

IAITAM ACE

KICKIN' ASSETS
SINCE 2002

Maximizing ITAD Value

What I Wish I Knew

Presented By:

Aaron Cramer

Director of Practice Advisory
Sage Sustainable Electronics



NASHVILLE, TN
MAY 9TH - 11TH

What We'll Cover:

- ✓ What we all want
- ✓ What we're given
- ✓ What we're not given
- ✓ How to measure & max out ITAD value



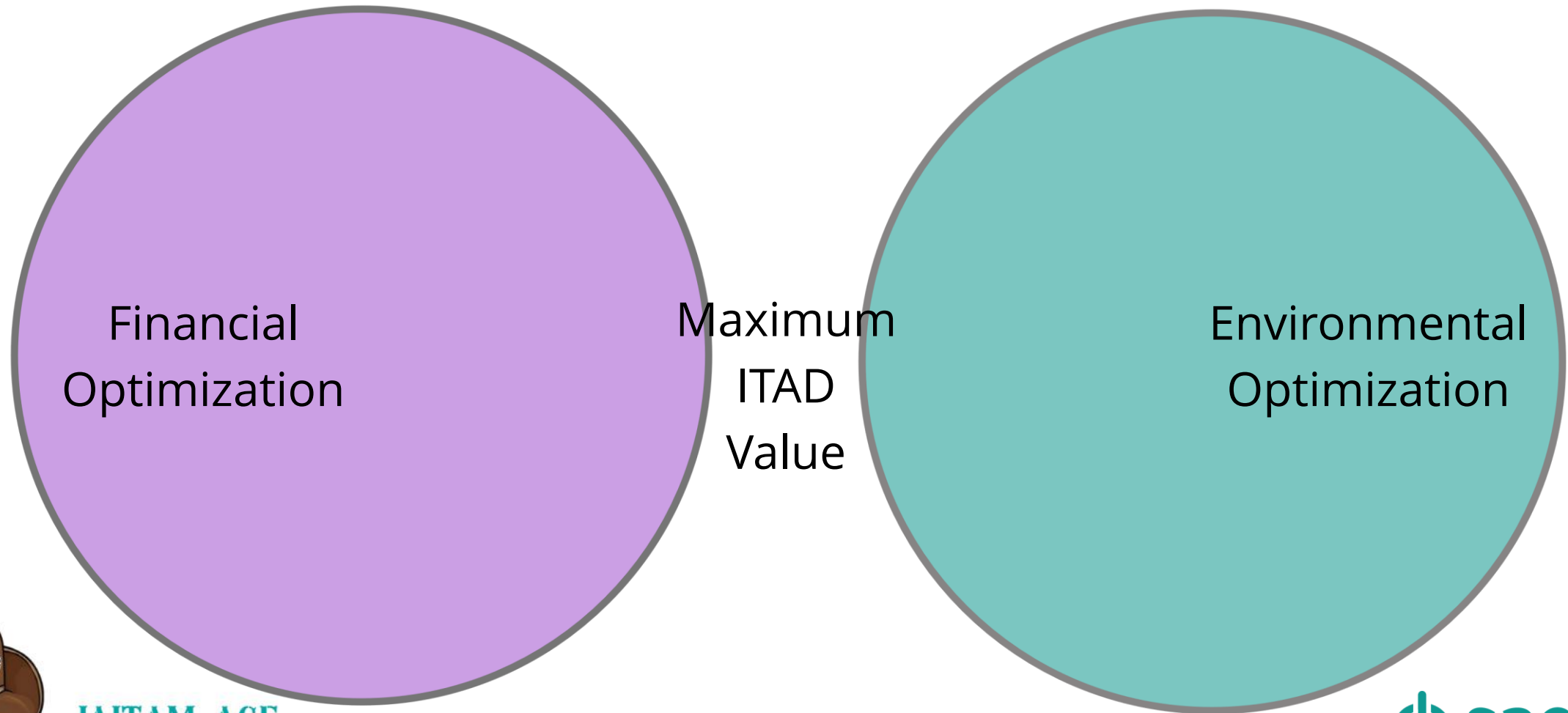
ITAD Bill of Rights

As practitioners we are entitled to:

- ✓ Information necessary to explain & to be accountable for ITAD results
- ✓ Ability to assess a provider's alignment with your goals
- ✓ Ability to compare multiple providers in a similar, quantifiable way
- ✓ Make best-informed decisions for your company
- ✓ A way to help Sr. Management better understand ITAD



What We Want:



IAITAM ACE
KICKIN' ASSETS
SINCE 2002



What We're Given:



What We're NOT Given!

