



Distributør i en stadig forandrende verden

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BRIGHTPOINT 

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Rask teknologisk utvikling, økte kunnskaper og forbedret brukerutnyttelse av nye funksjoner har forandret arbeidsmåten i produktlivssyklusen.

Distributøren står overfor nye utfordringer, og for å sikre sin plass i verdikjeden, kreves flere innovative tjenester.

- Hva er utfordringene?
- Hvordan kan distributøren opprettholde, eller til og med styrke, sin posisjon gjennom sin væremåte?

Foredragsholder:

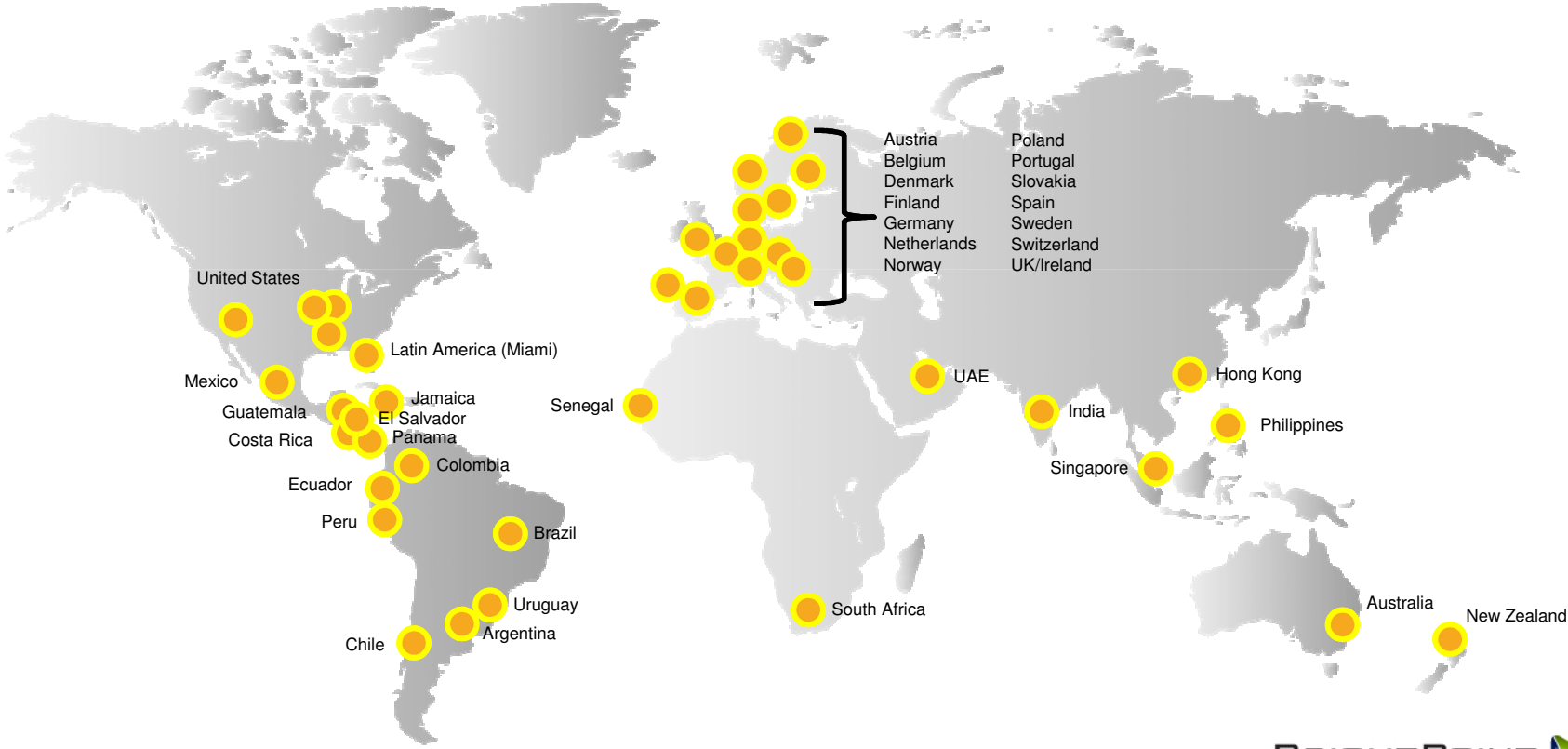
Christian Handeland, Commercial Lead, Brightpoint Norway

