

The Journey Through the Logistics of a High-Tech Product Launch



Planning Begins >

Stage 1 Forward Deployment

Determining the best strategy for getting your product into the supply chain

International freight and package movement

Global distribution to staging locations

Customs Brokerage

UPS has transported over **7.6 MILLION** kilos in freight shipments specific to high-tech product launches since 2010.



Efficiently moving your product into the desired geographies and ready for consumers

Stage 2 Product Processing

UPS serves more than **220 COUNTRIES** and territories, including every address in North America and Europe.



Product security



Warehousing & packaging

Shipment processing

Stage 3 Product Delivery



Visibility and Tracking Solutions: Quantum View®, UPS.com and the UPS Mobile App

Synchronizing the delivery plan to match the desired launch-day experience for your customers

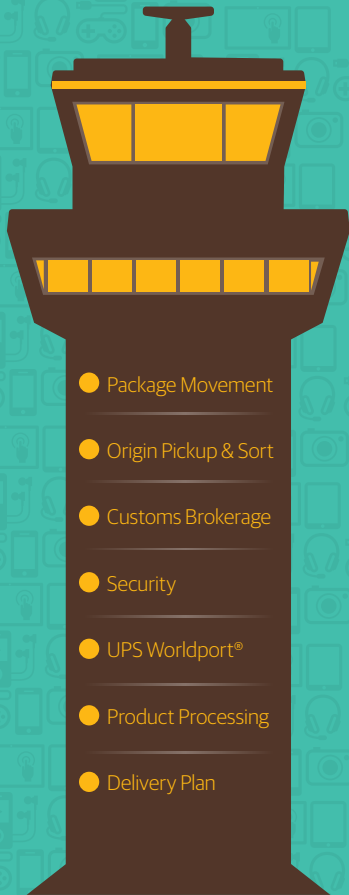
Customer delivery

UPS has delivered **MILLIONS** of packages, such as tablets and smartphones, for high-tech product launches over the years



Customer delivery management tools such as **UPS MyChoice®**

Satisfied customers



- Package Movement
- Origin Pickup & Sort
- Customs Brokerage
- Security
- UPS Worldport®
- Product Processing
- Delivery Plan

UPS will manage planning processes across multiple stakeholders and geographies through the control tower