. The bottom banner includes the 'felenef' logo, a 'GALA AWARD EVENT THURSDAY 9 DECEMBER 2011 TCC GHENT' notice, and logos for 'nib' and 'PICS'.

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felenef

Annual turnover 2010

1.299 Million

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Supply Chain Awards
Europe of the Year
2011

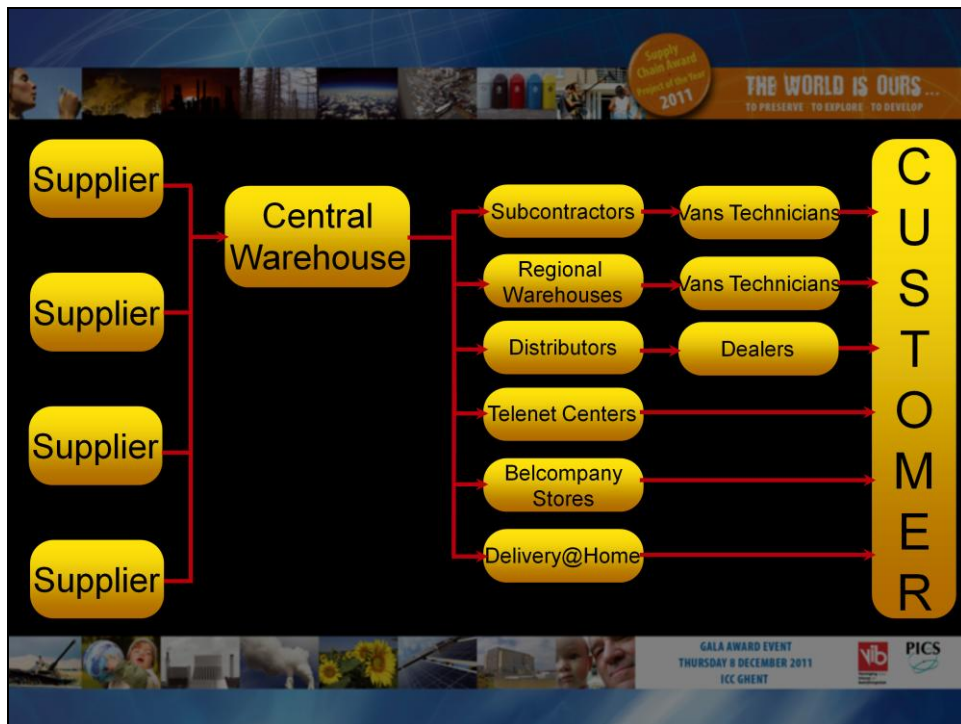
THE WORLD IS OURS ...
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2,2 Million customers

Service	Customer Count
Broadband Internet	1,28 Mio
Digital TV	1,36 Mio
Fixed Telephony	864.000

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Telenet Supply Chain :

- All products coming from suppliers arrive at the Telenet central warehouse. Including the network equipment there are about 1.800 items, focussing only on the products for the end customer there are about 125 different item numbers.
- Most of the volumes go to the subcontractors, where Telenet has 700 external technicians for the installation at the customer's home.
- In addition to the subcontractors there is a limited number of Telenet technicians who get their material from the regional warehouse.
- For customers who opt for self-installation there are about 600 dealers and 50 Telenet Centers.
- Telenet also has 50 Belcompany shops
- And last but not least a home delivery process where the customer can choose the place and time slot and which has an online Google maps tracking system.

So in total Telenet has about 1.500 contact points and inventory points to support their customer.

