



Genesis ATS Provides Global PPS Logistics & Asset Recovery Services to a Global Telecom Company (GTC)



GTC is an Australian-based, **Fortune Global 500 company** approximately **\$25B AUD in annual revenue** and **36,000 employees across 23 countries**. The company is a leading telecommunications and technology company, and is a provider of data and IP networks and network application services including managed networks, unified communications, cloud, industry solutions and integrated services.

Challenge

GTC had a unique challenge of executing a nationwide network upgrade. The company desired to migrate from Edge to 4G-LTE, but in order to execute this upgrade, GTC needed a new LTE network installed. The services needed in order to complete this upgrade were: decommissioning of the existing Nortel CDMA network, logistics across Australia, resale and recycling of the outdated Nortel Edge equipment.

Solution

In 2007, GTC contracted for the installation of the new LTE network and for the decommission of the outdated Nortel Edge network.

The following year, Genesis ATS was awarded the following contracts by GTC for the handling of the obsolete Nortel Edge equipment:

- ◆ Pick-up, Pack & Ship (PPS)
- ◆ Reverse Logistics
- ◆ Warehousing
- ◆ Equipment Resale/Recycle (internationally)

Under this agreement with GTC, Genesis ATS registered with the Australian government and the Australian Tax Office to become a nationally-authorized services provider.

The Genesis ATS Professional Services Team (PST) coordinated with the Ericsson project management team. The services Genesis ATS provided were decommission and delivery of the Nortel equipment to Genesis ATS in-country warehouses, located in five strategic cities throughout the country.

Genesis ATS PST placed a highly experienced Project Director in Melbourne to coordinate the warehousing, customized packaging and the required international logistics to ship a total of 107 forty-foot high cube containers of Nortel equipment to the appropriate destinations: some containers of equipment were shipped to the United States for resale, while other containers were sent to Asia for equipment to be recycled.

Results

Genesis ATS helped GTC earn an ROI on their outdated CDMA network by providing resell and recycling services globally. Providing over \$6 million USD in successful revenue returns, over a 15 month initiative, in asset

Genesis ATS PST coordinated all logistics and warehousing required to ship 4,000 Nortel core cabinets and metro-cells from five Australian ports: Melbourne, Sydney, Adelaide, Brisbane and Perth. This equipment was received by Genesis ATS in Austin, Texas for resale into North America, and EMEA markets.

Genesis ATS warehousing operations added needed personnel to expand its operations into an additional 40,000 square foot warehousing facility to efficiently receive and inventory more than 500,000 individual Nortel CDMA equipment parts and corresponding serials.

Genesis ATS cost effectively and efficiently inventoried more than **500,000 pieces** of equipment along with their corresponding serials.

Genesis ATS PST coordinated all logistics and warehousing required to ship 4,000 Nortel core cabinets and metro-cells from five Australian

- ◆ Melbourne
- ◆ Sydney
- ◆ Adelaide
- ◆ Brisbane
- ◆ Perth

Genesis ATS provided GTC a \$6 million ROI on obsolete CDMA equipment by strategically selling into a global markets still utilizing the technology.



Genesis ATS cost effectively and efficiently inventoried **more than 500,000 pieces** of equipment along with their corresponding serials.

Genesis ATS Professional Services Team (PST) coordinated all logistics and warehousing required to ship core cabinets and metro-cells from five Australian ports:

- Melbourne**
- Sydney**
- Adelaide**
- Brisbane**
- Perth**



- Genesis ATS: **Austin Texas**
- Genesis ATS Global: **Amsterdam, Netherlands**
- Genesis ATS Korea Limited: **Seoul, Korea**
- Genesis ATS: **Hong Kong**

www.genesis-ats.com



About Genesis ATS

Genesis ATS is an equipment and service provider to Fortune 500 and major carrier customers both across the US and internationally.

Genesis ATS's "lifecycle" approach covers key core areas:

The company starts by providing new, pre-owned and surplus IP network, telecom and mobility workforce solutions (WWAN/WLAN) from the world's leading OEMs.

Next, the company provides true lifecycle management solutions and professional services (e.g. Design & Consultation), from install/decommission, forward & reverse logistics, field engineering and network transformation services, to IntelliNet™, the intelligent alternative to OEM sparing & maintenance programs.

Finally, Genesis ATS closes the loop with specialized asset valuation & recovery and disposal/recycling services, ensuring maximum financial return on excess network assets or disposal according to the highest international standards.

Leading Industry Quality Standards:



Headquartered in Austin, Texas, Genesis ATS partners with top tier manufacturers to be a global provider of network, mobility, and full life-cycle solutions. Genesis ATS specializes in best in class OEM partnerships, complete asset management and investment recovery services. Genesis ATS aligns itself with industry leaders to provide clients with complete and customized technology solutions.