

IAITAM ACE

KICKIN' ASSETS
SINCE 2002

ITAM Rock Stars

**= Data Destruction + ESG
+ Data Security + ROI**

GUARDIAN
DATA DESTRUCTION



**NASHVILLE, TN
MAY 9TH - 11TH**



ITAM Rock Stars =
Data Destruction + ESG + Data Security + ROI

**How to develop your Hybrid
Data Destruction Plan**

Why listen to us?

20 million data-bearing devices shredded, erased and degaussed.

Secure. Compliant. Absolute.

- 2006** Concept and Catalyst
- 2007** First mobile erasure truck
- 2008** First mobile shred truck
- 2010** First Earth Day event
- 2012** NAID AAA Certification
- 2013** National Mobile Shred Hubs established
- 2014** First data center decom
- 2017** Develop 2mm shredder for SSD
- 2018** 5M+ HD shred (total)
- 2020** 3M+ shredded annually
- 2021** 16M+ media devices protected
- 2022** 19.2M media devices protected



Why listen to me?



Dale Hurteau, Customer Success Manager

GUARDIAN
DATA DESTRUCTION

1995	IT Staffing
2001	Professional Services, ITAD
2006	Co-founder, Guardian Data Destruction
2010	Co-owner, ITAD
2021	Project Manager, Guardian Data Destruction
2023	Customer Success Manager, Guardian Data Destruction



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What drives your end-of-life data destruction policy?



What is your data destruction process and which technology do you use?

internal or
outsource

drill or crush

combination

wipe

degauss

shred



NIST

**National Institute of
Standards and Technology**

U.S. Department of Commerce



Does that mean
Shred? Wipe?
Degauss?

IT
Asset
Manager

media sanitization is “the general process of removing data from storage media, such that there is reasonable assurance that the data may not be easily retrieved and reconstructed.”



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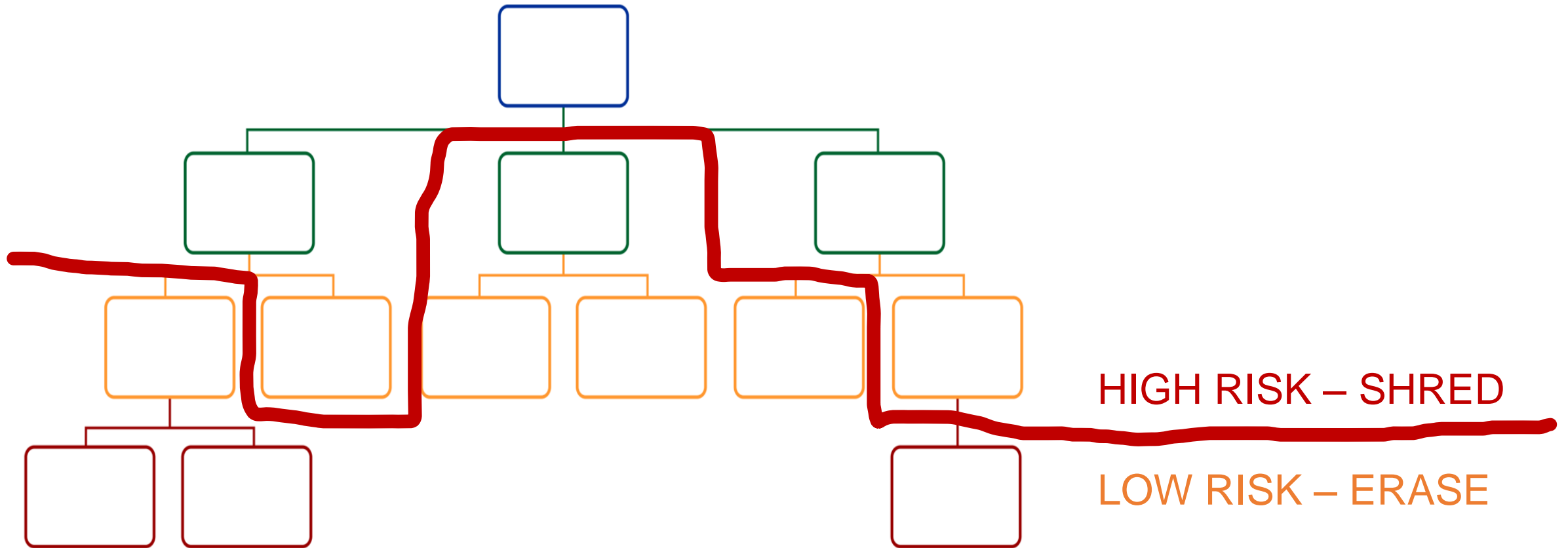
What is a HYBRID data destruction policy?