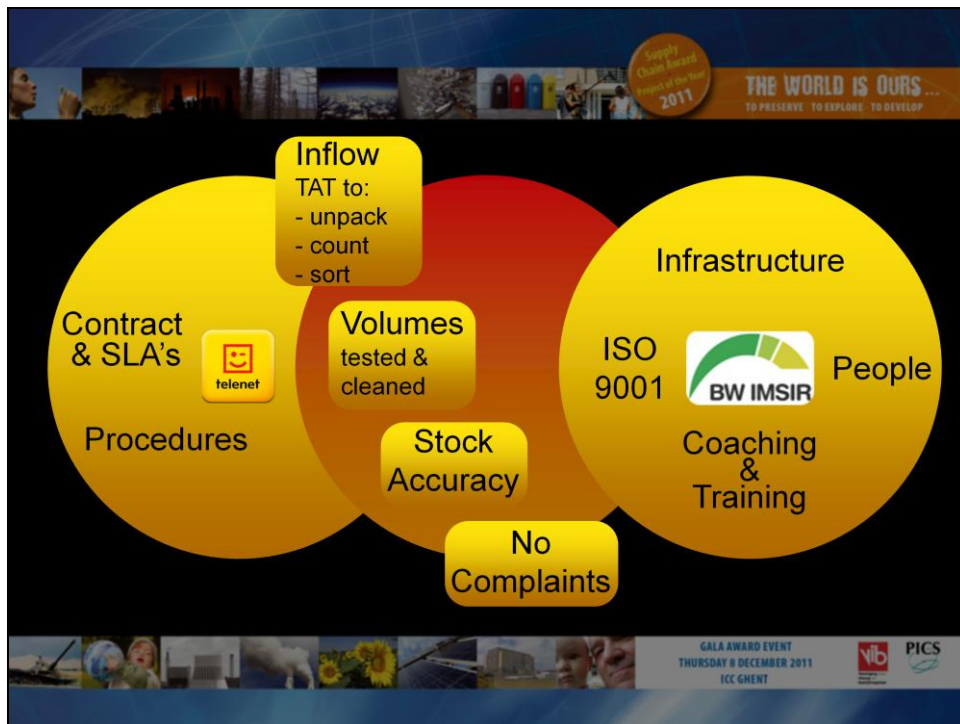


Due to the Telenet business model we get high volumes in return. Telenet is mostly selling a service and not a product, this means that for internet equipment like a modem or for a rental set top box the customer gets unlimited warranty. See also the example above, if your remote control of your rental set top box is no longer working, you get a new one from Telenet. And when you want to upgrade to a new service, you give your old material back to Telenet and you get from Telenet the new HW needed for that service. This means there is a mix of working and broken equipment coming back, which Telenet has to manage in the supply chain.



Before 2008 there was
no efficient reverse
management





Infrastructure

In sir invested in a new building which was opened in June 2009. Thanks to this new building there are now dedicated areas for dedicated tasks. Looking at our reverse center you can compare it with a production line and it is also setup like that.

Procedures & People

Contrary to what many people think about sheltered workplaces, working with disabled people has many advantages. They are extremely dedicated to their tasks making them the perfect employees for simple repetitive tasks. They also do exactly what you tell them to do, no more no less. This forced us to keep every process step simple and to make for every operational handling detailed procedures with a lot of pictures. The process flows and procedures are so professional they meet even the ISO 9001 requirements.

Contract & SLA's

Like with any other key vendor of Telenet, Telenet has a signed contract with In sir and defined SLA's. The key SLA's for In sir are the turn around time to unpack, count and sort the inflow, the volumes tested and cleaned, their stock accuracy and there shouldn't be any complaints.

Coaching & Training

It's the great achievement of In sir management to fulfil the SLA's without putting pressure on the people. They are also coaching and training the people and select the right person for the right task.

