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RMA Processing and Reverse Logistics Solution

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NorCal OAUG Training Day

January 13, 2010



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Agenda



1. Introductions
2. Service Delivery – Process Overview
3. Challenges
4. End to End Solution
5. Case Study – Riverbed Technology

Introductions



Subrata Guhamajumdar

IT Manager, Riverbed Technology

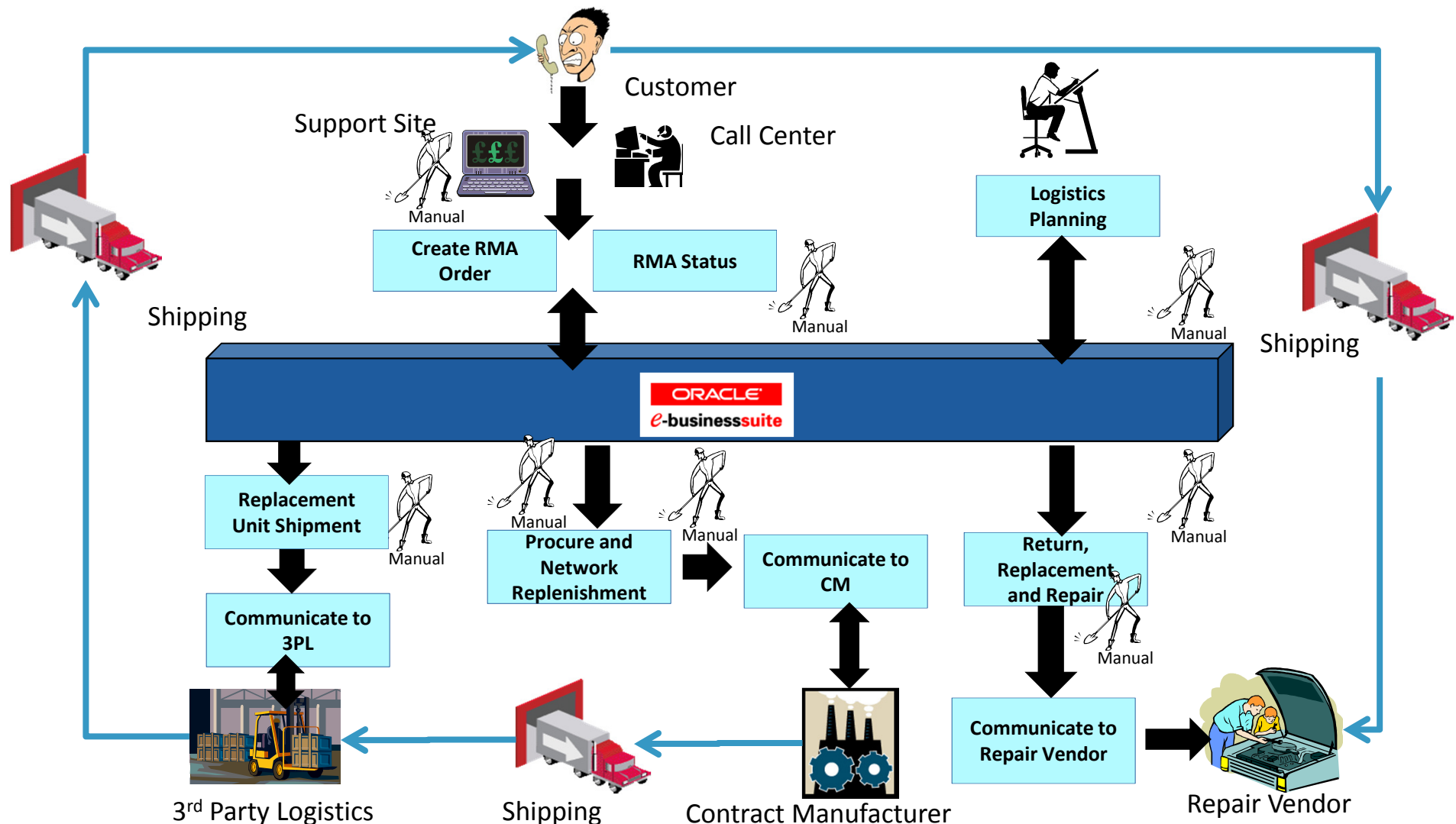
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Raja Sekhar

