

# IT ASSET RETIREMENT RE-NEWS



CASCADE ASSET MANAGEMENT'S CUSTOMER NEWSLETTER

## Quick Facts and Figures

Since Cascade opened in April, 1999, we've:

- Collected and Processed over 58 million pounds of old electronics
- Paid more than \$8.9 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,002,000 monitors, computers and printers
- Demanufactured and recycled over 725,000 cathode ray tubes
- Kept more than 2.9 million pounds of lead out of landfills
- Donated more than \$271,000 worth of computer equipment to charities in partnership with our customers

## Contact Cascade

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## Protecting against data loss from all products

It's amazing where information is now stored. It's not just on paper and in hard drives, but nearly any device that transmits, prints, logs, or stores information will potentially retain that information.

Cascade recognizes that data may be stored on a wide variety of devices and has always worked to address existing and emerging threats to data security during IT asset disposition.

On April 9, 2010, CBS News ran a story about sensitive information found on copiers that were supposedly being recycled (see *our website for details*). This helped alert the public about this potential security



threat from IT disposal.

But there's a data security risk from nearly every electronic device companies manage and dispose.

To prevent unwanted data loss from IT assets, it's important for organizations to adopt a comprehensive data security plan that first identifies what

types of data are retained (e.g., confidential corporate data, personal health information, consumer credit data), where it is retained, and how these media storage devices are managed during use and disposal.

Cascade has developed procedures and technology to destroy data from a wide variety of devices (see

sidebar). Depending on the type of device, the data may be destroyed through electronic methods (e.g., data overwrites, flashing memory) or through physical means (e.g., shredding and smelting). But until this information is confirmed as destroyed, it is important to maintain a secure chain of custody of your equipment, media and data.

Cascade has developed a template for helping organizations develop an internal IT Asset Control and Disposal Policy. You can download this tool from the Security resource section of our web site.

## IT Assets Containing Stored Information

- Servers
- Laptops
- Computers
- PDAs/Palm/Pocket PC
- Cameras
- Audio recorders
- Network appliances
- Copiers/printers/MFD
- Fax machines/Scanners
- Print servers
- Cell phones/smart phones
- IP and analog phones
- Static memory devices
- Display devices (burn-in)
- Portable media
- USB drives

(more items exist)

## See you in San Diego

Come join Cascade and other IT Asset Management professionals in San Diego from November 17-19 for the IT Financial, Procurement & Asset Management Summit.

Cascade customers receive special registration **discounts**. Contact us or visit [www.cascade-assets.com/gartner](http://www.cascade-assets.com/gartner) to learn more about the conference and its educational opportunities.

Cascade will also be hosting a customer reception at the conference. In addition, Cascade will be giving tours of our processing center in Rancho Cucamonga—2 hours north of San Diego. Please let us know if you can participate.

Coast to Coast IT Asset Retirement Solutions, with Processing and Technical facilities across the United States

Orlando, Florida \* Indianapolis, Indiana \* Madison, Wisconsin \* Los Angeles, California

## Providing real benefits to employees and the community from the IT department

During these challenging economic times, many organizations have cut back their benefits to employees or contributions to charities. As companies become more confident in their futures, they are looking to reintroduce some low-cost rewards to help give back to those who sacrificed during lean years.

Has your IT department been asked to contribute?

We've seen a resurgence in giving programs involving IT assets from our customer base. Some of these programs are doomed to backfire and create more headaches than good. Other initiatives create lasting benefit for the employees, the community and the organization. Here's a quick summary of what we've learned that works and what flops when it comes to these programs.

### Used computer sales to employees

When companies ask their IT department to make surplus computers available at low or no cost to employees, it often ends up with frustrated employees who don't feel the process is fair or who are disappointed when they can't get software to work on their PC. They will often contact their employer's IT staff for technical support, taking them away from other assigned tasks.

Cascade evaluated dozens of employee sale programs and reviewed market data and concluded that employee sales are not

a real benefit. Our re-

search found that it is costly to manage an employee sale and improperly managed sales may negatively impact morale. If you want to convince your management to stay away from this type of program, be sure to visit our website to download our White Paper titled *"What's the Benefit? Understanding the implications of selling used computers to employees."*

### Employee Collection Events

Individuals are becoming more aware of the need to responsibly recycle their own computers, TVs and other electronics at their home. Surveys of individuals indicate that one of the biggest challenges in increasing recycling rates is in making the task of getting equipment from the person's home to the recycling center simple and convenient.

Since there are few options for individuals to leave computers at their curb for recycling, or for recycling centers to offer home pick-up of old computers, most individuals must take their computer to a drop off location. This involves a separate trip, additional handling costs, and more time from the individual.

In addition, companies increasingly recognize that employees are often performing work on home computers. Sensitive information about the company can be compromised when an individual recycles their computer improperly.

By hosting an employee collection event in partnership with Cascade at your worksite, you can eliminate the separate trip to the recycling center for the employee and help protect corporate data security.

This past spring, Cascade partnered with customers like Hallmark, US Cellular, TDS, Kohler, Miller/Coors and Ministry Health to collect and recycle over 100,000 pounds of

electronics.

Right now, with the many new state funded household electronics recycling programs in place, Cascade can offset many of the costs for hosting these programs with credits from manufacturers.

Overall, these programs generate a lot of goodwill for employees, enhance the company's security program, and can be run for minimal costs.



Cascade's CEO training staff in Ethiopia to demanufacture a CRT monitor safely.

### Donations to Charity

Charities have been hurt dramatically by the economy. While corporate giving has been slow to return to pre-recession levels, there is an interest to help charities by donating surplus IT assets to them. But companies should be careful to not drain internal IT resources to run these programs.

Cascade continues to offer donation solutions for our customers. As a Microsoft Authorized Refurbisher, we can load licensed XP operating systems on computers and get your quality equipment to charities. We have also partnered with the International Business Leaders Foundation to funnel donations to Ethiopia. Cascade's CEO has travelled to the country three times to help set up a computer refurbishing and training center to prepare donations for installation in computer labs across the country and to train individuals to maintain and support this IT. In addition, Neil helped them set up a demanufacturing facility to ensure these donations are recycled responsibly in Ethiopia once the equipment has reached the end of its life.

TDS was one of the many companies that worked with Cascade to collect and recycle computers and electronics for their employees this Earth Day