



Sizing the reverse logistics warranty market in the high technology industry

Part 3: Asia

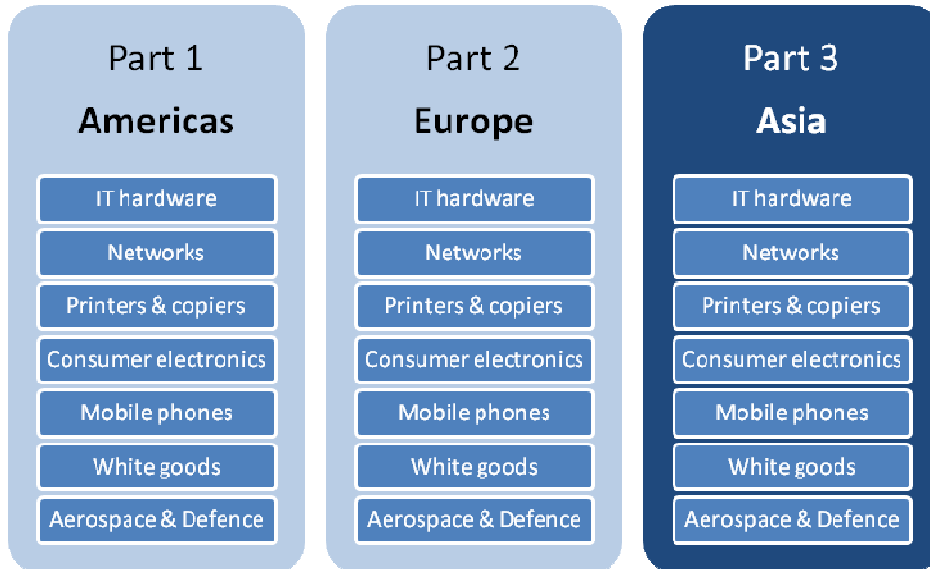
Detailed analysis of the Asia high tech industry defines Consumer Electronics as the most lucrative warranty market followed by IT hardware. Japan and China are the two leading individual regions by value although there has been steep growth in the emerging markets such as India. Quantitative values, overviews of typical service offerings, growth forecasts, and leading companies are defined for seven market sectors.

Joint Reverse Logistics Association and MGH Consulting Ltd research

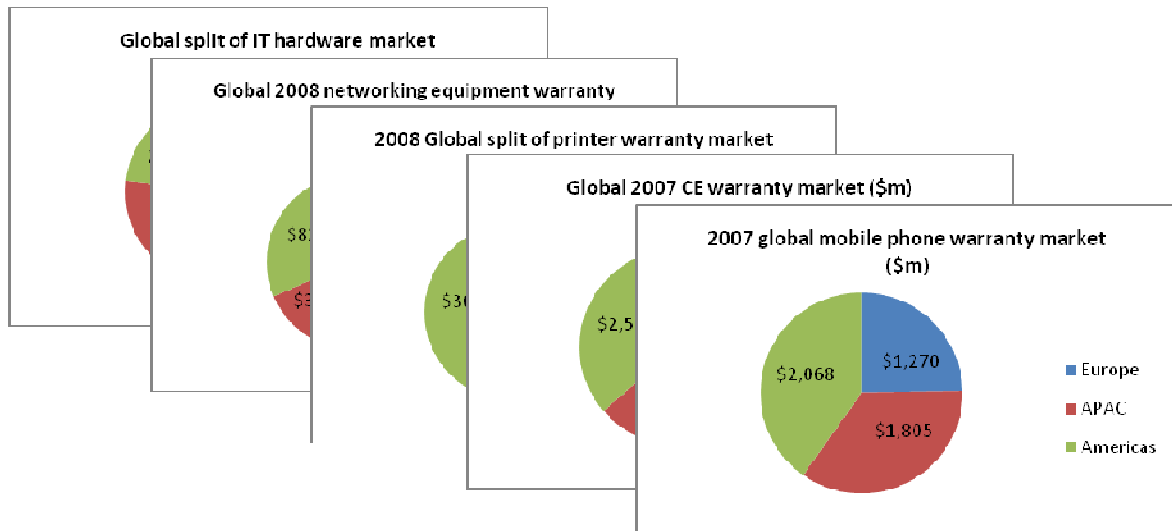
August 2009

Overview

Following the successful joint launch of the *Warranty Benchmark Tracker* in March 2009, the RLA and MGH Consulting have continued their partnership to develop a three part research paper that assesses the global reverse logistics market for 2009 and beyond. Each paper focuses on warranty spend within the high technology industry across 3 major geographies.

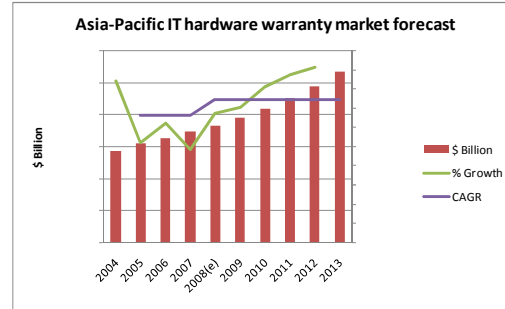
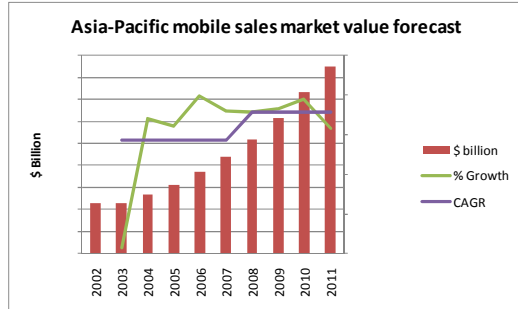


Each market segment is assessed individually, with multiple data sources employed to size both product sales and warranty market values. This quantitative analysis is supported by an overview of service industry practices, identification of the OEM market leaders and predicted market growth forecasts.



Examples of regional warranty market sizing for some of the market segments

The commentary also compares the mature and developing geographies and explains how lessons learnt in more developed markets will affect the future trends within the high volume growth zones of the youthful emerging markets. The market growth forecast is also forecast for the next 3-5 years, depending on segment.



Examples of regional warranty market sizing for some of the market segments

Conclusions are then argued, and illustrated summaries show the critical metrics per market segment.

IT hardware	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
Networking equipment	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
Printers & Copiers (small devices)	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
Consumer electronics	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
Mobile phones	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
White goods & domestic appliances	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months
Aerospace and defence	<ul style="list-style-type: none"> • Asia product sales: US \$xbln • Warranty claims (% of product sales): x% • Asia warranty market: US \$xbln • Average warranty reserve cover: x months

The research is available now available from www.rltinc.com, just go to the publications menu and select "Research Documents". RLA membership tiers can enjoy discounts on our retail price of \$1495 per regional report, or \$3500 for all 3 reports.

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MGH Consulting specialises in after sales service and logistics in the high technology industry. Over the last ten years we have focused on building a solid understanding of the market place, its ever changing pressures and industry best practice. We pride ourselves on being able to work with organisations, to deliver a paradigm shift in service and logistics performance.

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