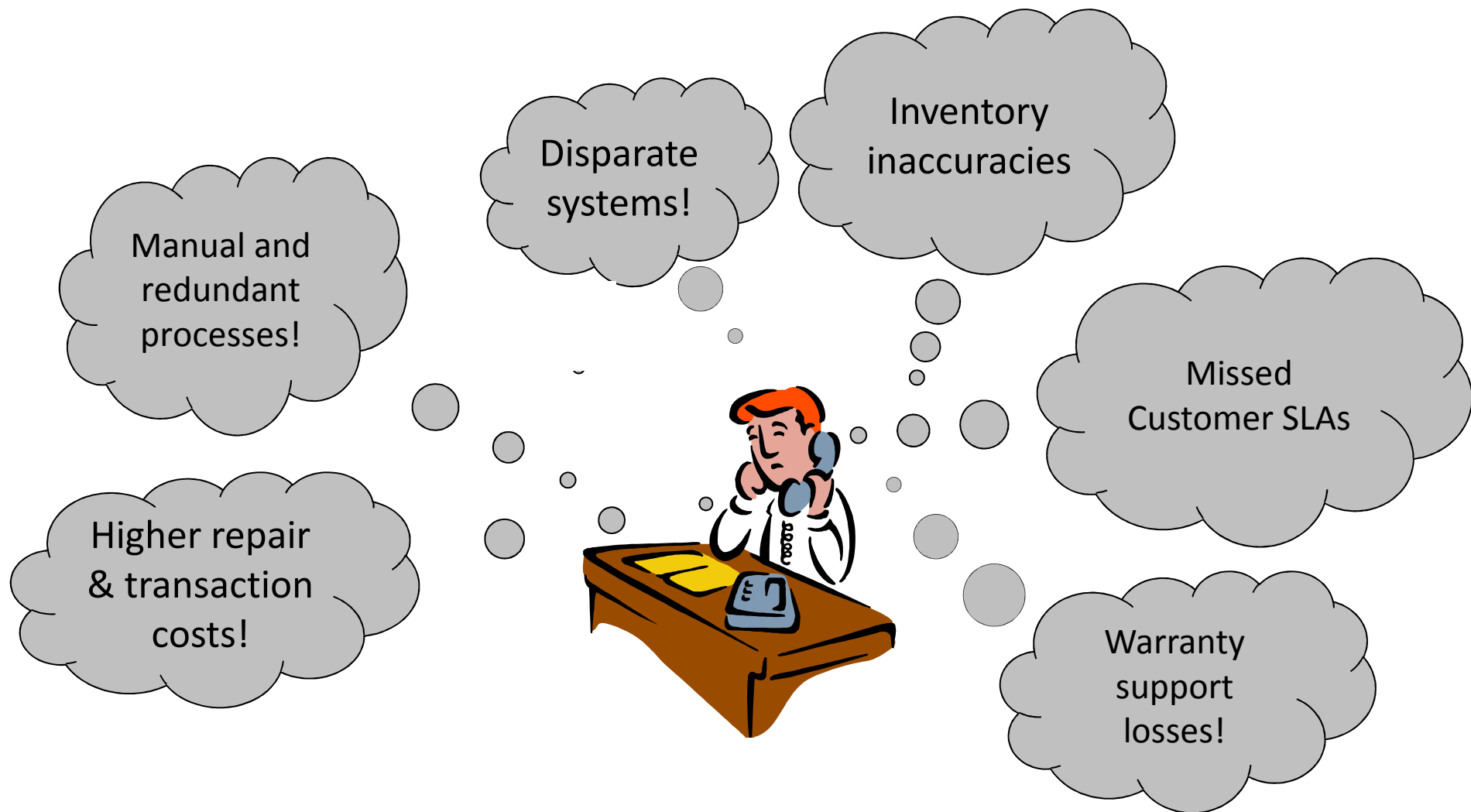
Consulting Director, Jade Global

Raja.Sekhar@jadeglobal.com

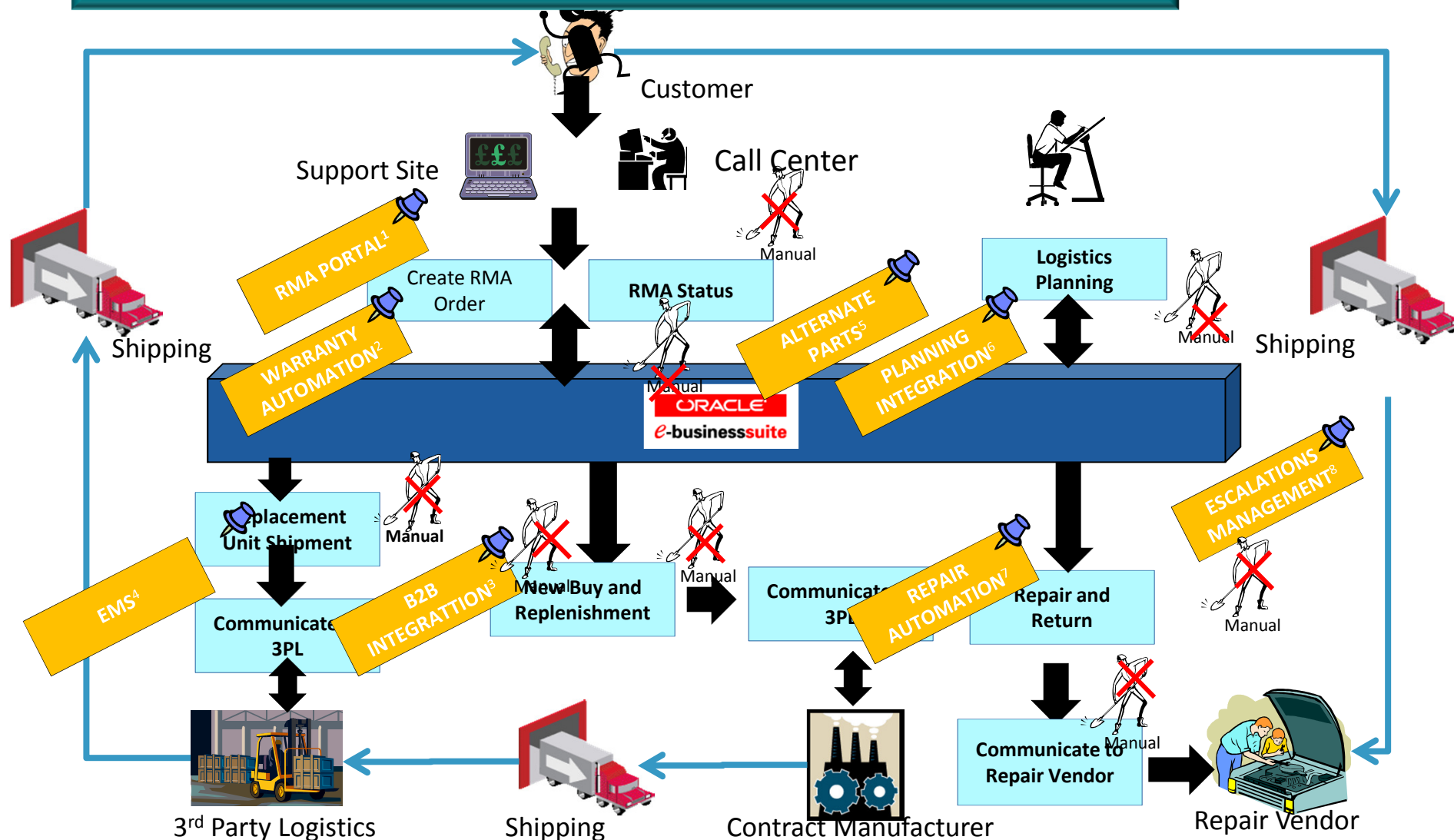
Service Delivery Process Overview



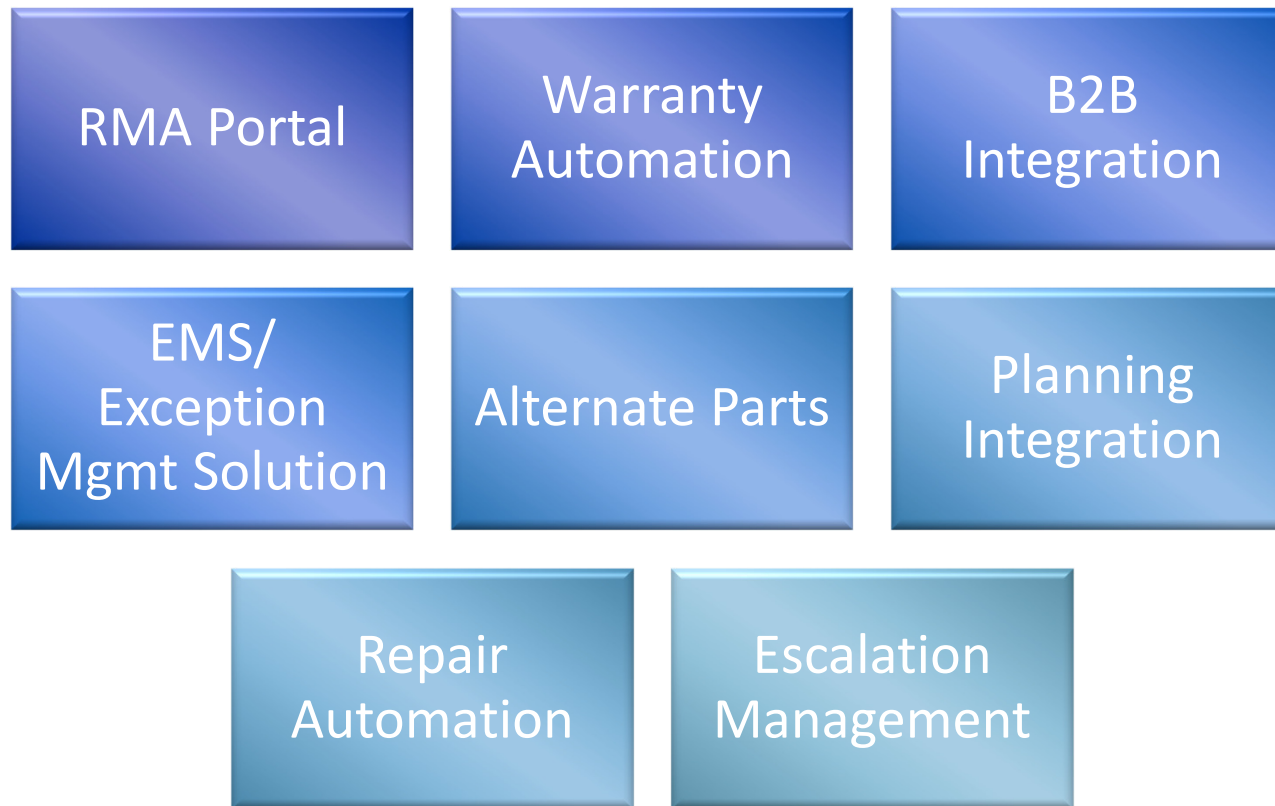
Summary of Challenges



End to End Solution



Solution Components Recap





Case Study

RIVERBED TECHNOLOGY

Customer Overview



Riverbed Technology is the IT performance company for networks, applications, and storage. They provide the only comprehensive WAN optimization solutions to a host of problems that prevent enterprises from sharing applications and data across wide-area networks anywhere in the world.

Founded	2002
Industry	High Technology / Networking
World Headquarters	San Francisco, California
Revenue	\$147 Million (Q3-2010)
Customers	>8,700 (76% of Forbes Global 100)
Key Recognition	- Infoworld "Technology of the Year-WAN Accelerators" for 6 years running (2005 to 2010) - SSPA STAR Award for Customer Support

Scope



- Discovery phase to review entire Global Service Delivery Business Process
- Develop business process based on industry leading best practices:
 - ✓ Customer Support Fulfillment and Returns
 - ✓ Bulk Defective Movement
 - ✓ Repairs
 - ✓ Eval Returns
 - ✓ Procurement
 - ✓ Replenishment
- Develop and Build RMA Portal
- Complete integration with 3PL (UPS) using RosettaNet Standards
- Complete integration with Baxter Planning Application
- Develop Configurable solutions:
 - ✓ B2B Exception Management
 - ✓ Escalation Management
- Develop Automations:
 - ✓ Warranty Entitlement
 - ✓ Alternate Parts Routing and Maintenance
 - ✓ Field Transformation
 - ✓ Onhand Reconciliation

