

# Cascade Customer Survey

December 2015

For more information: [Info@cascade-assets.com](mailto:Info@cascade-assets.com)  
[www.cascade-assets.com](http://www.cascade-assets.com) – 888-222-8399

# Survey Overview

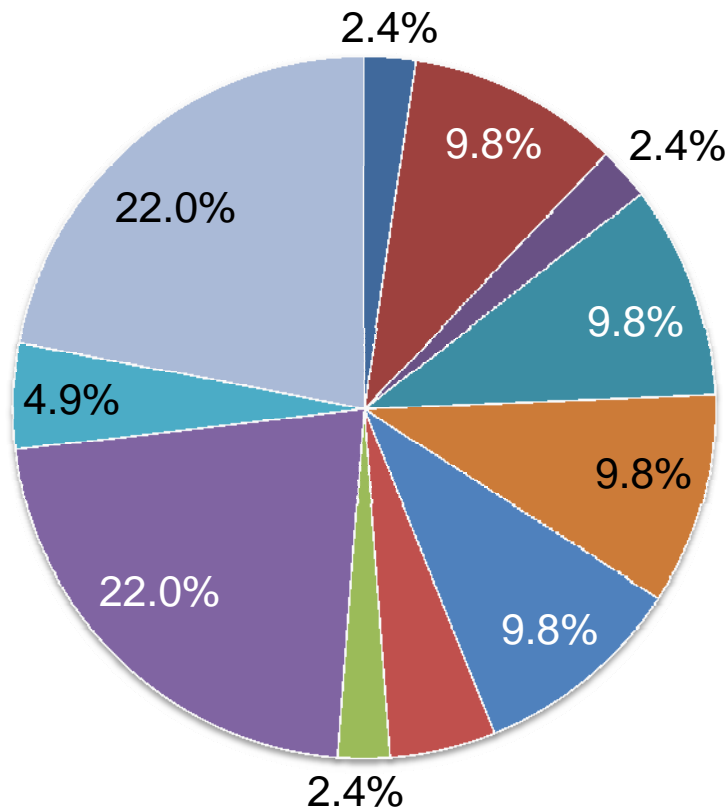
This survey was distributed via SurveyMonkey to the "Chief Contacts" of any Cascade customer who performed a job with Cascade between January 1, 2015 and November 22, 2015. There were 3 sets of email requests sent out. 243 individuals were on the request list. We could track who opens each email and clicks through to the survey.

In the end, 41 people started the survey and 39 people completed the entire survey (up to the satisfaction question). The completed survey response rate for this campaign is 16%.

Individuals were incentivized to complete the survey by being provided some “artisanal treats” (chocolates from Gail Ambrosius) or by making a \$20 donation to Second Harvest Food Pantry in their name. A handwritten thank-you was sent by Neil to each person who completed the survey and provided their name.

# Demographics

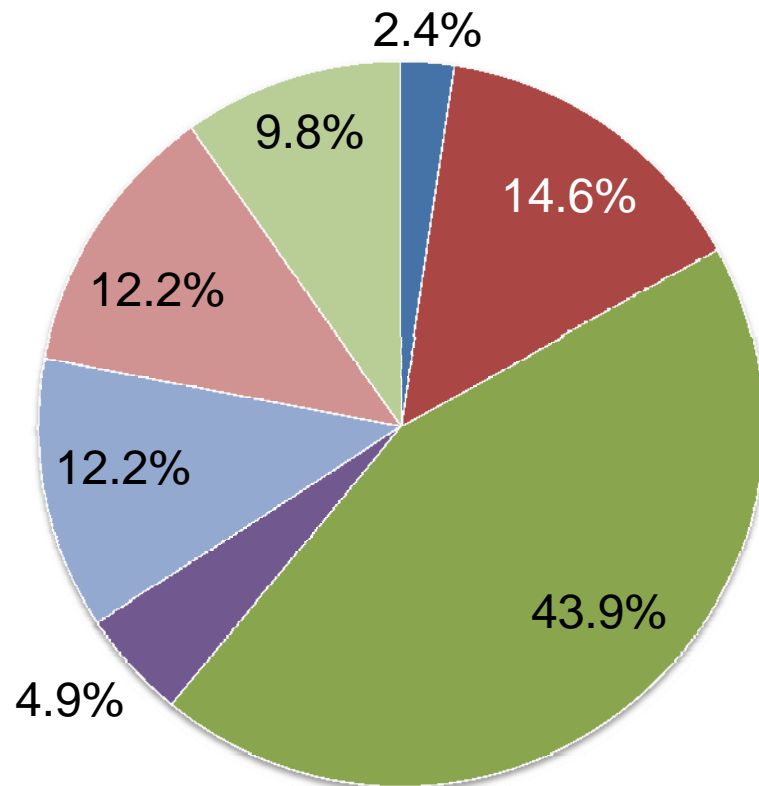
Which term below best describes your industry?