A **HYBRID** data destruction policy incorporates a combination of methods and technologies to produce better outcomes without sacrificing data security.

How do you draw the shred/erasure line?

Assess data risk by DEPARTMENT & RESPONSIBILITY



How do you draw the shred/erasure line?

Assess data risk by asset OWNERSHIP



How do you draw the shred/erasure line?

Assess data risk by asset AGE

1 - 4 years old

HIGH VALUE – ERASE

5+ years old

LOW VALUE – SHRED



How do you draw the shred/erasure line?

Assess data risk by asset TYPE

Cell Phones	SHRED
Tablets	SHRED
Laptops	WIPE
Servers	SHRED
Storage	WIPE
Printers & Copiers	SHRED
Desktops	SHRED
Firewalls, Routers, Switches, Hubs	FACTORY RESET

How a HYBRID data destruction plan makes you an ITAM Rock Star

Higher ROI/
Cost Savings

Corporate
ESG Goals

Data Security



How a HYBRID data destruction plan makes you an ITAM Rock Star

Data Security

- Have a documented plan
- Don't let data travel (stay onsite)
- Use tools and technology developed by the experts
- Execute using data destruction experts
- Outsource for third party verification
- Document everything including Chain of Custody and Certificates of Destruction (with asset serial #)
- Understand the value of your data



How a HYBRID data destruction plan makes you an ITAM Rock Star

**Higher ROI/
Cost Savings**

Work with your VARs, ITADs and Service Providers who can remarket your assets -- a complete, functioning asset will return a higher ROI.

The difference can be significant, measurable and attainable.



How a HYBRID data destruction plan makes you an ITAM Rock Star

Corporate ESG Goals

“ESG stands for Environmental, Social and Governance. ESG quantifies a company’s commitment to environmental sustainability, social responsibility, and good governance. While factors such as climate change and social injustice have increased public awareness around these issues, ESG has been growing for decades.”


The Motley Fool®



How a HYBRID data destruction plan makes you an ITAM Rock Star

**Corporate
ESG Goals
ENVIRONMENTAL**

A lower carbon footprint.

Ex: A company annually shreds 3000 hard drives. A new, HYBRID data destruction program of 15% wiped (450 drives) 85% shred (2550) results in significantly

- reduced diesel fuel use
- reduced emissions
- increased HD reuse
- reduced energy for recycling and incinerating shred



How a HYBRID data destruction plan makes you an ITAM Rock Star

Corporate
ESG Goals
SOCIAL

A lower carbon footprint from environmental efforts has a positive impact on social goals; employee candidates are looking at environmental change (ESG) efforts.



How a HYBRID data destruction plan makes you an ITAM Rock Star

Corporate ESG Goals GOVERNANCE

Health Insurance Portability and Accountability Act (HIPAA) ◎ Health Information Technology for Economic and Clinical Health (HITECH) ◎ Fair and Accurate Credit Transactions Act (FACTA) ◎ Identity Theft and Assumption Deterrence Act ◎ Sarbanes-Oxley Act of 2002 (SOX) ◎ Gramm-Leach-Bliley Act (GLBA) ◎ Bank Secrecy Act ◎ Patriot Act of 2002 ◎ US Safe Harbor Provisions ◎ FDA Security Regulations (21 C.F.R. part 11) ◎ PCI Data Security Standard ◎ National, State and Local regulations ◎ Industry best practices and standards (NAID AAA Certified)



☆☆☆ Welcome to the ☆☆☆ ITAM Rock Star Hall of Fame

ESG = ROI

- ✓ 56% of ESG funds outperformed their peers (Morningstar, 2021)
- ✓ S&P ESG 500 Index Fund has outperformed the broader S&P 500 Index Fund *for the last ten years*
- ✓ ESG investment is on track to surpass \$2 trillion in 2023
- ✓ ESG-based financial portfolios will account for more than one-third of global assets under management by 2025 (Bloomberg)