Timeline



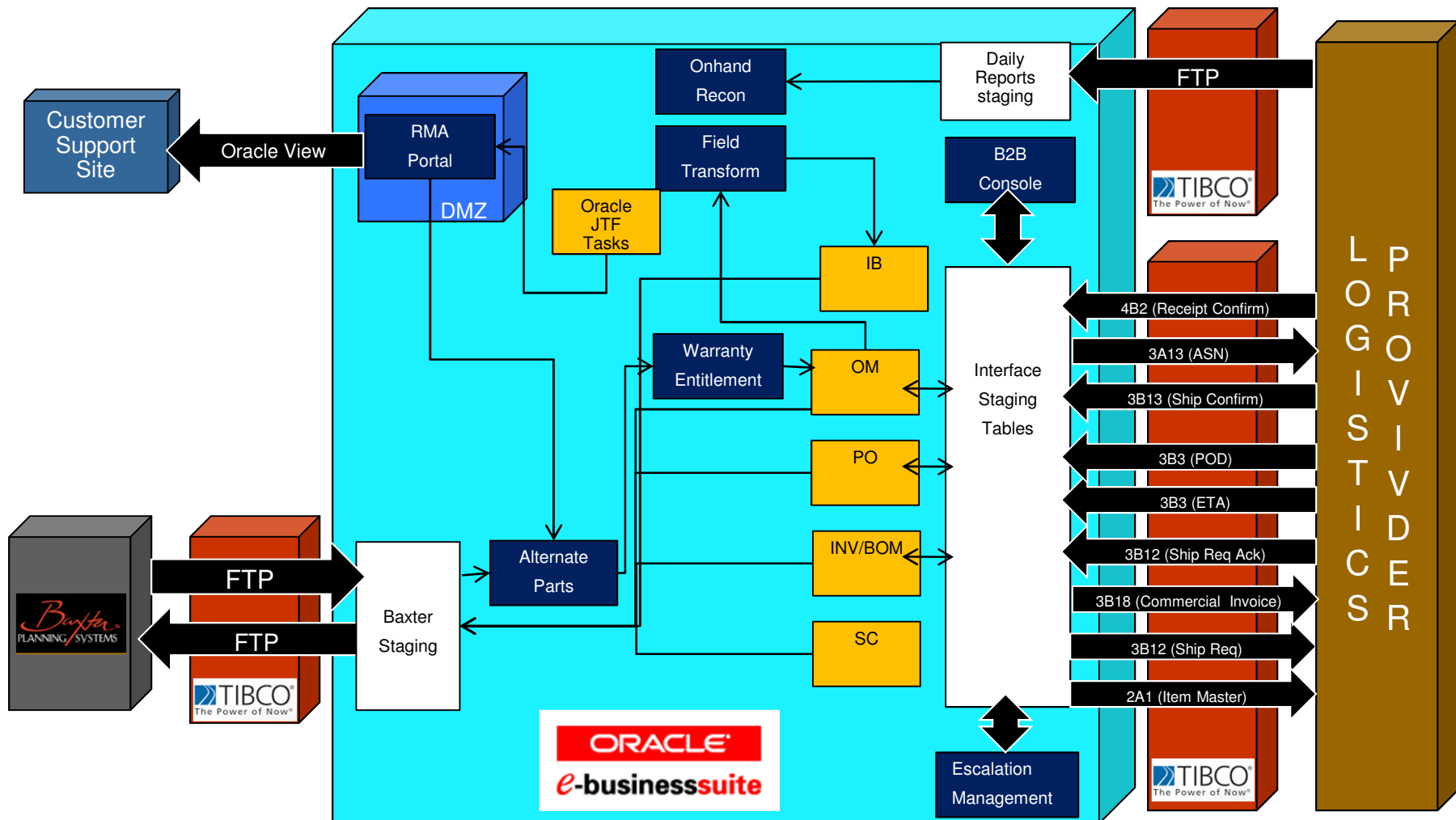
Phase 1: 4 Months

- Develop RMA Portal to reduce the order entry time and effort
- Email RMA to Logistics partner for fulfillment
- Integrate Oracle to Baxter to feed planning data for Field and DC planning
- Develop Alternate and FRU definitions in Oracle to make it available in RMA portal to reduce manual processing

Phase 2: 8 Months

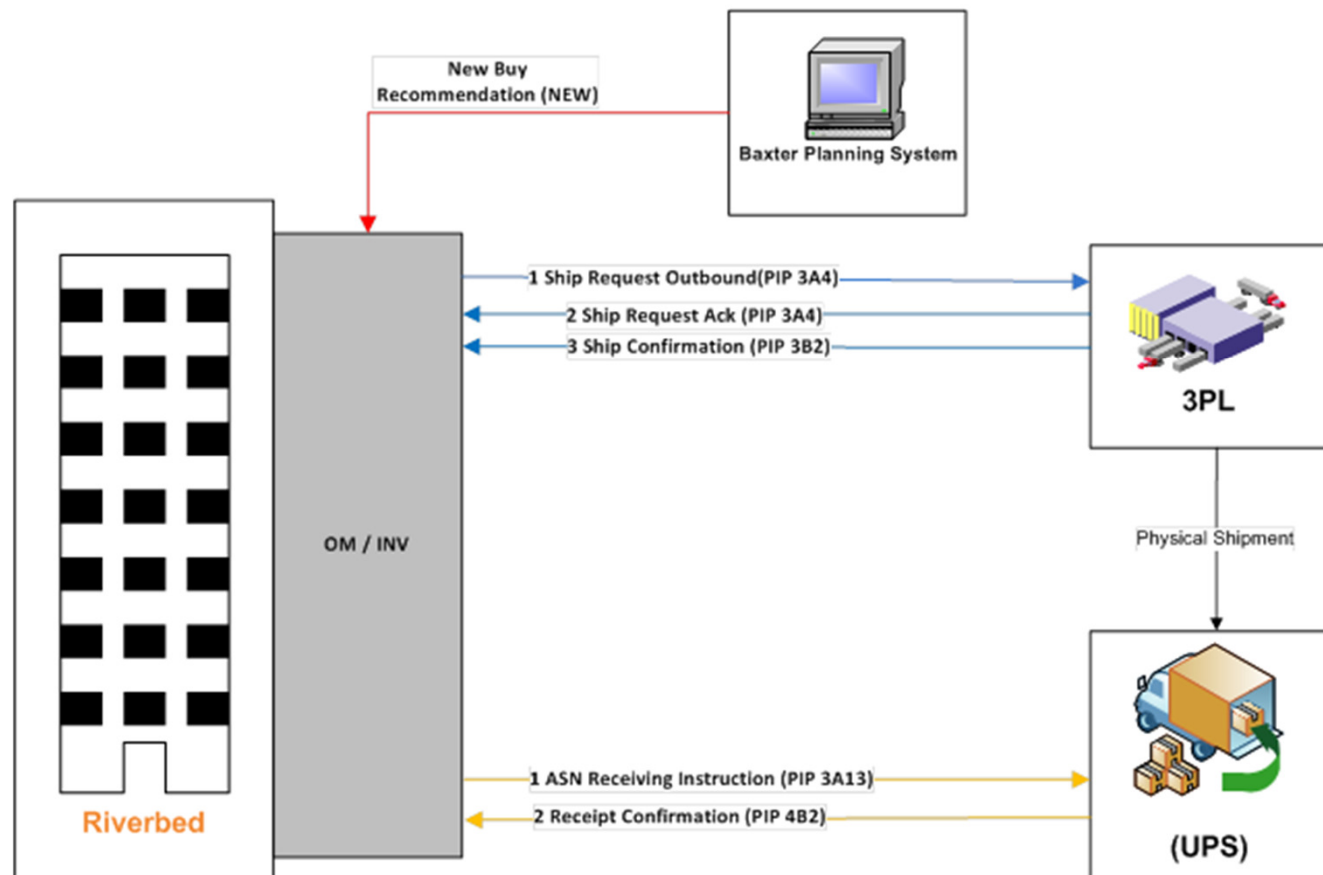
- Develop B2B Integration with 3rd Party logistics partner
- Implement 9 Integration points using RosettaNet Standards
- Develop B2B Console to facilitate exception management
- Develop Escalation Management to track complete tracking of all open orders
- Develop Field Transformation Automation to update the part # back after replacement part is sent
- Develop Onhand reconciliation process to match inventory b/w 3-PL and Riverbed
- Develop Alternate Parts Routing Engine to identify the possible replacement parts
- Develop Baxter to UPS Integration for Repair, Replenishment and New Buy process