Introducing BrightPoint

- BrightPoint, Inc. founded in 1989 by Robert J. Laikin
 - IPO 1194 (NASDAQ:CELL)
- Approximately 4,000 employees globally
- Global footprint covering more than 35 countries
 - 25,000 B2B customers & 100,000 POS worldwide



Introducing BrightPoint



BrightPoint Nordic

Key facts (2011)

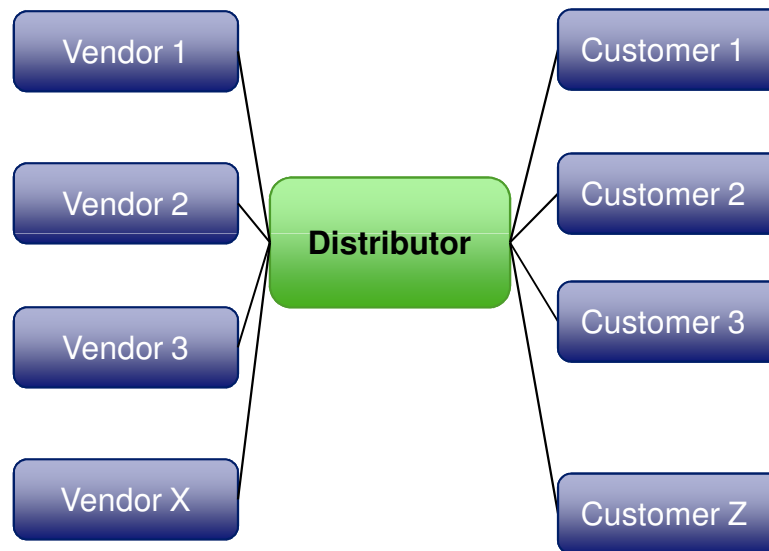
- \$700 Mio revenue
- Handled 4M wireless devices
- 450+ employees (100+ sales/marketing professionals)
- 2 warehouse facilities
- 1 Center of Excellence / 1 Shared Service Center
- Broadest customer base across the region

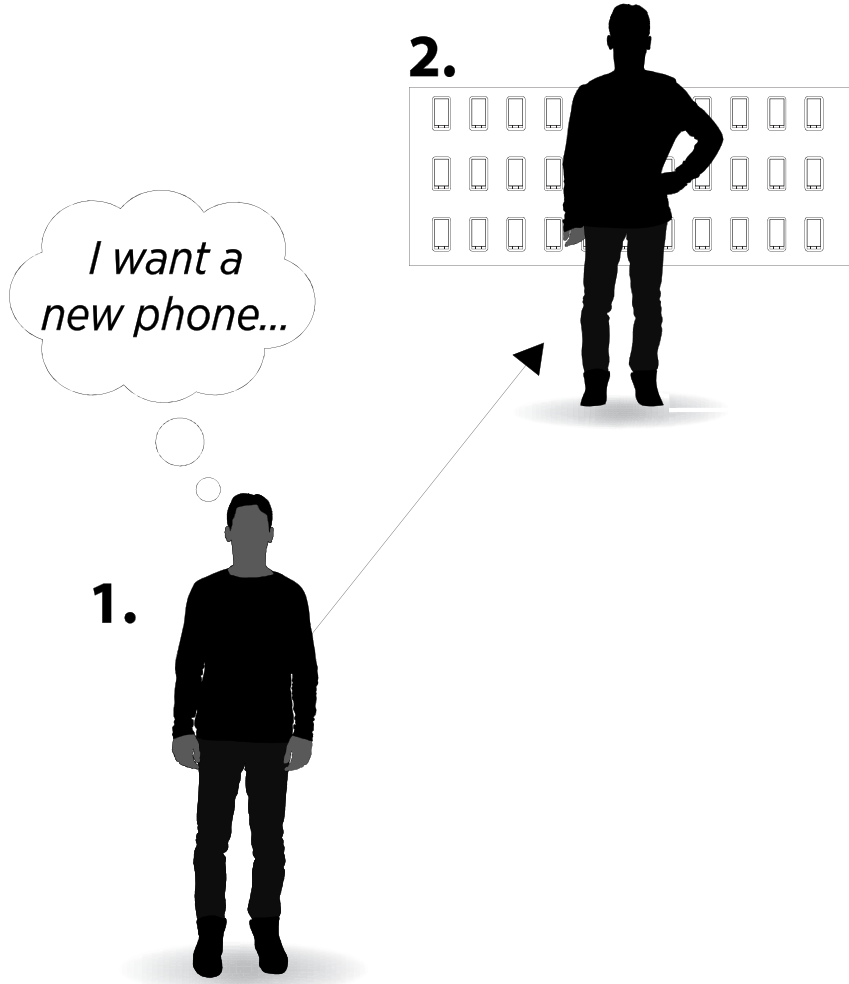
BrightPoint Norway

Key facts (2011)

