

# Genesis ATS Provides Strategic Global Pick, Pack and Ship (PPS) Forward & Reverse Logistics, Warehousing & Asset Documentation & Disposition Services to a Global Telecom Carrier (GTC)



GTC successfully and profitably supports global clients such as Oil & Gas and IT Services with the Genesis ATS Solution



GTC is a **Fortune 100** company with **more than \$146B** in revenue and **253,000 employees** around the world. The company supports a global client base in **90+ countries** providing MPLS (multi-protocol label switching) networks, data and voice networking, IP security and wireless services and solutions.

## Challenge

GTC supports international clients with network installation and managed broadband services. For the non-core areas of this model, GTC needed a partner that had a global solutions footprint, R2 Certification, \$10M Hazardous Materials Policy and competencies in international operational capabilities. Genesis ATS met all of the criteria and was selected as the primary partner to support their largest clientele.

***"I had to go through several incompetent vendors before finding Genesis ATS and their suite of international service solutions."***

*GTC, Director of Oil & Gas*



## Solution

GTC turned to Genesis ATS for the optimal solution, as Genesis ATS had access into the countries where GTC did not. Genesis ATS was able to provide the full turnkey and one stop solution needed - including all the required services and documentation per country - into key geographies: the European Union, Asia-Pacific, Latin America, as well as the African and Australian markets.

Genesis ATS was awarded the following contracts by GTC to fully support the company's business initiatives for their internal network needs, and on behalf of their key clientele for the following services:

- ◆ Pick-up, Pack & Ship (PPS)
- ◆ Reverse Logistics
- ◆ Warehousing
- ◆ Equipment Resale/Recycle
- ◆ International Certificates of Destruction
- ◆ Sarbanes-Oxley (SOX) Compliance Reporting

## Results

Genesis ATS helped GTC successfully achieve its business goals and global services objectives. Based on Genesis ATS Professional Services Team (PST) performance, GTC named PST as the official global logistics team as the replacement for several OEMs (i.e. Cisco, HP).

***"Genesis ATS has created an efficient rinse and repeat model, like a self-licking ice cream cone, for this piece of my recurring business."***

*GTC, Director of Oil & Gas*

With the Genesis ATS solution, GTC has effectively and profitably supported its own clients - which include global companies such as Oil & Gas and IBM.

Results were measured in:

- ◆ On-time performance - 99.5%
- ◆ Certified Resale Services
- ◆ R2 Recycling Compliance - Certificate of Destruction
- ◆ SOX Reporting

The Genesis ATS PST also provides clients with 24 hours a day, 7 days a week, 365 days a year (24x7x365) global customer support, an attractive feature.

**Each year, Genesis ATS PST will provide these contracted services to hundreds of GTC and their client sites.**

Genesis ATS anticipates a result of \$2M-\$4M in annual revenue for GTC, depending on asset resale volumes.



**Genesis ATS offers superior operational results and solutions to generate substantial annual revenue and savings for clients.**

Genesis ATS has expanded its warehousing and equipment storage locations to support GTC and other global clients.

Genesis ATS operates warehousing and equipment staging services in:

- ◆ Austin, Texas
- ◆ Memphis, Tennessee
- ◆ Nijmegen, NL
- ◆ Mexico City, Mexico
- ◆ Singapore
- ◆ Hong Kong

***As well as over 600 FSL Worldwide***

Genesis ATS is planning further expansion of services to provide equipment staging and warehousing services in global or highly concentrated markets.



**Genesis ATS:  
Austin Texas**

**Genesis ATS Global:  
Amsterdam, Netherlands**

**Genesis ATS Korea Limited:  
Seoul, Korea**

**Genesis ATS:  
Hong Kong**

**[www.genesis-ats.com](http://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.