Solution Architecture



New Buy – ISO Purchase Process

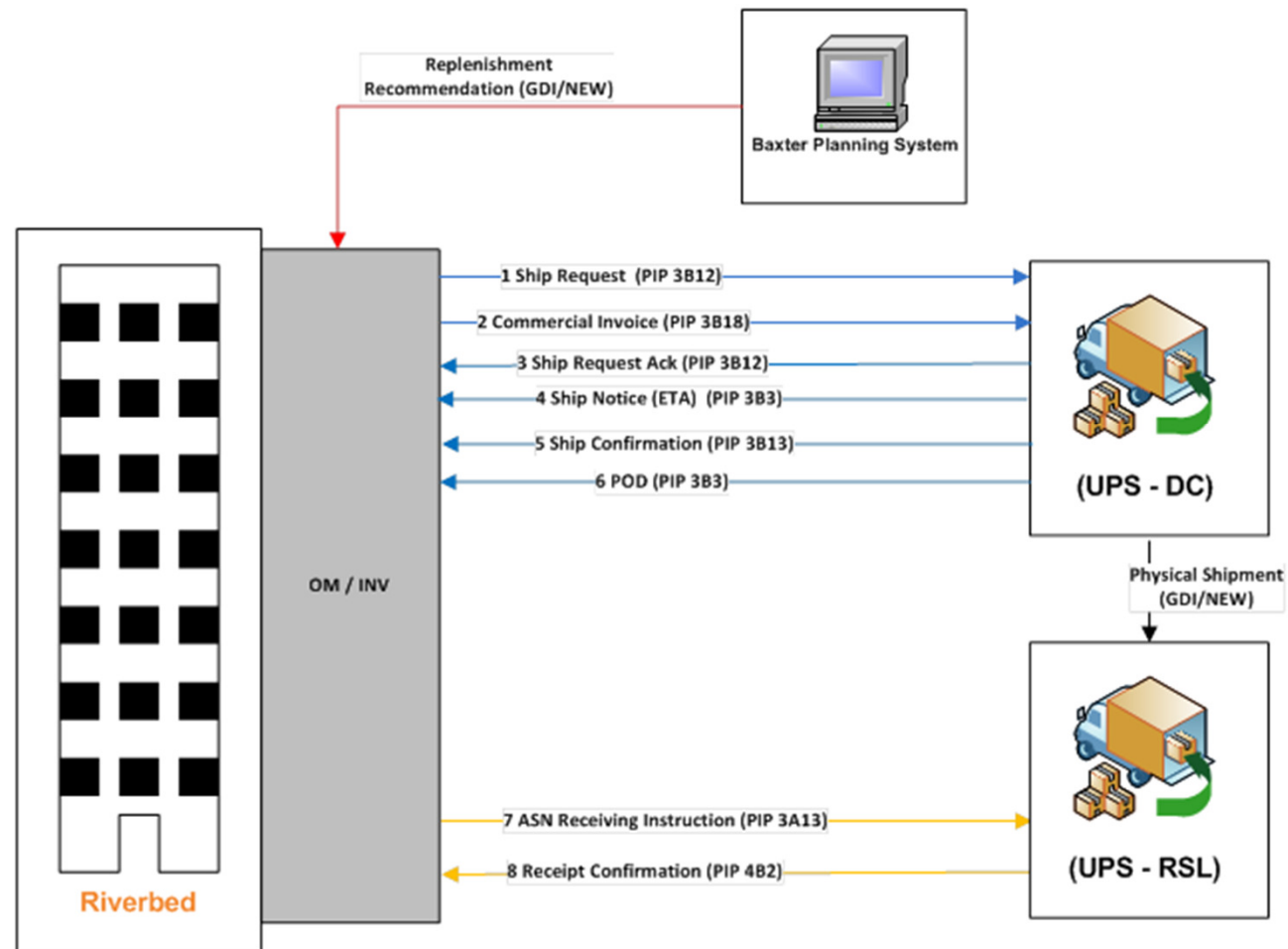
New Buy Process w/3PL – Information Exchange Flow w/ B2B Partners



Replenishment Process



Replenishment Process – Information Exchange Flow w/ B2B Partners



RMA Portal



Create RMA

Save Draft Create RMA Cancel

Create RMA

Order Information Required Information

Order Type Platinum Replacement Order

Escalation Engineer Parag Mone

Salesforce Case# 00001044

Customer Ref Number

Additional Notification

Engineer Email parag.mone@riverbed.com

Defective Unit

Serial Number D21TU0004EA81

Owner 4240 Architecture

Product ~SHA-01020-4PORT-COPPER

Installed At 1621 18th St Ste 200 Denver CO 80202

Shipping Details

Please click on the Go button to get list of addresses.

