



# Belmont Trading Company Case Study

LATAM Mobile Device Trade-In Program

2016



# Case Study: Latin American Mobile Device Trade-In Program

## Client

- Leading LATAM mobile network operator
- Diversified service portfolio includes mobile phones, cable TV, broadband, mobile payments
- Operates online eCommerce site and a network of retail stores



## Client Situation

- Sought partner to run online and in-store mobile device trade-in program and provide:
- Maximum recovery value by selling phones in optimal markets (domestic or international)
  - Maximum velocity of cash conversion
  - Minimum environmental impact
  - Compliance with strict Colombian regulations

## Integrated Solution

- Belmont partnered with client and in-store processor to develop end-to-end trade-in program
- Belmont manages all out-of-store logistics, leveraging Colombia facility for device collection & processing, Dubai and Hong Kong facilities for international remarketing, U.S. facility for recycling devices that can't be remarketed

## Business Value Delivered

- Turn-key solution for mobile carrier
- Client's end customers who trade in consume significantly more services and data than non-participating customers

# Case Study: Latin American Mobile Device Trade-In Program (continued)

## Capabilities Demonstrated

