

BEST PRACTICES: SAFE AND SECURE HARDWARE ASSET RECOVERY

How corporations can work with Dell to properly dispose of old PCs in a data-secure, environmentally sound and cost-effective manner.

For every PC, notebook and server sold worldwide each year, IT managers need to consider asset recovery. Each of these devices comes equipped with some mix of monitors, printers, keyboards, external storage and networking equipment. And, each is chosen with a certain degree of loving care. Too often, though, the same care isn't applied to the machines being replaced.

For a large company that turns over its hardware every three years, an inventory of about 10,000 outdated PCs translates into more than just a landfill of potentially hazardous waste. It could be a landfill packed with valuable corporate data, including personal data about customers and employees.

Disposing of old PCs is a high-risk proposition, and too often the executives responsible for protecting data and risk management—CIOs and CFOs—are left out of the disposition process. Mid-level managers, some of whom aren't involved with IT, may simply be shopping for the lowest-cost provider. This approach could present environmental dangers, shoddy documentation and government fines or court judgments. Additionally, there is the risk that important data might fall into the wrong hands.

Where do those old PCs go when they pass through the doors to the loading dock?



For just \$25 per piece of equipment (such as a monitor, printer, server, etc.), Dell helps customers protect themselves from exposure to data security, environmental and compliance issues. In addition, those customers can be assured that their PC disposal and asset recovery efforts are well documented; they can save on the cost of warehousing thousands of obsolete systems, and sometimes they can recover some of their

costs through carefully planned recycling and resale practices.

“Disposing of old systems can be a huge risk with all the environmental and data privacy requirements our customers have. With tightening IT budgets, some are enticed by so-called ‘free recyclers’ or employee sales and donations. I advise customers to put the same security diligence into their recycling decisions that they do for network security; think about how much time and money you invest in firewalls, VPNs, anti-virus, even password management. If you don't rely on free network security software, you shouldn't rely on free recycling. This is not an area where you want to skimp, especially when Dell offers secure recycling for \$25/piece,” says Eric Seifert, Business Development Manager for Asset Recovery Services.

Dell Asset Recovery Services are a key part of Dell's overall service offerings. Enterprises can trust

Dell professionals to provide crucial services, including planning acquisition of a PC fleet through customization, deployment and asset recovery. Dell's offerings are designed to fit closely with best practices in IT management. Best practices in asset recovery can result in minimized environmental impact, compliance with government and industry regulations and protection of corporate and individual data.

Asset recovery within IT has taken on new importance in recent years. At one time, companies were content to have a low-priced, local recycler haul away old equipment. Those companies seldom knew exactly where each truckload of computers went, what became of the potentially hazardous materials, such as cadmium and lead, and whether hard disks were properly sanitized.

With increasing corporate interest in Green Computing, more companies today are conscious of the need to recycle computer components and to ensure that hazardous materials are kept out of the water and soil. Best practices state that organizations demand recyclers document their disposal procedures in detail. While there is greater awareness of Green Computing, companies also face the challenge of complying with government and industry regulations for data protection and destruction.

No business wants to be the next to see headlines shouting their name in connection with pollution, loss of customer data to thieves or unaudited destruction of internal communications. In addition to potential fines, such companies face the threat of public embarrassment and damage to their reputation. Proper asset recovery not only protects the company from losses, it shows partners and regulators that the organization uses due diligence in its recovery efforts. Dell not only documents its own procedures and audits its partners, it encourages corporate customers to conduct their own inspection of Dell's partners.

Dell Asset Recovery Services help corporate customers in five key areas:

DATA SECURITY

Dell overwrites hard disks three times with random 1s and 0s.¹ That overwrite procedure is based on guidance from the U.S. Department of Defense 5220-22-M standard. The process renders the original information virtually irretrievable. Dell then provides customers with dual certification, detailing the recycling of the old system and the data-cleanse procedure. In

addition, Dell offers a three-tier audit process utilizing a third-party auditor.

Documentation is key to Dell's recycling service. For example, each time Dell processes an old system, the customer is provided with a certificate of destruction that includes the serial number, how the data was cleansed and how the system was either recycled or resold.

ENVIRONMENTAL LIABILITY

Systems determined to have no resale value are recycled based on industry-accepted best practices for recycler performance standards, and customers are provided with a certificate of disposal for each piece of equipment. Dell strives to pursue a Zero Landfill Policy, where all materials are recycled rather than sent to a landfill; a Zero Export Policy, stating that no recycled materials will be sent to a foreign country for disposal; and an audit not only of Dell's partners, but of the downstream firms that those partners utilize.

GEOGRAPHIC CAPABILITY

Dell Asset Recovery Services are available in 77 countries worldwide in an effort to assure global companies that they can receive the same high level of service, including auditing, wherever they do business.

SEAMLESS LOGISTICS

Dell Asset Recovery Services includes gathering, packing and transportation of equipment at the customer's convenience. In addition to freeing up valuable time on the part of the customer's employees, this can save the customer the cost of transporting obsolete systems to a warehouse and storing the equipment there for months or years. A Dell Recovery Manager is assigned to meet each customer's needs.

FINANCIAL BENEFITS

At \$25 per piece of equipment, Dell's Asset Recovery Service is economically priced for the level and quality of service that includes equipment pickup, shipping, data sanitization, reselling/recycling and disposition documentation. In addition, Dell offers an

aggressive 90 percent (customer) to 10 percent (Dell) revenue share on all resold equipment. Dell is a leader not only in supplying top-quality, cost-effective PCs through its direct model, but is taking a lead in ensuring outdated computer equipment is disposed of in a safe and secure manner. Dell sets an example for other organizations by encouraging consumers to participate in recycle/reuse programs in conjunction with Goodwill Industries.

Dell's team of compliance managers carefully track environmental and data protection regulations throughout the world to help their customers remain compliant. Dell also works closely with its corporate customers to educate them on the value and need for careful, documented compliance and safe disposal of computing assets.

"Other asset disposal providers may claim to provide a similar level of service to Dell. What's important is that customers do their due diligence to ensure those providers can substantiate those claims. In a 2006 independent survey conducted by a third party, our customers gave us a 95 percent satisfaction rating, and a further 97 percent of our customers responded that they plan to repurchase our services again in the future," says Joe Strathmann, Senior Manager for Dell's Asset Recovery Services. He adds, "Achieving that level of customer satisfaction is no small feat. You need to have robust controls, including independent, third-party audits and detailed ongoing measurements that track every step in the process. After processing approximately 78 million pounds of used equipment worldwide last year, we're focused on improving as we grow."

Dell Asset Recovery Services can provide companies a level of confidence that helps them sleep better at night, knowing their PCs can be disposed of, recycled or resold in a secure, environmentally friendly and well-documented manner. ■

For more information about Dell services, visit <http://clientmigration.ziffdavis.com>.

1. No data removal process leaves a hard drive or computer as free from residual data as a new product. Dell makes no recommendations regarding the customer's security needs or representations regarding the effectiveness of one method of data removal over another. It is the customer's responsibility to protect any confidential or sensitive information contained on its hard drives recovered by Dell.

