

# SUCCESSFUL ITAD COMPANIES ADAPT, ALIGN, AND BECOME MORE AGILE TO MEET CHANGING CUSTOMER DEMANDS

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“Goal Zero”. Sustainability. Renewable energy. Circular economy. Brand reputation. Data security. These are the key themes for major technology manufacturers today as they embrace social responsibility as a core value in their brands’ reputation. Modern ITAD companies are no longer just job shops extracting residual value from end-of-life assets or recycling reusable assets. They now play a critical role in the manufacturer’s value chain.

Nearly every major technology manufacturer and service provider today has built into their brand DNA a sustainability mission, not just keeping e-waste out of landfills but vertically integrating the disposition and recovery of their products into their design process, reducing the amount of energy and water they consume during manufacturing, and re-using materials from their own recycled products. Apple wants to build products using 100% recycled Apple material via a closed loop supply chain. Facebook partners and collaborates with manufacturers to co-create more efficient data centers. Google has made a mission out of driving a circular economy. All of them have discovered that aside from contributing to good citizenship, **sustainability is just good business.**

## CASE EXAMPLE: THE BUSINESS CASE FOR DELL.

Sustainability is just good business but for none more so than Dell whose “10X20” mission mandates that by the year 2020, Dell products will deliver at least 10 times the value for every dollar of product sold. Dell measures value broadly including performance, energy efficiency, manufacturing costs, disposition, recovery and re-use of materials, environment impact, and safe working environments to name a few. All of these measures constitute a new way that Dell has changed its fundamental business model beyond yesterday’s linear manufacturing, beyond today’s circular economy, to tomorrow’s value creation by intentional design and engineered sustainability throughout the entire life cycle, not just the product. Performance improvements are now table stakes. Dell is changing the axis of competition by re-defining how value is measured: performance improvements are a given, minimizing waste and consumption are differentiating.

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## WHAT DOES THIS MEAN FOR MODERN ITAD COMPANIES?

It's no longer business as usual for today's ITAD companies. Just as technology manufacturers are partnering with their suppliers for product design, engineering, and manufacturing, ITAD companies have to learn to partner with manufacturers and technology service providers – and their customers - both for components and finished goods disposition services. They must begin to think of themselves as life cycle engineers and consultants to their customers and to the customers they serve. They must build relationships further upstream in design and engineering processes so they become perceived as strategic partners, not just disposition service providers. ITAD companies today have become commoditized job shops that react to manufacturers' needs rather than partners in a strategic conversation. To be competitive today, modern and successful ITAD companies do seven things with excellence:

- 1. They are solutions focused, consultative partners, not just service and salespeople.** Successful ITAD companies are lifecycle engineering experts that can build complete solutions for up-cycling and end-of-life disposition of IT assets in a responsible, safe and secure manner.
- 2. They are a good environmental steward of their customers' brands and brand reputation.** Successful ITAD companies learn how manufacturers' think about their brands today. Today, most manufacturers and service providers are building advanced sustainability programs as a core brand value. ITAD consultants must be able to translate their service offerings into tangible and meaningful brand benefits for their customers.
- 3. Have a full-suite of disposition capabilities, not only re-use, re-cycle, and reclamation services, but safe and secure disposition of assets and data.** While cyber security occupies current mainstream headlines, secure data destruction of end-of-life and re-marketed assets is a rapidly growing concern.
- 4. Focus their service offerings on customized solutions that fit customers' lifecycle design requirements, not one-size fits all services.** Successful ITAD companies have a consulting mantra: "disposition is designed".
- 5. Make it easy for customers to do business with them. Successful ITAD companies focus on a solution rather than a sale to build a long-term and strategic partnership.** They are happy to consult with customers to develop "design, build, run" programs. Once a relationship as begun, they incorporate easily configurable traceability, accountability, and valuation systems so that customers know where their assets are moment-by-moment, often on their personal mobile devices.
- 6. They invest in co-marketing programs to build visibility and awareness of the tangible customer brand benefits they touch.** They are proud to become part of their customers' brand value propositions.
- 7. Finally, successful ITAD have at least one core service that offers customers a differentiated brand benefit that no ITAD service can provide.** This provides customers with a distinctive and highly exclusive brand benefit that can help them with their own brand differentiation.

