



## **Case Study: GoPro & Watchpoint Logistics – Optimizing the Reverse Supply Chain for Retail Point-of-Purchase Displays**

### Client Overview

GoPro, a global leader in action cameras and content creation technology, relies heavily on eye-catching retail point-of-purchase (POP) displays to drive customer engagement and sales across retail environments. The POP displays, require regular maintenance, refurbishment, or replacement—creating significant logistical and financial challenges.

### The Challenge

GoPro faced increasing costs and inefficiencies in managing the reverse supply chain of its POP displays. Retail stores frequently needed replacement parts or full display units due to wear, damage, or seasonal updates. The absence of a centralized system made tracking inventory difficult and led to unnecessary replacement of displays, ballooning logistics expenses.

Key challenges included:

- High transportation and refurbishment costs
- No visibility into inventory or display condition across global regions
- No standardized process for retail partners to request replacement parts
- Disparate and inconsistent refurbishment operations in different markets

### The Solution: Watchpoint Logistics' Reverse Supply Chain Management

Watchpoint Logistics designed and implemented a comprehensive reverse logistics solution tailored specifically to GoPro's global retail footprint.

Key Components of the Solution:

1. End-to-End Reverse Logistics  
Watchpoint managed the entire reverse supply chain, including:
  - Pickup of used or damaged POP displays from retail partners
  - Transportation to regional refurbishment warehouses located in:
    - San Francisco, USA
    - Sydney, Australia
    - Amsterdam, Netherlands
  - Refurbishment and redeployment of displays to minimize waste and cost
2. Custom Web Portal Development  
Watchpoint developed a dedicated, GoPro branded web portal for GoPro that:
  - Allowed GoPro to track inventory in real-time across all refurbishment centers
  - Gave retail trading partners direct access to:
    - Request replacement parts or display components
    - Schedule pickups of used displays

- View the status of refurbishment and redeployment
- 3. Streamlined Communications and Workflow  
Standardized workflows and communication protocols were put in place, ensuring consistency across regions and reducing lag in processing time.

#### The Results:

The partnership between GoPro and Watchpoint Logistics delivered significant operational and financial benefits, including:

- Over \$2 million in savings on logistics and POP display replacement costs
- 85% of returned displays refurbished and redeployed, reducing waste
- Faster turnaround times for retailers, improving customer satisfaction
- Global inventory visibility, allowing proactive decision-making
- Seamless ordering experience for GoPro's retail partners via the web portal
- The GoPro branded website increased the Distributors confidence and satisfaction in the inventory control and availability of logistics support

#### Conclusion:

Through a smart and scalable reverse supply chain solution, Watchpoint Logistics enabled GoPro to transform what was once a costly and inefficient process into a cost-effective, sustainable, and tech-driven advantage. The solution not only cut costs but also enhanced the experience for GoPro's retail partners worldwide.

"Watchpoint's reverse logistics platform helped us streamline a complex global process, saved us millions, and gave our retail partners the tools they needed to support our brand."  
— GoPro Operations Manager