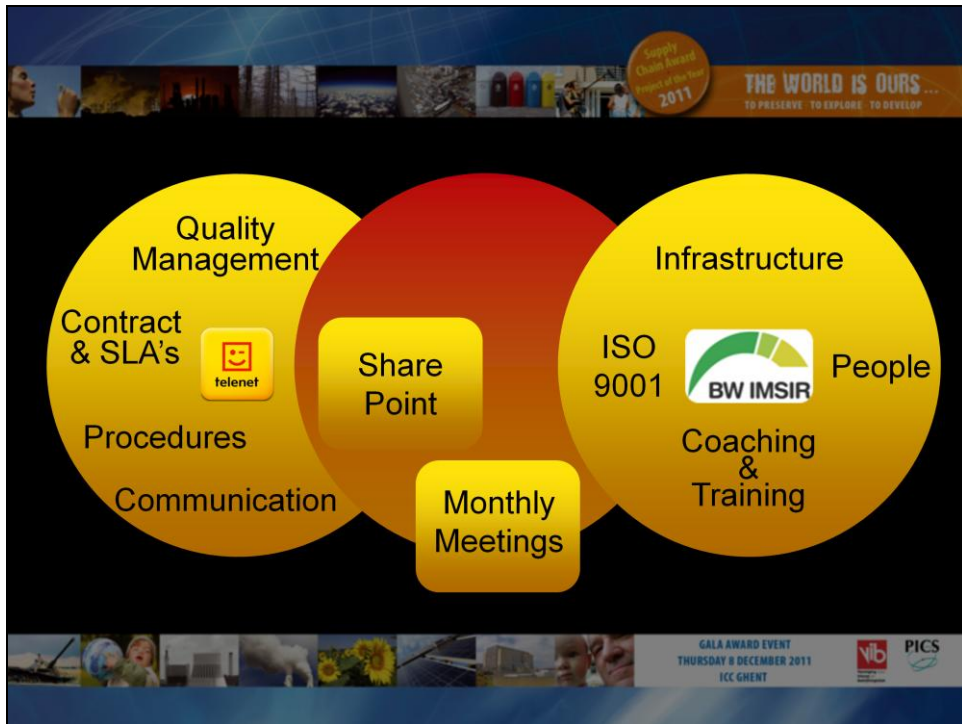


Quality Management

As for electronic equipment the quality of the products depends a lot on the test process, Telenet invests a lot in test equipment. The maintenance and support for these test systems is under control of Telenet engineering.

And on all the output of IMSIR we do quality checks based on an AQL process: focussing on technology, cosmetics, labelling & packaging.

Thanks to our quality management we can say that products coming out of our reverse process can't be differentiated from the new ones.



Communications :

Because good communication is the key of every successful relationship Telenet has setup a share point which we use for all the communication about processes but also operational log books, follow-up of complaints, reporting and even to monitor the SLA's.

On a monthly basis there is a business review meeting to discuss the results, the forecast, possible improvements and the new projects.

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THE WORLD IS OURS ...
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Quality Management

Infrastructure

Contract & SLA's

ISO 9001

People

Procedures

Coaching & Training

Communication

Telenet

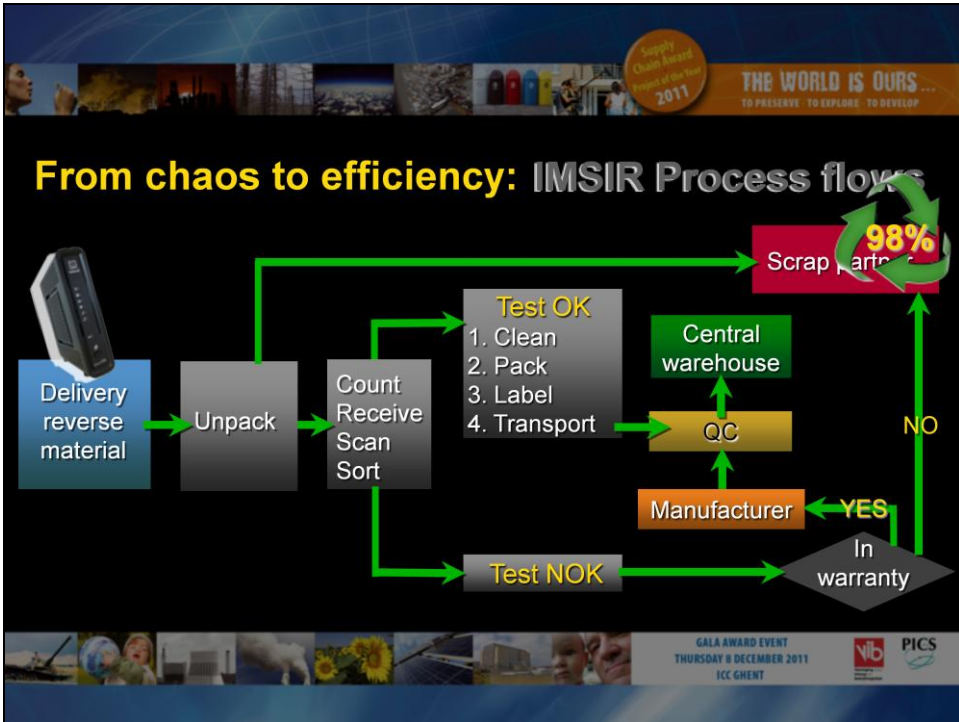
BW IMSIR

**Telenet
IMSIR
Reverse
Center**

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Nib PICS

Through combining the strengths of the two companies, we jointly succeeded in establishing a state of the art reverse center at the In sir facility.






The results of this project are for 2011 :

Profit : thanks to the re-usage of material avoiding buying new one, there is a significant capex avoidance

People : this project has created jobs for 40 enthusiastic people at Imsir

Planet : thanks to the re-usage of material, 600 Tons of waste is avoided



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Investing in the future

BROADEN



- New test tools @ Imsir
- Training Room @ Imsir
- Quality Center @ Imsir


DEEPEEN

- Testing more complex products @ Imsir




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BW IMSIR




telenet


Thank you for your attention.



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NIB



PICS