

Case Study: Phased Relocation Strategy

Excess Logic Assists With the Relocation and Remarketing of Surplus Computer Servers and Disk Arrays For A Computer Memory Manufacturer Allowing Them To Recover Over \$243,000

Challenge

As one of California's innovators of flash arrays relocated to a larger location as its business continued to grow, the company faced many challenges. The company was faced with developing a strategy to relocate its base equipment and to liquidate the equipment which was not going to be moved during the decommissioning of their previous facility. The challenge was to relocate their equipment to its new facility with little to no interruption to their business as well as to recover the maximum value from their surplus equipment to provide cash to offset its relocation costs and generate cash to reinvest into its growing business.

Solution

The client selected Excess Logic to develop a detailed relocation plan which minimized down time and to remarket their surplus equipment. Excess Logic's unique knowledge of logistical procedures, its proven resume of relocations, and its use of multiple online marketplaces was a logical choice to maximize value. After partnering with the client to understand its logistical challenges, Excess Logic developed plan to phase the relocation of the company's base equipment and identifying excess equipment to be liquidated. As the company seamlessly executed the plan developed by Excess Logic, the focus then turned to the relocation and liquidation of the excess equipment. Excess Logic expertly removed all of the clients equipment from their facility and relocated it to its 21,000 square foot facility in Fremont, CA. Once on-site, their trained personnel evaluated the equipment and separated the equipment for remarketing and recycling.

Having access to over 100 million buyers worldwide, Excess Logic is able to remarket surplus assets to a broad range of customers ranging from end users to dealers on various platforms, thus garnering the largest exposure and highest recovery price. Excess Logic continuously analyzes historical prices of surplus equipment, and are able to effectively define the current market value for their clients' surplus assets. Excess Logic then pinpoints the most strategic buyers for the equipment in both domestic and international markets, providing their clients with maximum return on their capital. Excess Logic ensures transparency by providing its clients with custom asset and market reports.

Results

Excess Logic was able to sell all of the remarketed equipment at the maximum prices allowing the client to recover in excess of \$243,000 to offset their costs of professional moving and reinvest in their business. Excess Logic recovered 80% of residual value of their clients equipment and its value recovery program consistently recovers three times more value than using traditional auctions and liquidators. Partnering with Excess Logic, the client maximized the residual value for its equipment and was able to vacate their old facility and save additional costs related to storage while experiencing no down time.

No Upfront Fees

Cost of Pick-up, recycling, and disposal fees are offset with recovery

Logistics

Experts in logical relocation plans when you need it

"Excess Logic partnered with us to develop a logical relocation strategy which helped us efficiently vacate our old facility and avoid additional storage costs. We didn't have to pay them anything upfront as their fees are deducted with the liquidation proceeds. Their approach to value recovery of our surplus is very unique and we were pleasantly surprised at the total recovery. These funds offset the professional movers we hired and allowed us to have excess cash to invest into our growing business at our new facility."