A measurement that *transcends* ITAD

FINALLY,

Reusable Yield



Reusable Yield Defined:

Reusable Yield (RY) is the percentage of everything sent to a provider that is appropriately triaged, tested, and provided for reuse to another user.

In other words:

RY is the ratio of ITAD Reuse to Total ITAD Received, or

- For Serialized** Assets (quantity): $RY = \frac{QTY_{REU}}{QTY_{REU} + QTY_{REC}}$

Reusable Yield = QTY Reused / (QTY Reused + QTY Recycled)

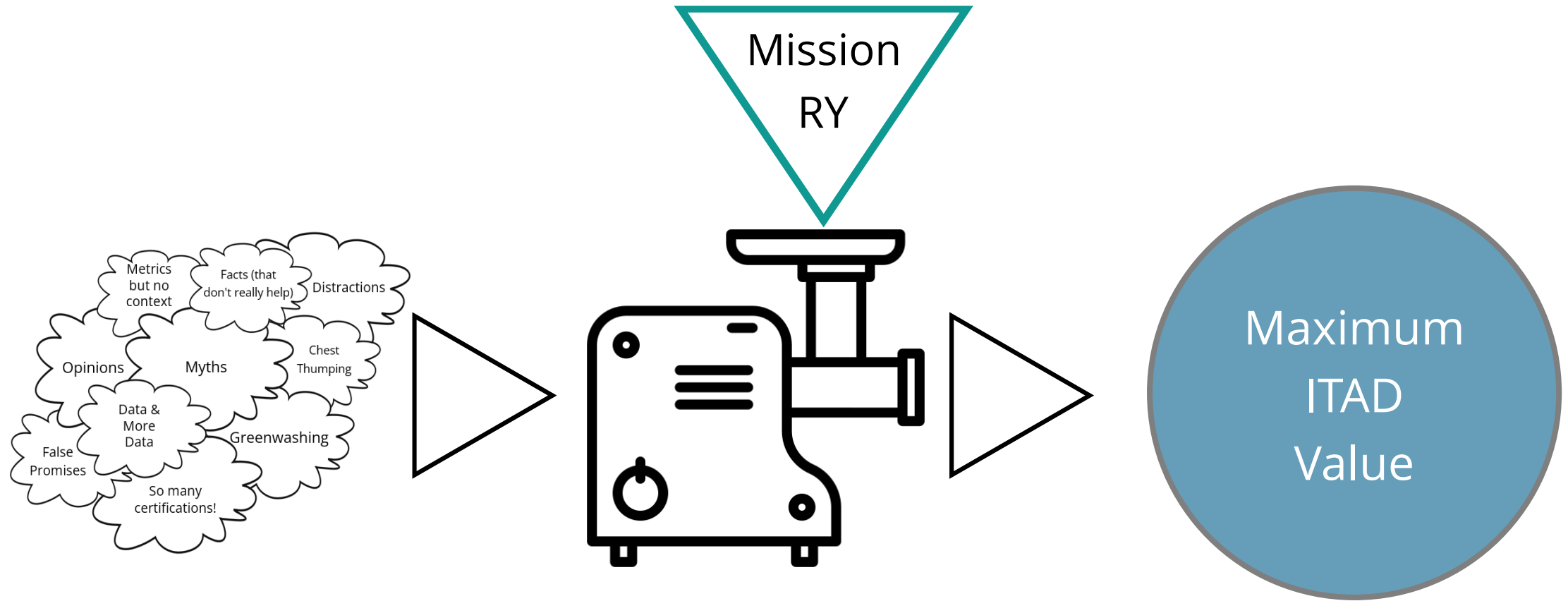
- For Non-Serialized** Assets (weight): $RY = \frac{LB_{REU}}{LB_{REU} + LB_{REC}}$

Reusable Yield = Weight of Non-Serialized Reused / (Total Weight of Non-Serialized)

****Serialized + non-Serialized = 100% of your Retired Portfolio**



Where Does Reusable Yield Fit?



