

EMEA DOA returns process

- Prosumer Channel

EXTERNAL DOCUMENT
As of Sept 15, 2008
Revision A

Definition of a DOA

1. What is a DOA?

- Apple branded products that channel customers have determined to be “open box” Dead on Arrival (DOA) or otherwise known as Inoperable Upon First Use (IUUFU) and where customers have refused a warranty repair
- Is caused by hardware symptoms that prevent basic operation, upon first use out of the box
- Is a failure that has occurred within 14 days on purchase by the end user.

2. What is NOT DOA, The following are not valid DOA reasons

- Operating System (OS) and/or Application Bugs or faults
- Missing or Wrong items (SRF process supports this)
- Damaged finished goods boxes
- Refurbished product
- Refurbished , Demonstration, or second hand stock
- Product that has been re-configured in the channel
- Incomplete units, missing originally shipped items
- Products where a warranty repair was already accepted and performed
- A “closed box return” or any “buyer remorse” returns

Key changes to the EMEA DOA process

TPM's are eliminated from the DOA process

- Point of Sale is now the DOA decision maker - Apple DOA policy calls out DOA eligibility
- Channel encouraged to offer in-warranty repair options first

Stop using the AppleCare case id as a requirement for DOA RMA Authorisation

- AppleCare contact centre assistance remain available for troubleshooting support

Direct primary Point of Sale will now interface with Order Management directly for a DOA RMA - not TPM

- Single primary PoS to manage reporting where multiple PoS exist.
- Order Management check eligibility and authorise RMA

A DOA is a product exhibiting a hardware failure within 14 days from the Resellers invoice to their end customer

A Proof of Purchase is required for any DOA RMA claims reported beyond of 60 days from Apples invoice to the reseller

A strict EOL rule for products - EOL products after 90 days are not eligible for RMA

Back-end monitoring of RMA return rates

- Policy compliance audits will occur if required due to abnormal return rates

Disties Managing Claims for Products Purchased Indirectly

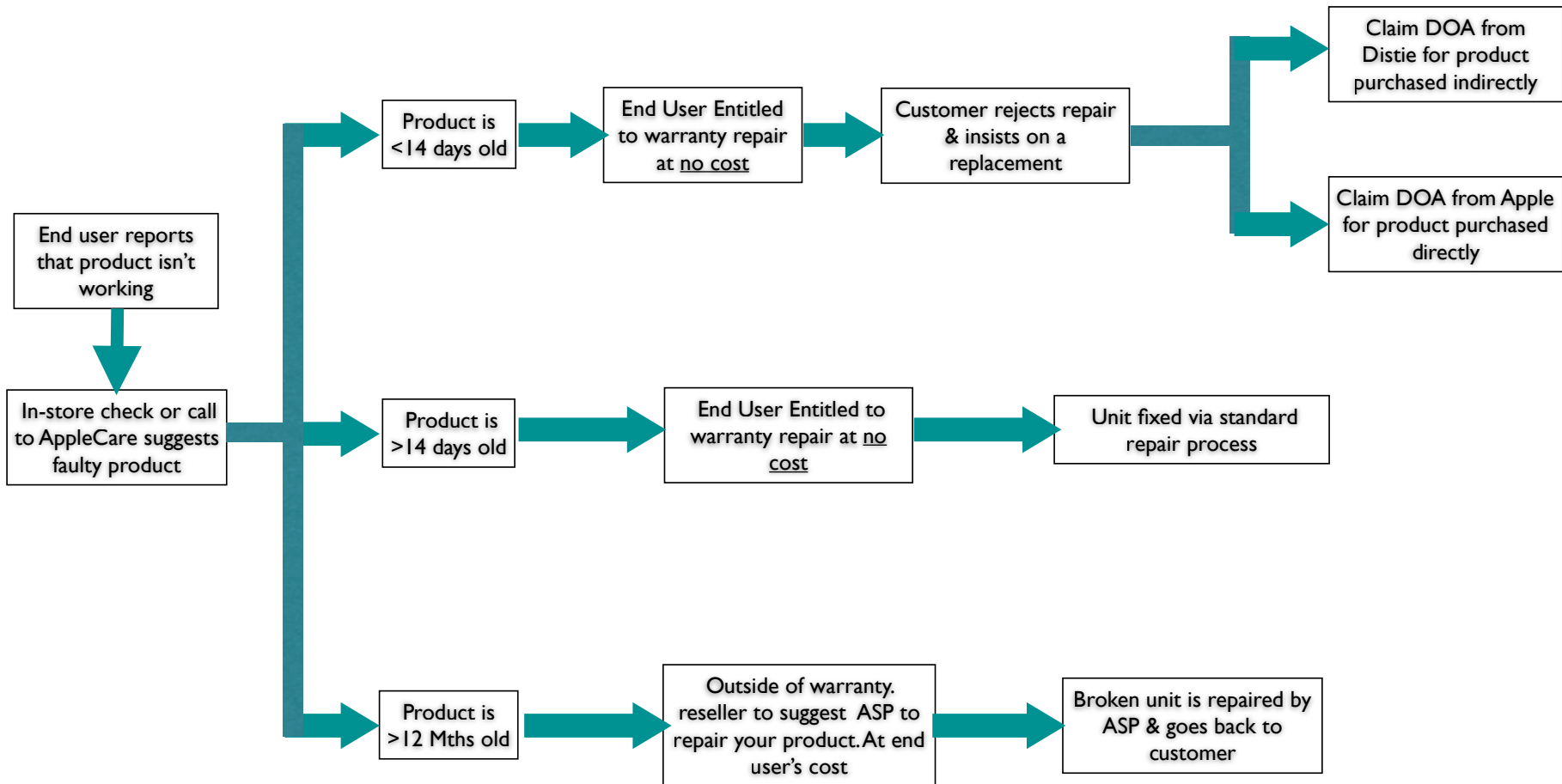
- Policy compliance audits will occur if required due to abnormal return rates

DOA Change Go-Live date: October 1st

Excessive Return Limit Processes for Resellers

- Based upon a resellers product return history, Apple reserves the right the refuse all DOA return requests in excess of 1% (by value) of actual net revenues for the previous quarter.
- In the case that Apple should determine that a general return of products is required, those products would not be subject of Apple's return reserve limit.
- All DOA return requests from resellers who are believed to have excessive returns will be audited for policy compliance.
- Apple reserves the right to refuse or return, at the resellers expense, any product shipped in violation of this DOA Return Policy.

Full DOA Process





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