## SIPI ASSET RECOVERY, A DIVISION OF SIPI CORPORATION, MEETS AND EXCEEDS THE CRITERIA THAT DEFINES SUCCESSFUL, MODERN ITAD COMPANIES.

We are a solutions-focused and highly consultative organization that loves to partner with customers to build highly customized disposition programs that drive customers' brand value throughout their product life cycles. Our consultants, who average more than 10 plus years of experience in the industry, work with customers to meet any disposition challenge with our industry-leading full suite capabilities for recycling, re-marketing, and value reclamation and complement our disposition services with the industry's only complete suite of data destruction methods to minimize the security risk for sensitive end-of-life IT assets. Most ITAD companies can only offer up to three proven methods for secure data destruction: 1) software-based overwriting, 2) degaussing, and 3) physical destruction via crushing or shredding. Sipi introduces a fourth method: ultimate destruction that uses our smelting capability to essentially "liquify" data by melting the storage assets. We call it FIREMELT and this fourth method is truly industry defining and brand differentiating and the only method that guarantees 100% destruction of all data quickly and permanently.

### WHAT IS TRENDING TODAY: RIGOROUS DATA DESTRUCTION STANDARDS

Data destruction standards and requirements vary by industry, but the trend is clearly toward higher levels of data protection utilizing increasingly secure destruction methods especially in financial services (PCI-DSS), healthcare (HIPAA) and defense sectors, where data exposure represents a great risk to the enterprise's brand reputation. Moreover, destruction of both data and hardware increasingly require compliance with certified proof.

<p><b>METHOD 1</b> Secure Data Wiping</p> 	<p><b>METHOD 2</b> Drive Shredding &amp; Crushing</p> 	<p><b>METHOD 3</b> Degaussing</p> 	<p><b>METHOD 4</b> Sipi FIREMELT™</p> 
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### DATA DESTRUCTION: FOUR PROVEN METHODS

Many companies now employ more than one method of data destruction when disposing of or recycling old hardware. Decisions to deploy one or more methods are typically determined by a company's risk tolerance and by the form of data residing on media.

While the four proven methods have not changed significantly, their level of precision and reliability has. Principally, regulations that govern treatment of data, which in turn affects each method's appropriateness, have become more exacting. Efficacy, cost, time spent, and documented proof of environmental and regulatory compliance are the new decision drivers. Financial services, defense, and healthcare industries are especially driven by increased public scrutiny resulting in stringent data destruction requirements.

## WHICH METHOD IS RIGHT FOR YOU?

Secure data destruction is a complex process. Deciding which method of data destruction to use requires a careful calculation of your company's IT asset mix, budget, time constraints, logistic requirements and environmental obligations. Collection and on-site packing, transportation logistics, including secure chain-of-custody, certification, remarketing, recycling, trade-in management, regulatory management, imaging, returns management and parts harvesting should play a part in your decision making.

Especially in the fields of healthcare, financial services, technology and value-added reselling, Sipi Asset Recovery offers the specialized know-how and deep technical knowledge to help clients master their unique business and compliance challenges related to digital asset management and secure electronic waste disposal.

## WHY SIPI ASSET RECOVERY?

We understand the challenges you face for secure end-of-life data destruction and equipment disposition and have the deep technical know-how to advise you on the best strategies that maximize security, safety and value recovery. We are responsive, agile and innovative and believe that doing the right thing is just good business.



Contact Sipi's experts to learn more.  
Call **(847) 750-9350** or visit **[www.sipiar.com](http://www.sipiar.com)**

Sipi Asset Recovery is a USA based, Woman Owned business focusing on helping organizations overcome the business, regulatory and environmental challenges of surplus technology. We carry certifications including R2, e-Stewards, HIPAA, ISO 9001, ISO14001, ISO18001 and PCI-DDS. We are a Certified Customer Service Organization who has earned the trust of large to small companies to provide IT asset disposition services ranging from onsite destruction, remarketing, donation and recycling. We're dedicated to earning your trust and helping tackle the unique challenges you face.

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