(How the ITAD sausage is made)



Simple Reusable Yield Example:

Average Sale Price	\$100
Remarketing Share %	70%

			Reused/Sold	
Typical	Qty	Age	Scenario #1	Scenario #2
Laptop	200	3	150	150
Laptop	200	4	150	150
Laptop	200	5	75	125
Laptop	200	6		50
Laptop	200	7		
Total Retired	1000		375	475

			Impact
Reusable Yield	37.5%	47.5%	↑ 26.7%
Financial Benefit (\$)	\$26,250	\$33,250	↑ 26.7%
Environ Benefit (kg of CE↓)	98,988	122,548	↑ 23.8%

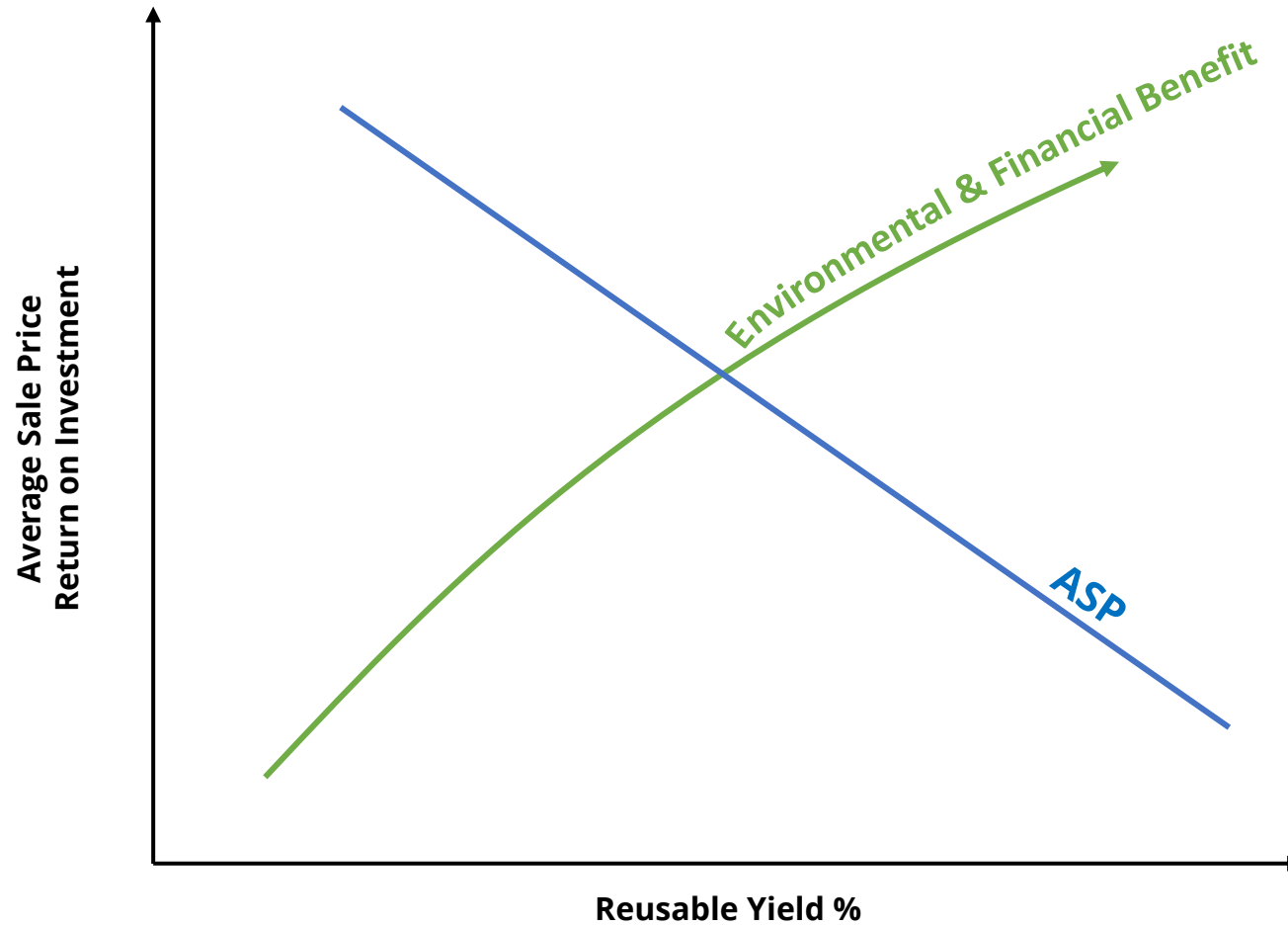


Why is Reusable Yield Important?

- ✓ Indicator of an ITAD provider's push for sustainability & true mission
- ✓ Indicator of Financial *AND* Environmental return on assets
- ✓ Benefits customers in good economic times, and bad.
- ✓ Allows the ability to compare providers in a common fashion
- ✓ Helps to more easily explain your ITAD results to Sr. Management
- ✓ Helps put other ITAD factors into perspective, like Average Sale Price.



Reusable Yield In Context



How Do You Get RY? How Do You Track It?

Serialized Assets

Assets Received				
Month	April	May	June	Q2
Serialized Units Received	1,000	1,000	1,000	3,000
Serialized Weight	10,000	10,000	10,000	30,000