- Education
- Healthcare
- Value Added Reseller (VAR)
- Government/Municipal
- Professional Services (attorney, CPA)
- Financial or Banking
- Insurance
- Retail
- Manufacturing
- Distribution
- Other (please specify)

# Demographics

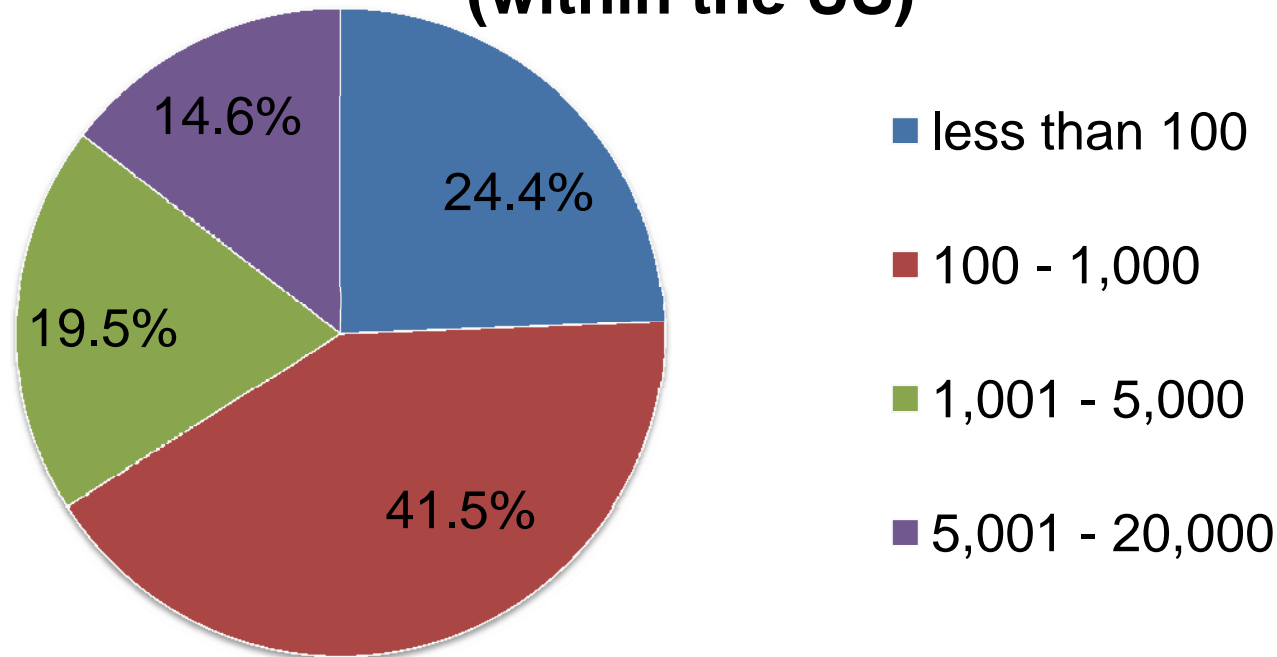
**What best describes your role/affiliation in your organization?**



- Owner/President/General Management
- IT Asset Management
- IT Department
- Finance Department
- Facilities Management Department
- Purchasing/Procurement Department
- Other (please specify)

