

Refurbishment and Resale Program for a Leading Computer Manufacturer

Transforming Customer Returns into
\$5.8M in Recovered Value Through
Certified Refurbishment



HIGHLIGHTS

Quantity = 22k+

The prompt refurbishment of thousands of consumer return products in very condensed amount of time.

Value = \$5.8M+

The value of the refurbished products was maximized while quickly reducing the backlog and overall cost of customer returns to the manufacturer.

Weight = 55.7 tn

55.7 tons of consumer products given a second life through refurbishment.

Secure Process

Traceability for every asset with complete visibility, resulted in zero data breaches or compliance issues.

Overview

A major computer manufacturer sought a trusted partner to manage the refurbishment and resale of customer returns within the U.S. market. While the manufacturer continued to oversee the intake of returns through its existing process, the partner would be responsible for refurbishing devices to specific warranty and condition standards.

Challenge

The manufacturer faced a growing backlog of returns that needed immediate processing to recover value and reintroduce products into the market. To succeed, the partner had to handle a diverse mix of laptops, desktops, and tablets with complete data security, and maintain brand integrity through approved packaging and accessories. Just as importantly, the program had to scale quickly to eliminate the backlog while supporting ongoing returns.

Results

As an Authorized Refurbisher, PowerON used its standard IT asset disposition workflow to process products. Then package in manufacturer-approved branded boxes with the proper brand elements, labels, and accessories. Within a few months of launch, PowerON had cleared the backlog of customer returns. The refurbished product represented a total value of \$5.8 million, successfully recaptured for the manufacturer.

Conclusion

By partnering with PowerON, the computer manufacturer gained a reliable, certified refurbisher capable of transforming returned devices into revenue-generating assets.