- NOK 1 billion revenue
- **Approx. 100 employees** (Sales & marketing, IT, Warehouse & Logistics, CS, Backoffice)
- 1 warehouse facility
- Main areas of business:
 - Websales partner/handler for Netcom, Chess, Tele2 ++ (B2C)
 - Distribution partner – B2B, B2E, B2C
 - Service and servicelogistics
 - Logistics
 - IT Solutions

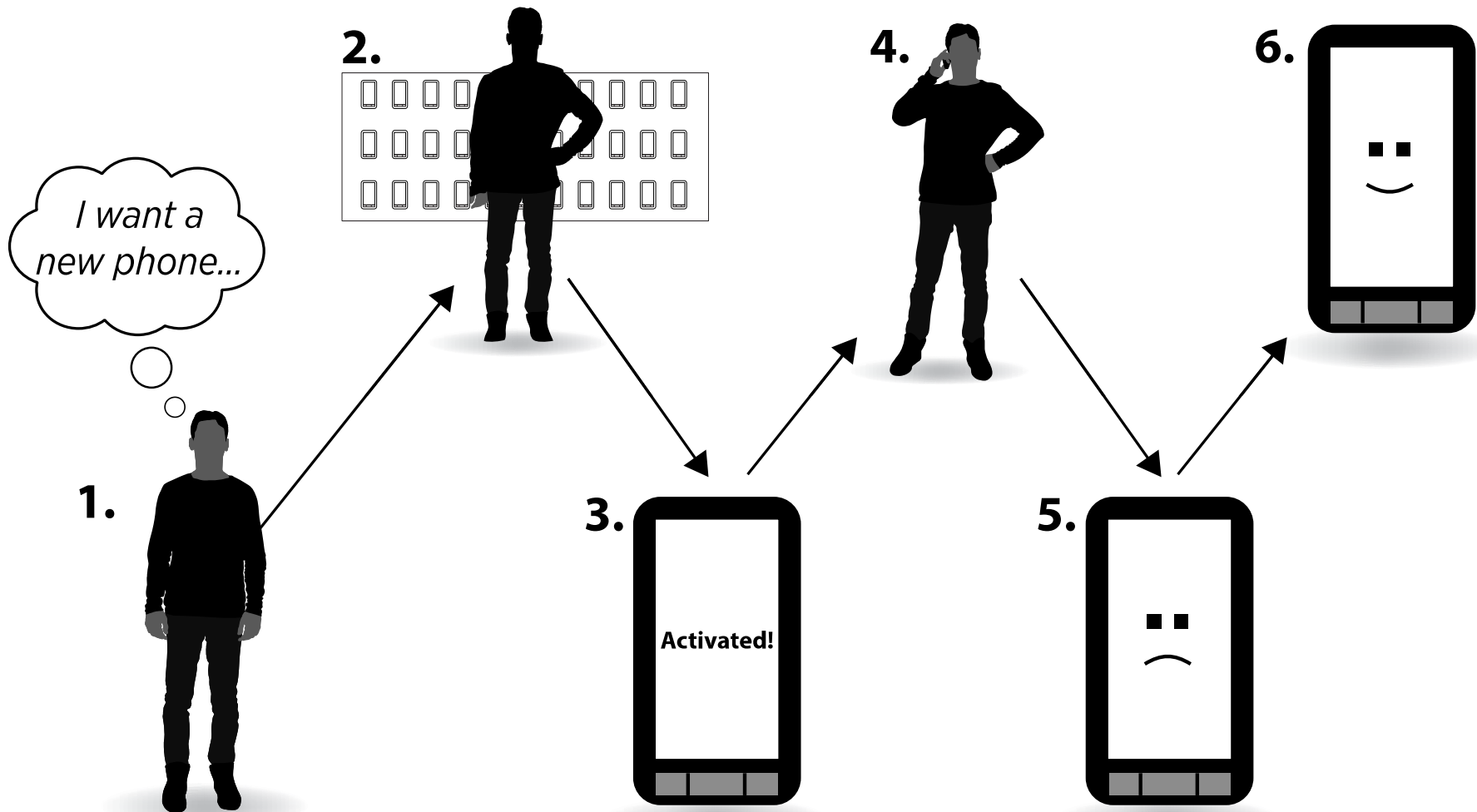
Hva er oppfatningen av en distributør?