Ship To Customer 4240 Architecture -1740

Install At Address 37347 US Highway 6 Suite 200 Avon, CO 81620, US

Same as Install At Address ☒

Ship To Address 37347 US Highway 6 Suite 200 Avon, CO 81620, US

Ship To Contact Erik Slowik, PO 459875 ab@ab.com 93-121234123

Alternate Name

Alternate Contact Phone

Alternate Contact Email

Service Information

Service Type Customer Specific Time

Service Provider IBM

Service Provider Order Date 18-Dec-2009 09:05 AM

Customer requested date/time 19-Dec-2009 09:05 AM

Contract Service Type

Logistics Provider IBM

Service Provider Order Number 2323

Timezone (GMT -06:00) Central Time

Defective Part

Type	Unit	Product/FRU	Vendor Part	Qty	Delete
Unit		~SHA-01020-4PORT-CI		1	Delete
Parts					Delete
Parts					Delete
Parts					Delete
Parts					Delete

Add More Rows

Replacement Part Requested

Type	Unit	Product/FRU	Vendor Part	Qty	Delete
Unit		~SHA-01020-2PORT-CI		1	Delete
Parts		CMP-NIC-4T-X0S		1	Delete
Parts					Delete
Parts					Delete
Parts					Delete

Add More Rows

Problem Description

RCA Requested ☐

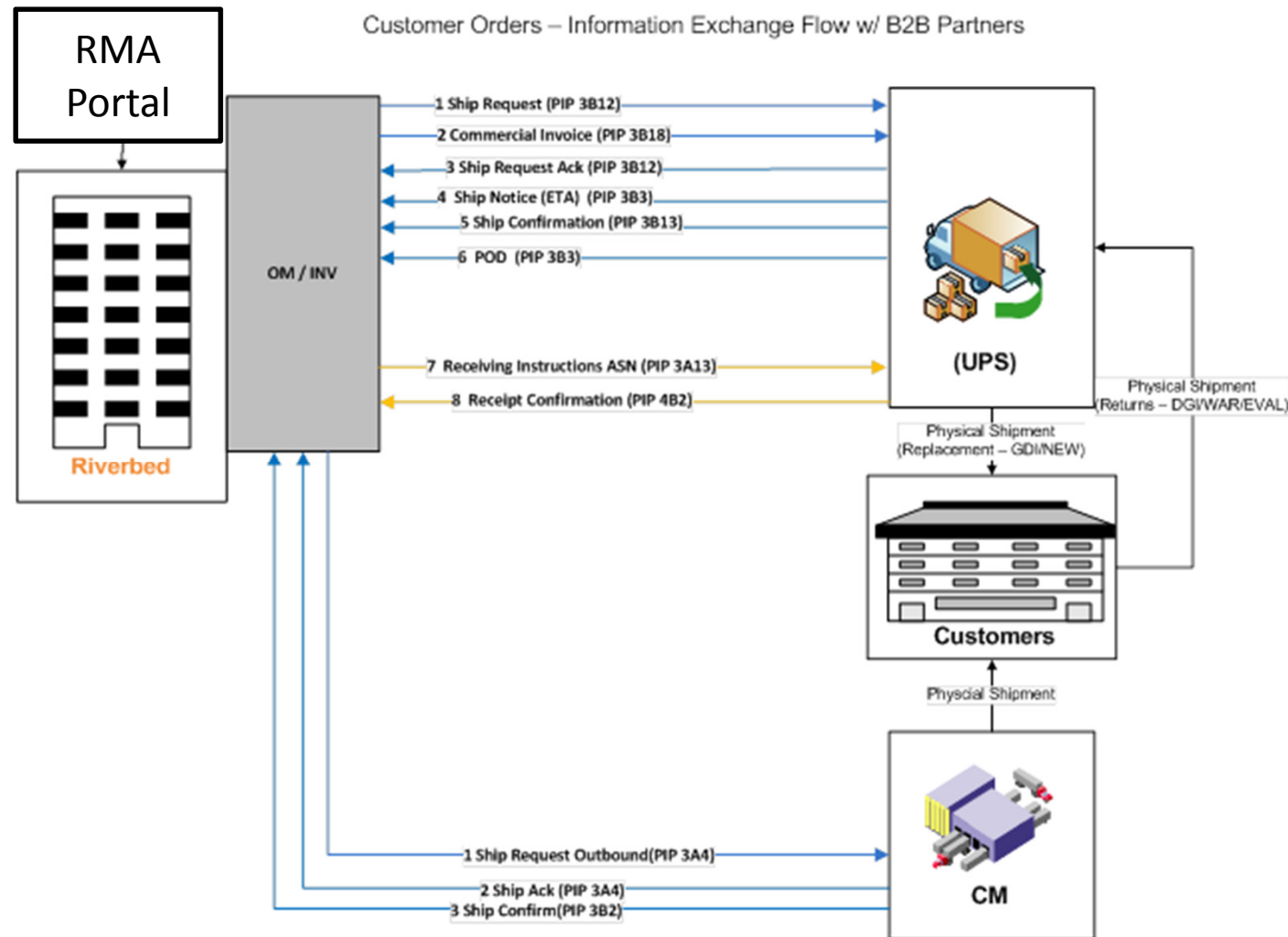
Problem Code Hardware - CPU heatsink bracket

