Ease of Use Round Table

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The Ease of Use Round Table www.eouroundtable.com has developed a number of great tools and white papers to help you to analyze your product returns, understand why your are getting returns
and take proactive action to reduce the returns.

The Ease of Use Round Table was started in response to data suggesting that Ease of Use was the number two reason that potential new buyers were not buying PCs. Since then, their focus has broadened and participating companies include representatives from the desktop and mobile PC OEMs, server OEMs, IT-solutions providers, peripherals providers, communications equipment OEMs, hand held manufacturers, telecom providers, electronics and CE product providers. The EOU Roundtable includes companies such as Intel, Microsoft, HP, Dell, Siras, Philips, Access Technologies, Lexmark, Best Buy, Broadcom, Lenovo, LG Electronics, Nokia, Samsung, France Telecom, and Canon