

# BRIDGEWAY LOGISTICS

"Bridging The Supply Chain"

Fulfillment ▶

Warehousing ▶

Distribution ▶

Transportation ▶

Forward Logistics

Reverse Logistics

## Reverse Logistics

**Reverse Logistics** – [adj: ri·vūrs n: lō jīstiks] : the process of planning, fulfilling, and controlling the efficient, cost effective flow of raw material, inventory, finished goods, and related information from the point of consumption for the purpose of recapturing value or proper disposal.

Bridgeway realizes the competitive pressures on our customers to aggressively build and maintain customer loyalty through flexible response to customer demands, including the adoption of liberal returns policies. This has resulted in a steadily increasing reverse flow of goods in supply chain. Bridgeway Logistics' reverse logistics management provides our customers with a program to efficiently manage the flow of products, material, and information. Through multi-tier returns networks, we provide critical capabilities required to control processes associated with returns, repair, and replacement.

Your reverse supply chain offers many opportunities to enhance and add value to your products and services: improved asset recovery, improved margins from improved efficiencies, enhanced and strengthened customer relationships. A reverse logistics solution from Bridgeway Logistics adds net income directly to your company's bottom line.

Bridgeway Logistics solutions detail every step in the returns process. Our centralized warehouse/processing center automates and reports, in real-time, the status and condition of every customer item. Our customers have this full visibility through our website. Critical product disposition, inventory, and status is tracked, stored, and reported for easy retrieval by you 27/7/365. As a Bridgeway Logistics' customer, you can even permit access to your customers/vendors to view designated information and/or reports.

Bridgeway Logistics' customers benefit by:

- Bridgeway managing the entire returns process
- Balances supply and demand in real time
- Offers a dynamic view of customer demand, inventory and supply
- Provides information capturing and allocation from multiple channels
- Presents complete order visibility for accurate and predictable results
- Increases net asset recovery
- Improves visibility regarding purchase and order activities
- Provides opportunities for up-selling, sale penetration, and cross promotion
- Helps lower inventory holding costs at returns centers
- Differentiates between tiers of buyers to customize user experiences
- Consolidates returns into one shipment to/from customers and vendors
- Runs manufacturer and extended warranty programs in a single centralized system

Bridgeway Logistics Reverse Logistics utilizes the advanced capabilities of:

- Award-winning Warehouse Management System (WMS)
- Warehouse Inventory System (IMS)
- Customer Service Management system (CSM)
- Reverse Logistics and Returns Management System (RMS)
- Integrated Transportation Processes (TMS)
- Electronic Data Interchange (EDI)