Problem Description

Notes

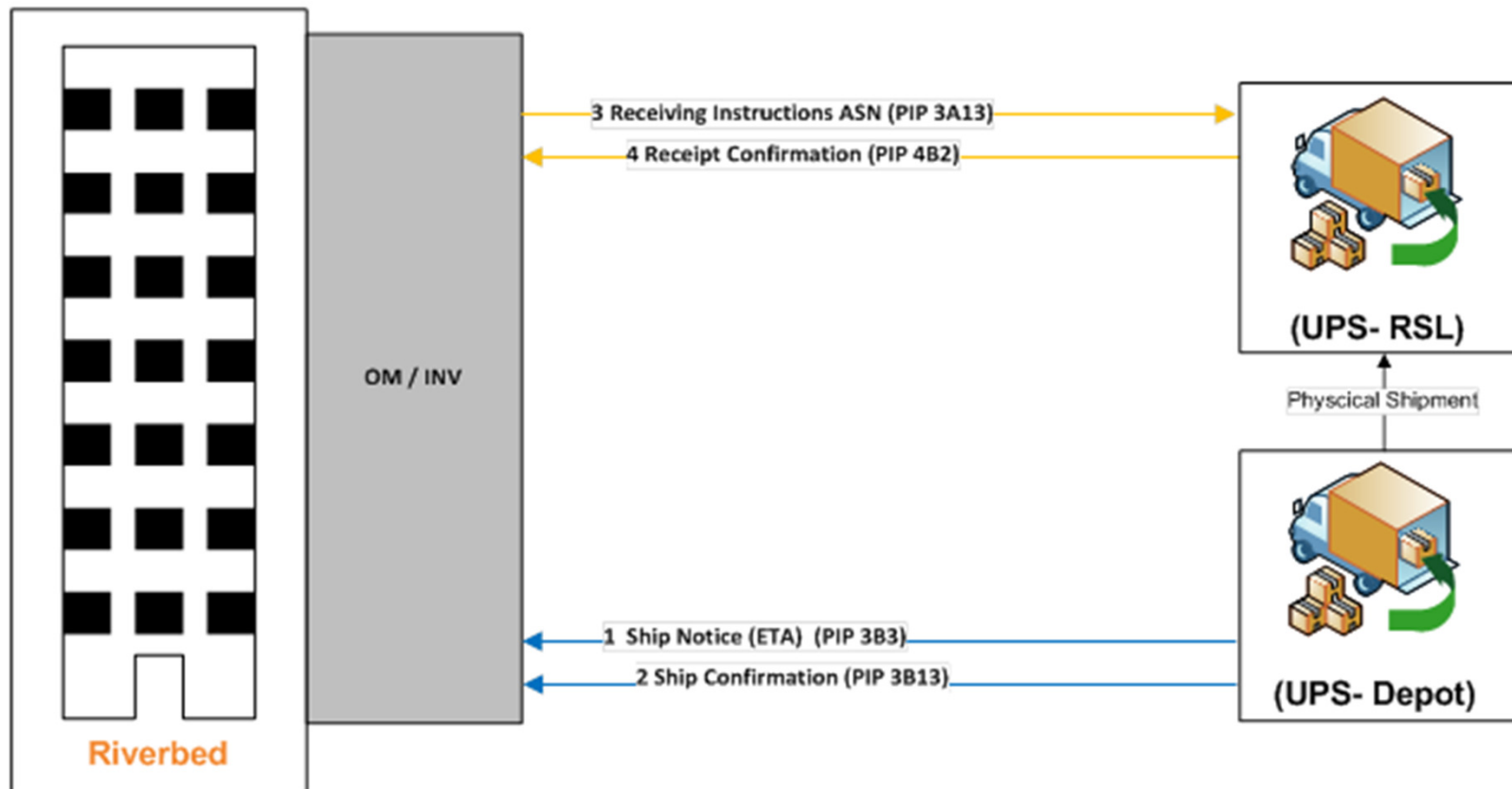
Save Draft Create RMA Cancel

Customer Service Fulfillment



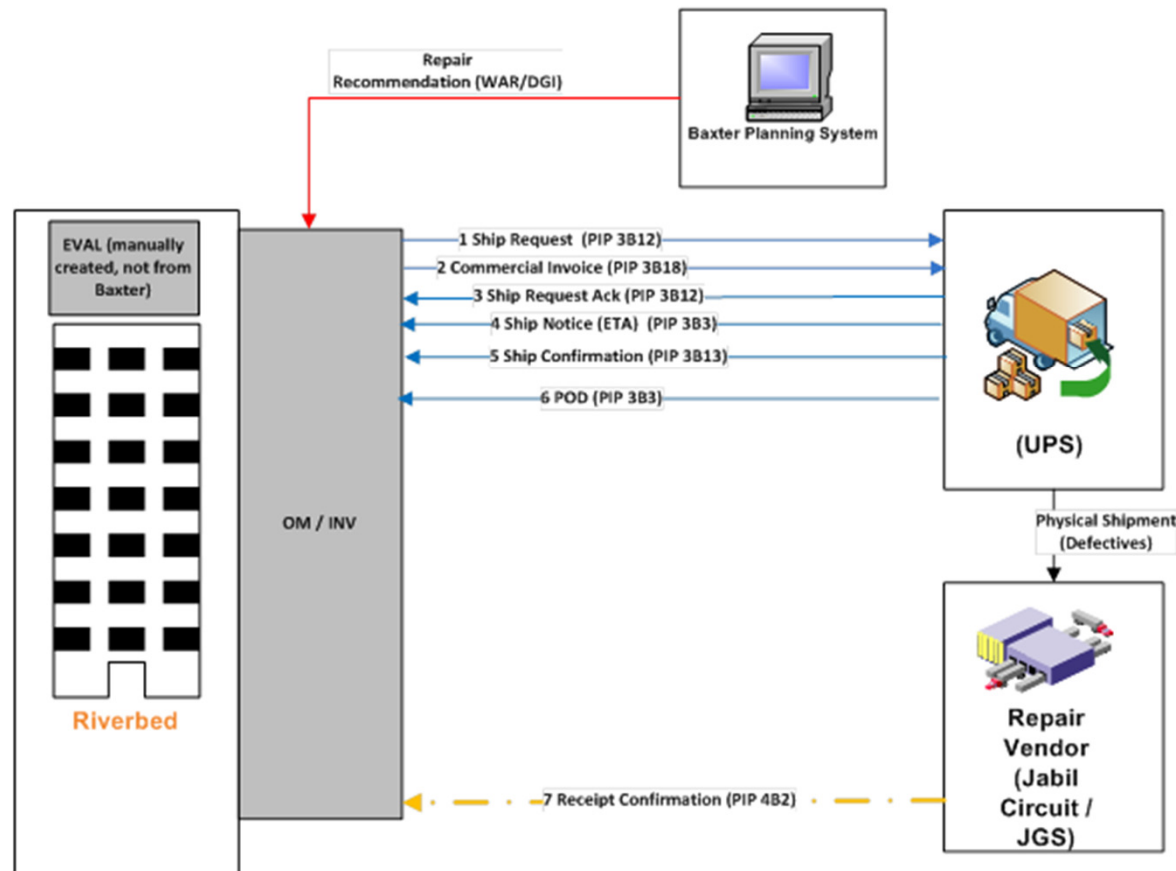
Bulk Defective Movements

Bulk Defective Returns – Information Exchange Flow w/ B2B Partners



Shipment To Repair Vendor

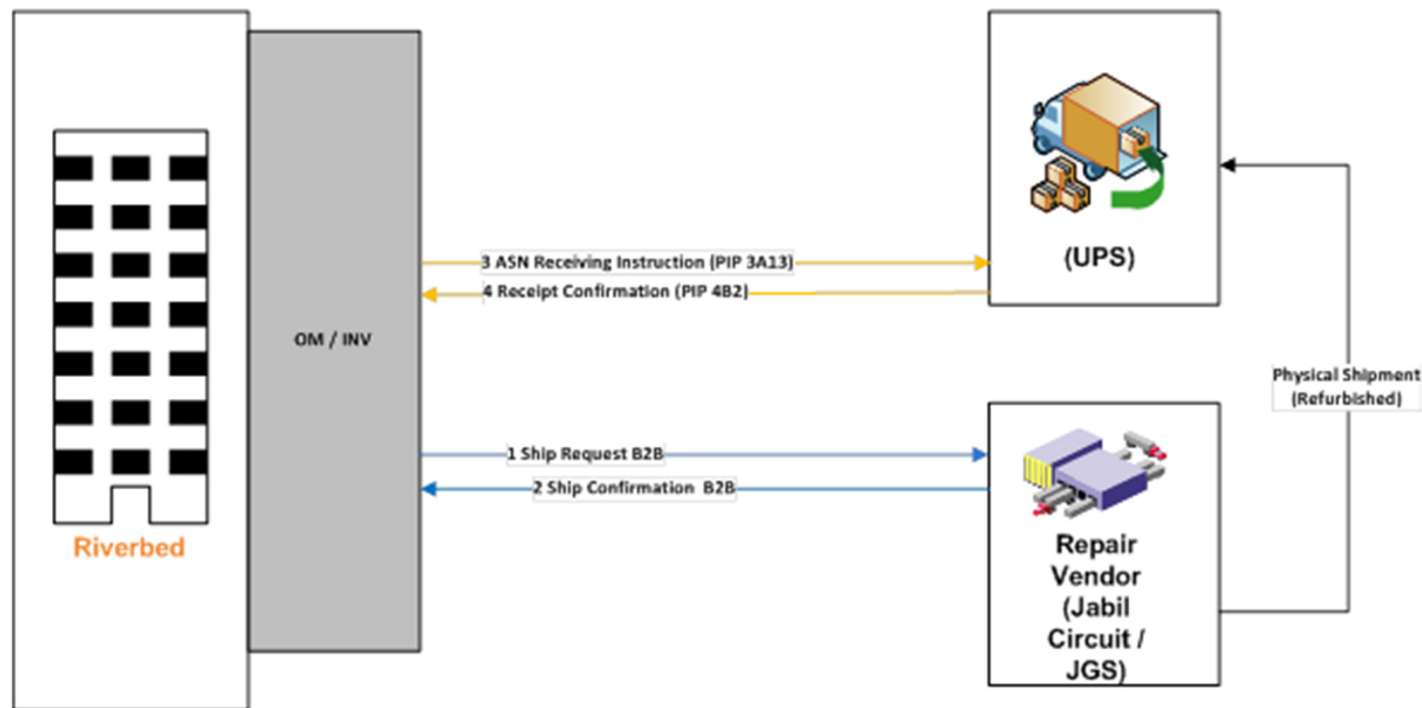
Shipment to Repair Vendor – Information Exchange Flow w/ B2B Partners



Receipt from Repair Vendor



Receiving from Repair Vendor – Information Exchange Flow w/ B2B Partners



Benefits Summary



**Reduce RMA
Processing
Time**



**Enable SLA
Compliance**



**Optimize
Inventory
Management
& Tracking**



**Orchestrate
coordination
between multiple
parties and systems**



**Manage By
Exception**



**Increase Customer
Satisfaction**

Lessons Learned



- Plan to go-live in phases
- Perform complete integration testing before going to end to end testing
- Give plenty of time to resolve connectivity issues
- Plan testing strategy, leave ample amount of time to coordinate testing with multiple parties
- Identify products, warehouses, quantities for testing
- Confirm the readiness of the trading partner before starting the project
- Make sure every data element from EBS and RosettaNet is discussed and approved by partners prior to start of development
- Make sure the volume and the max size of the transactions are tested before go live

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- Right Shore Delivery Model
- Right Size
- SAS 70 Certified

Q&A

For More Information



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