Hva er utfordringene – i markedet?

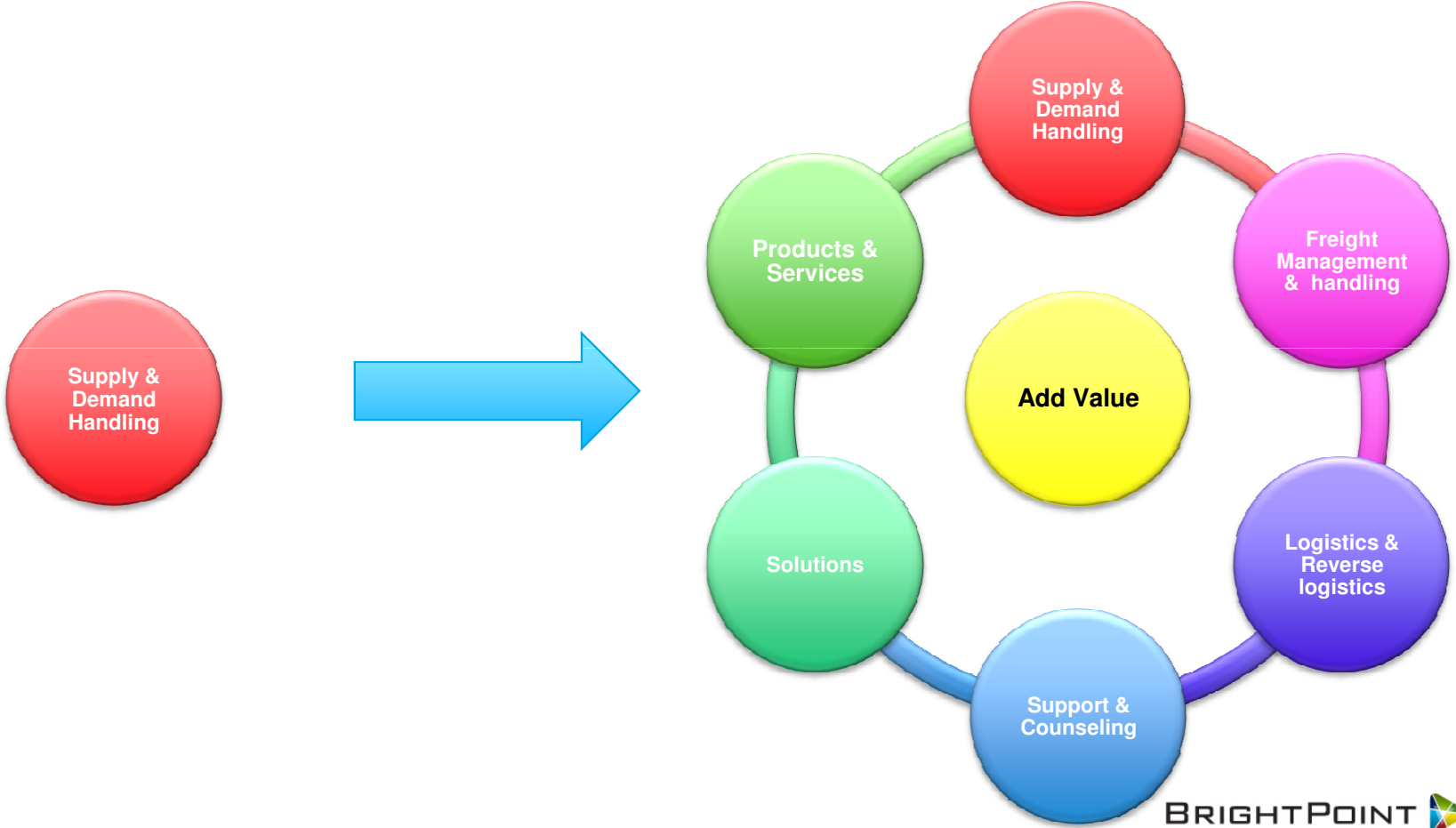


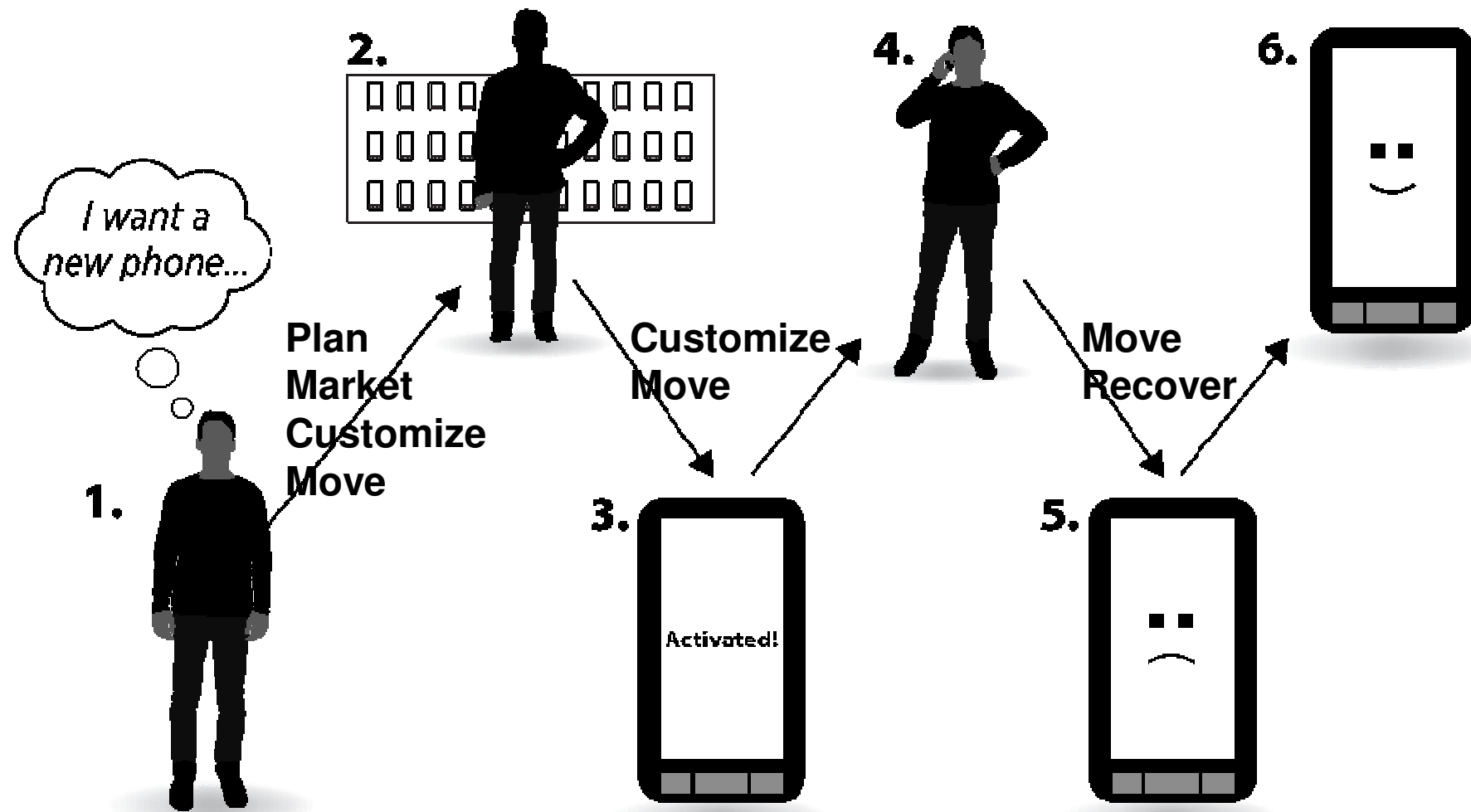


Hva er utfordringene – for distributøren?

- Synliggjøre tilført merverdi
- Utvikle og utveksle Kompetanse
- Kontinuerlig forbedre & effektivisere rutiner og prosesser
- Innovere og komplimentere på produktspekter
- Modulere tjenestetilbud for bedre behovstilpassning
- Ta ansvar for og bistå i kundeopplevelsen
- Løse utfordringer
- Utnytte nettverk nasjonalt og internasjonalt

Hvordan opprettholde eller styrke posisjon?





BrightPoint



PLAN

Forecast and manage supply chain lifecycles



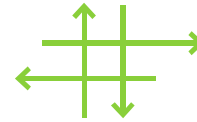
MARKET

Create demand and access sales channels



CUSTOMIZE

Configure, prepare and enable devices



MOVE

Deliver devices when and where they need to be



RECOVER

Maximize value from recaptured devices



BrightPoint

Device Lifecycle Services. **Delivered.**

- The device is at the center of what we do
- We offer a very wide range of services for every phase of the device lifecycle
- BrightPoint does its work to completion – we deliver



BRIGHTPOINT