Reusable Yield Calculation & Tracking				
Reused	700	370	190	1,260
Recycled	250	200	175	625
Total Completed	950	570	365	1,885
Serialized Weight	8,500	6,000	4,000	18,500
Reusable Yield RY%	70%	37%	19%	42%
Recycled %	25%	20%	18%	21%
Outstanding %	5%	43%	64%	37%

Non-Serialized Assets

Weight (lbs.)				
Month	April	May	June	Q2
Non-Serialized In (lbs)	4,000	4,000	5,000	13,000
Non-Serialized Out (lbs)	3,500	3,250	4,250	11,000
Non-Serialized Yield %	12.5%	18.8%	15.0%	15.4%



IAITAM ACE
KICKIN' ASSETS
SINCE 2002



Top 10 Reusable Yield Rules of the Road

1. 100% of what is sent to an ITAD provider
2. Volumes (and weights) of all serialized assets, and weight for all non-serialized
3. Portfolio level, and **absolutely at a serialized asset class level**
4. Provider level to compare results.
5. Anchor back to month items were received by provider.
6. "Reused" Serialized Assets = Sold, Redeployed, Donated, or Lease Returned.
7. Only count devices in final disposition
8. "Reused" = tested for functionality & battery life, with power cord
9. Only count a device once – when it hits its final disposition status
10. For non-serialized, weight in and weight out will validate RY%.