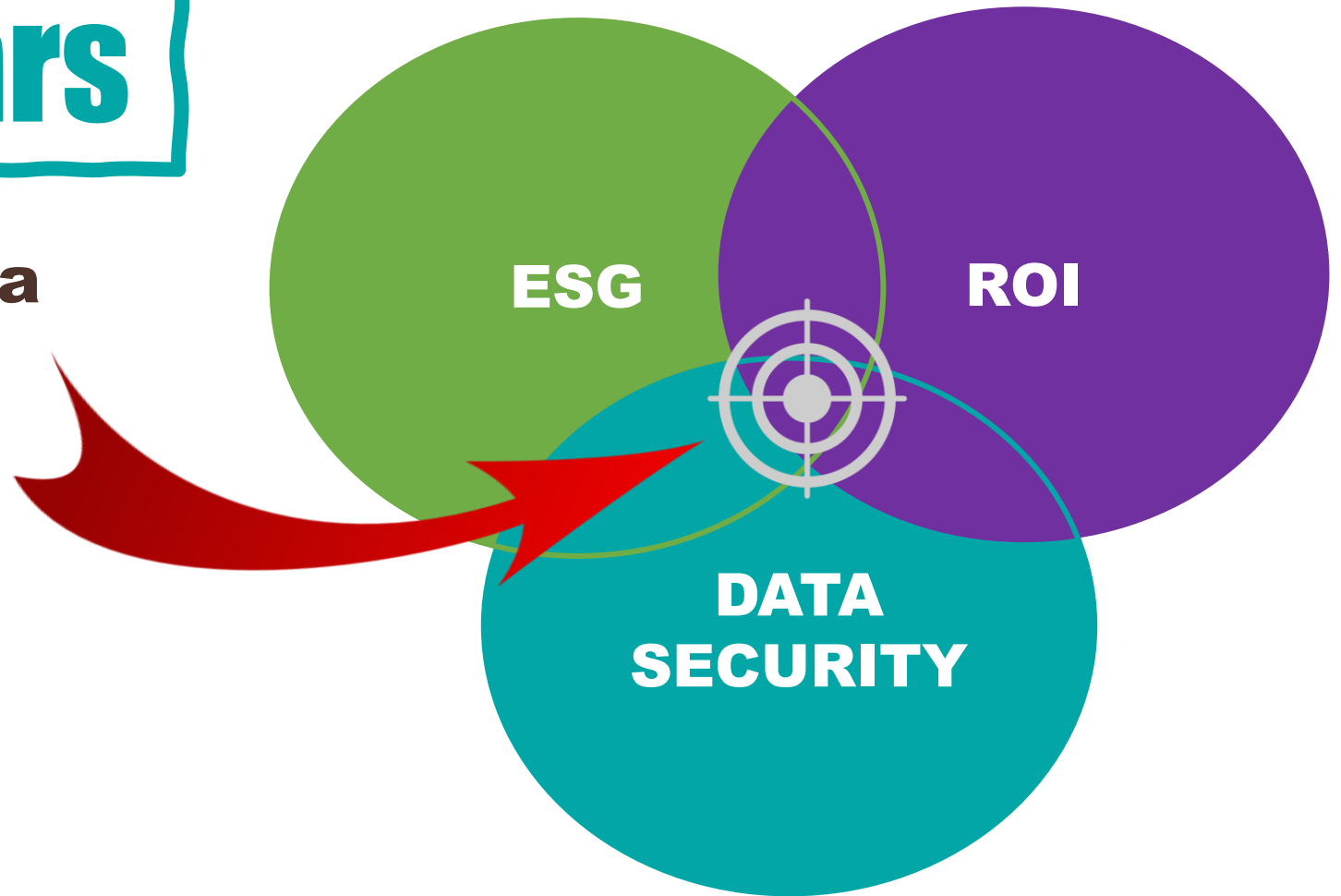


Summary



ITAM Rock Stars

Successful hybrid data destruction programs benefit both ROI and ESG without compromising data security



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Tips & Takeaways: ITAM Rock Star Hall of Fame



HOW TO BE AN ITAM ROCK STAR

A small leap with big rewards for IT Asset Managers

- ❑ Take the lead on ESG and ROI programs
- ❑ Design and implement a hybrid IT data destruction plan
 - Evaluate IT asset risk – department, responsibility, ownership, age and type – to determine the best hybrid data destruction process
 - Increase IT asset ROI with a defined data destruction plan
 - Evaluate reuse, reduce and recycle options
 - Include cross-departmental stakeholders: CEO, CFO, CTO, CMO
- ❑ Lean on your ITADs, VARs and data destruction service providers for help



Questions?

You are a
Rockstar!



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THANKS
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