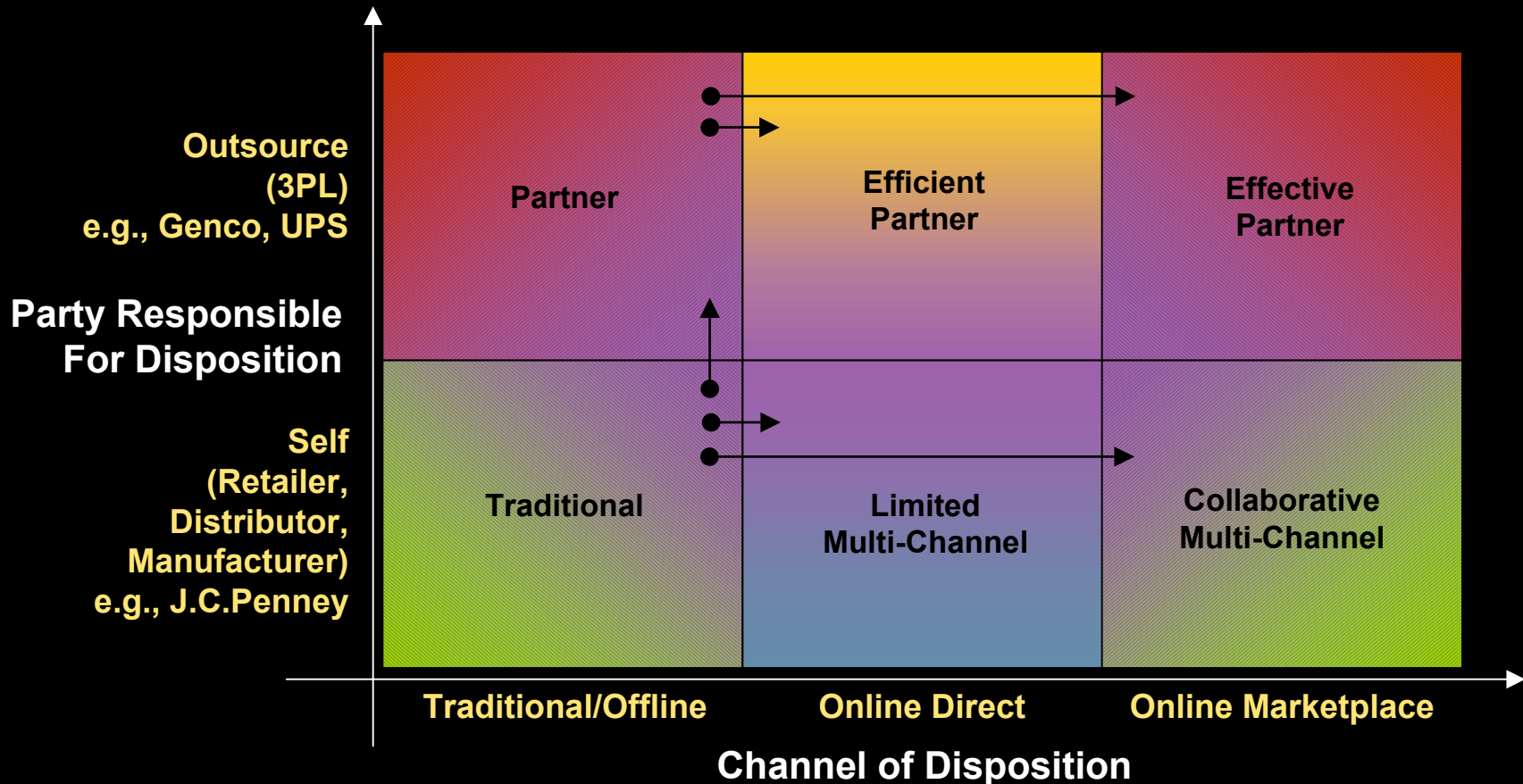


Managing Disposition – The Return-to-Cash Process

- Emerging online channels
 - ◆ Internet reducing cost and information asymmetries of traditional liquidation markets
- Six business models for managing the “return-to-cash” process



Managing Return-to-Cash – Six Business Models

- **Traditional**
 - ◆ Many retailers, manufacturers and distributors use traditional liquidation channels
- **Limited Multi-channel**
 - ◆ The retailer, manufacturer or distributor compliments the traditional channel with their own online channel
 - ◆ E.g. J.C.Penney has an online outlet on its web site
- **Collaborative Multi-channel**
 - ◆ The retailer, manufacturer or distributor leverages an established online marketplace
 - ◆ E.g. Home Depot established its outlet on e-Bay
- **Partner**
 - ◆ Handling of returns and disposition is outsourced to a specialist, a third-party logistics provider (3PL)
 - ◆ E.g. J.C.Penney or Wal-Mart uses GENCO
- **Efficient Partner**
 - ◆ The partner establishes an online channel complimenting traditional means of liquidation
 - ◆ E.g. GENCO established its own online marketplace
- **Effective Partner**
 - ◆ The partner leverages established online channels to broaden its reach
 - ◆ E.g. GENCO uses eBay

Collaborative Multi-channel and Effective Partner models require middleware (e.g. Auctionworks) to connect to marketplaces