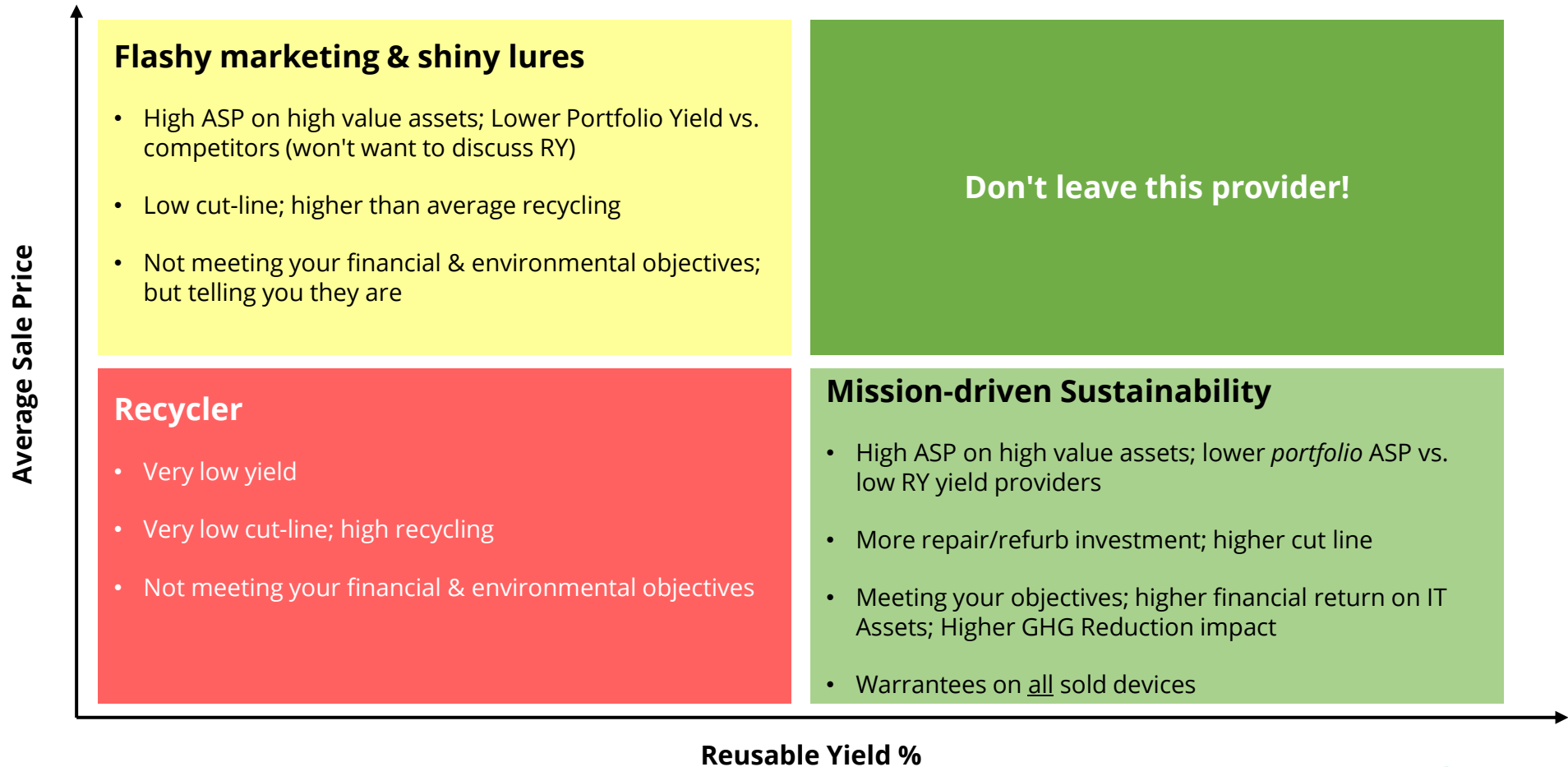


Interpreting Reusable Yield Results

- ✓ Trended over time, not point in time
- ✓ At an asset class level
- ✓ At a portfolio level
- ✓ Considering asset mix
- ✓ Alongside Average Sale Price



ITAD Provider Profiles



IAITAM ACE
KICKIN' ASSETS
SINCE 2002

Next Steps & Takeaways

- ✓ Break through the noise and concentrate on what matters – Reusable Yield for Maximum ITAD Value.
- ✓ Go after Reusable Yield with your provider. Use the ledger. Make it part of regular conversations and reporting. Don't take No for an answer.
- ✓ Use your results to better your position with your provider; expect great results with your newer equipment – the differentiator will be the rest of the portfolio.
- ✓ Push to get to the top right quadrant with your provider. Know the bottom right is a home run.
- ✓ Use it to compare providers
- ✓ Get ahead of it. This is coming and it'll help you transform the way you manage ITAD.



Connect With Us!



IAITAM ACE
KICKIN' ASSETS
SINCE 2002



IAITAM.org | ACE 2023 | Nashville TN

CONNECT WITH US



FACEBOOK



TWITTER



INSTAGRAM



IAITAM ACE
KICKIN' ASSETS
SINCE 2002

IAITAM.org | ACE 2023 | Nashville TN