IAITAM ACE

KICKIN' ASSETS
SINCE 2002

Successful Case Studies:
Managing Multi-continent Data Destruction and
Disposition Programs

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IAITAM

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Agenda

International ITAM, ITAD & Data Destruction

Data Privacy Laws Across the World

Redeploy / Remarketing Different IT Assets around the world – Options / Needs

Financial Justification & Approaches for IT Asset Management

7 Case Studies

International ITAM, ITAD & Data Destruction

Top Differences/Challenges:

- Language / Cultural

- Time Zone

- Cross Boundary Movement

Solutions:

- Multi-Lingual
  - "guy at the dock – security – office worker"
  - Regional Conflict
  - Process Driven // End-results Driven

- Time Zone
  - "Losing a day"
  - 1 PM EST Monday – 1 AM Singapore
  - In country representation = Project management and Delivery

- Cross Boundary Movement
  - Process in country
  - Remarket in country
  - Move to another country
  - Partial Process and remarket in another

Data Destruction around the Globe

General Data Protection Regulation (GDPR)
Created: April 14, 2016
Implementation: March 25 2018
- "Right to forget" personal identifiable information
- Fines: 4% up of Revenue/Turn Over or up to €10,000,000
- Applicable to data that may reside outside of the European Union
- Amazon €756M – Meta: €405M

Evolving 100 Countries and growing with some sort of laws

Experience: US/EU multinational Companies drive level of compliance (+/-)
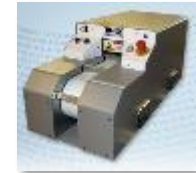

Privacy Laws Around the World

PIPEDA
GDPR
Cyber Security Law
CCPA
ePrivacy
BDSG
Personal Data Protection Bill 2018
CalOPPA
DPA
Data Privacy Act of 2012
LGPD
POPI
PDP
The Privacy Act 1988

Source:
Trly

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Destroy Drive
On-site Data Destruction

Data Destruction around the Globe

Physical Destruction
- Onsite Shredding
  - North America, Europe, Australia
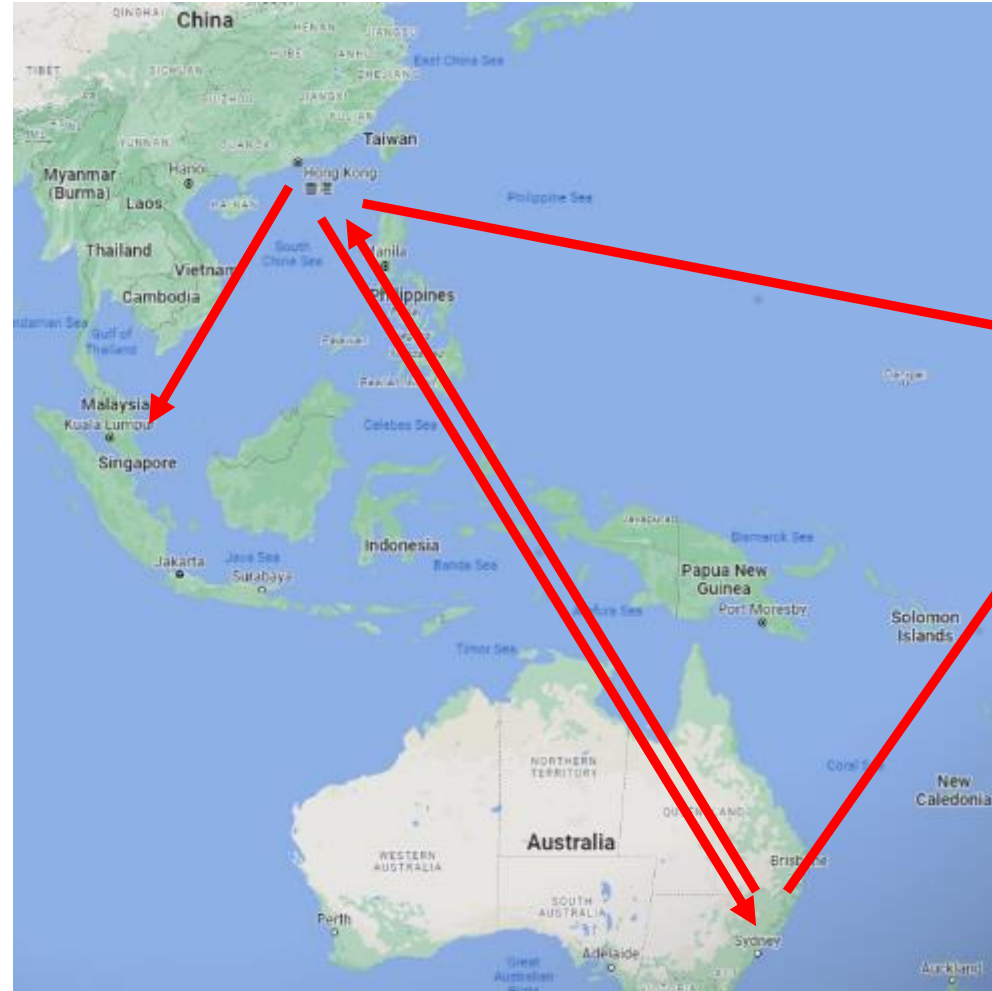 - Grew out of paper-shredding
- Degaussing

Wiping
- Ubiquitous – its software
  - Data center – different technologies
- Occasionally - means degaussing in some regions

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Destroy Drive
Onsite Data Destruction

Redeploy / Remarketing Different IT Assets Around the World

Example:
- Moving equipment between:
    - Asia
    - Australia
    - US

New York

Redeploy / Remarketing Different IT Assets Around the World

Moving Complete Asset:

Commercial invoice
- *Company: even if you are redeploying*
- *ITAD: needs "Commercial Invoice" + info below*

Country of Origin (COO)

Description/Classification – ~~scrap~~ – Serial Numbers

Harmonized Tariff Schedule

Customs and duties

EOR –Exporter of Record (Requires legal status = taxes)

IOR Importer of Record (Requires legal status = taxes)

Declaration of value and intended use

Customs broker or customs broker (Paperwork)

Shipping – shipping terms (INCOTERMS) and Mode
- *Duties: Can be required upfront –especially if significant*
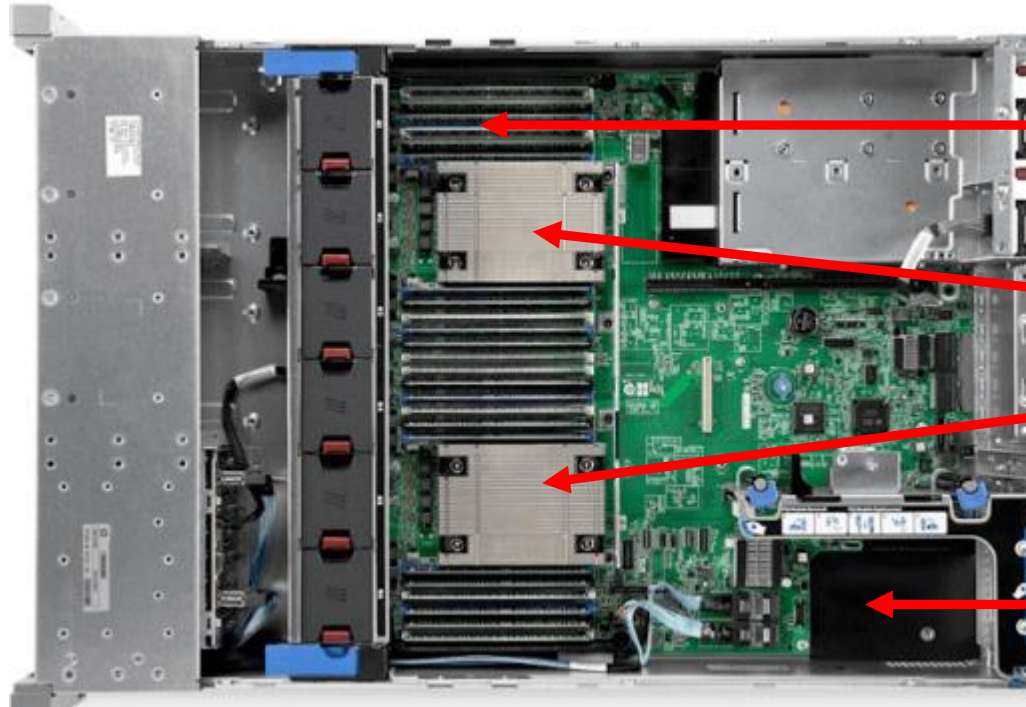
Redeploy / Remarketing Different IT Assets Around the World

Moving Parts of an Asset:

HP DL380

HDD/SSD

Memory

CPU

Interface Card(s)
NVME

Benefits:
- Lighter weight
- Lower Shipping Costs
- Faster
- Higher value per lb
- Optimizing ROI

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Destroy Drive
Onsite Data Destruction

Financial Justification & Approaches for IT Asset Management

Financial Justification:

Primary / Historic: Defensive in Nature
- "Insurance"
- Compliance
  - Environmental – AVOID fines, Bad Press
    - Example:
    - Target – California – batteries et al. - $7.5M
  - Data Security – AVOID fines Bad Press
    - Example:
    - JP Morgan –NY- improper ITAD - $168M

Better Alternative ITAM 2.0:

Creating Value by controlling cost and optimization
- Key Performance Indicators KPI – Finance
- Dashboard

- Examples:
  - Inventory Identification Redeploy Potential
  - Capital Asset Proof – additional VC funding
  - Assets in repair state – repair & harvest

CASE STUDY 1

Company: Global Cell Phone Gaming Company

Business Issue: VC backed – Need for existing Capital Asset Proof to get next round of funding

Technology Issue/Challenges: Extreme growth – data centers US, EU, Asia – need baseline of Inventory

Solution: RFID system – baseline of inventory make model serial number and RFID tag placement

Results: Closing of next Series of VC funding - $100M

The So What: ITAM is not just a defensive measure – it is a means to support growth of the business

CASE STUDY 2

Company: Credit Card – Financial Services Company (1 of the big 3)

Business Issue: Upgrading of server and network in every country in the world. Sensitive data in both.

Technology Issue/Challenges: Smaller countries – Ex: Mauritius, Senegal, Bahrain

Solution: Deployment of in country technician – native speaking – onsite data destruction

Results: Eliminate risk of data leakage during transport

The So What: Lower cost, less risk, and more secure

CASE STUDY 3

Company: Global Consumer products company (think soap but also food brands too)

Business Issue: Upgrading network and telecom in over 100 locations - Global IT outsourcing firm – no experience, varying safety considerations in manufacturing facilities, proof of vaccinations (still), communication

Technology Issue/Challenges: Proprietary Data in networking equipment

Solution: Dispatch local – native language speaking

Results: Eliminate risk of data leakage during transport.

The So What: Lower cost, less risk, and more secure.

CASE STUDY 4

Company: Global telecommunications company (top 10 in the world)

Business Issue: Onsite data destruction and asset removal from every continent in the world

Technology Issue/Challenges: Varying infrastructure challenges at colocation facilities

Solution: Deployment of in country technician – native speaking – onsite DD

Results: Eliminate risk of data leakage during transport

The So What: Lower cost, less risk, and more secure

CASE STUDY 5

Company: Social Media Giant

Business Issues: (A)Global Defectives still may contain data, (B)Need assistance in SW admin and HW repair (C) Deinstall and stage (D) Redeploy, Reuse and Recycle

Technology Issue/Challenges: Varying infrastructure challenges at colocation facilities (no elevators again)

Solution: Multilingual PMs, deployment of in country technician – native speaking – onsite DD using country specific

Results: High level of documented evidence of data destruction, single tech team to do SW/HW, get the equipment out of the data center!

The So What: Becoming a onestop shop for asset management – lower cost and lower risk

CASE STUDY 6

Company: Global Consumer Products company (soap, kitchen and bath)

Business Issues: Continuous cycle of upgrading global network

Technology Issue/Challenges: Network topology and VPN is contained in equipment

Solution: Multilingual PMs, deployment of in country technician – native speaking – sanitization and remarketing

Results: High level of documented evidence of data destruction, recovery value offsets in country onsite service

The So What: Institutionalized program. "It is the way we do things to protect the company"

CASE STUDY 7

Company: Global Publisher

Business Issues: Reconfigure offices and need to relocate equipment around the world

Technology Issue/Challenges: Documentation is needed to move the product

Solution: Coordinated effort of detailed documentation in each of the shipping locations was coordinated

Results: In excess of a $250K saved by redeploying infrastructure assets

The So What: ITAM can be a a cornerstone to improving operational ROI

Destroy Drive

Destroy Drive is a global data destruction service provider that offers complimentary data center services to IT service providers and end user customers.

Our mission is to provide nimble, secure, cost effective, and on-site data destruction services around the world.

Destroy Drive aspires to be the first choice and best option to provide compliant and secure on-site data destruction (DD) services around the world.

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