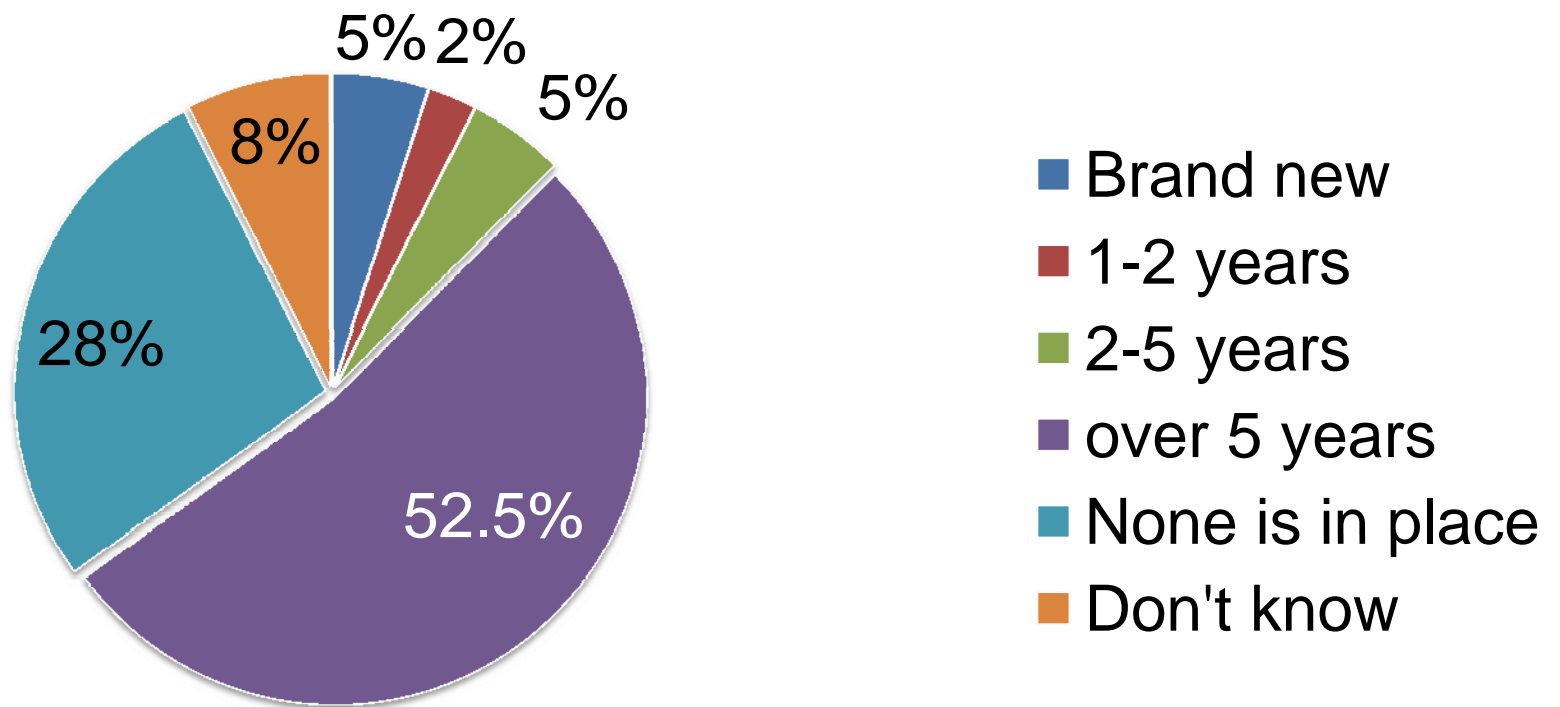
# Demographics

**How many computer workstations (desktops and laptops) are at your company/organization?  
(within the US)**



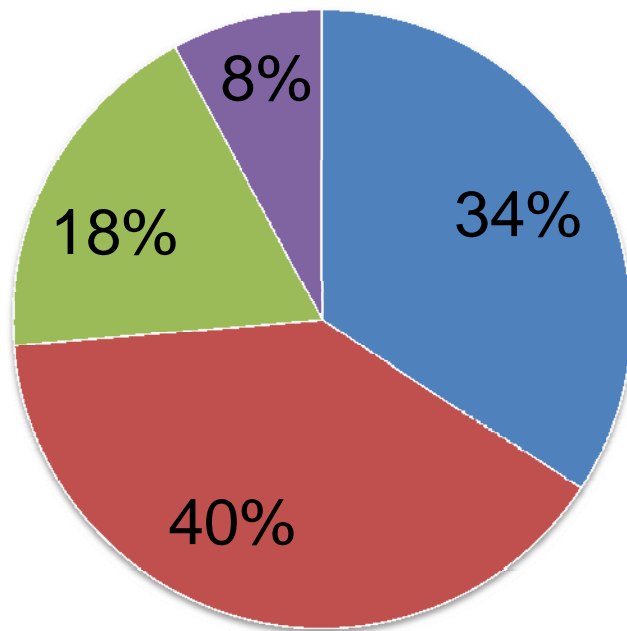
# ITAD Program

## How long have you had a formal IT Asset Management Program in Place?



# ITAD Program

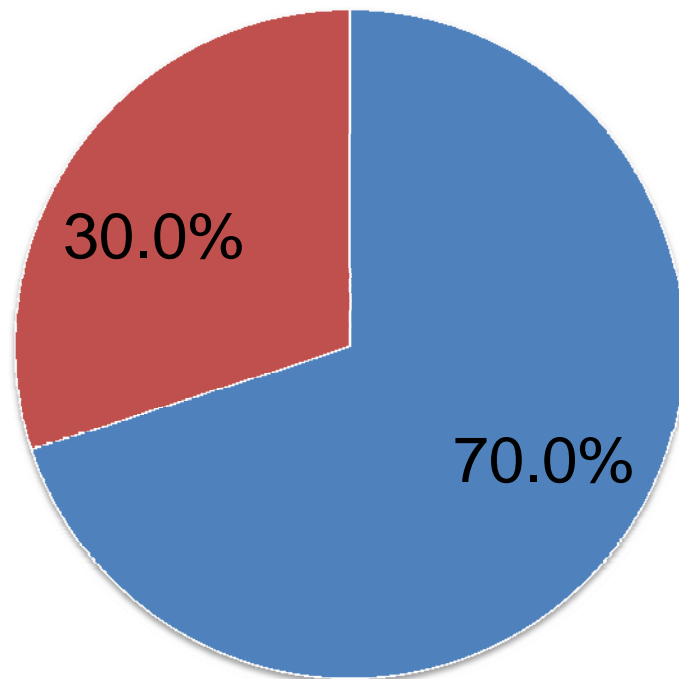
**If you have more than one location, do the locations make IT asset disposal decisions independently or through an integrated system?**



- Each site is independent
- All sites in the each country work under the same program
- A hybrid approach (some are independent)
- Don't know

# ITAD Program

Does your company tend to . . .



- accumulate old computers for a period of time before you contact someone for disposal?
- clear out old computers regularly and try to avoid accumulating them?



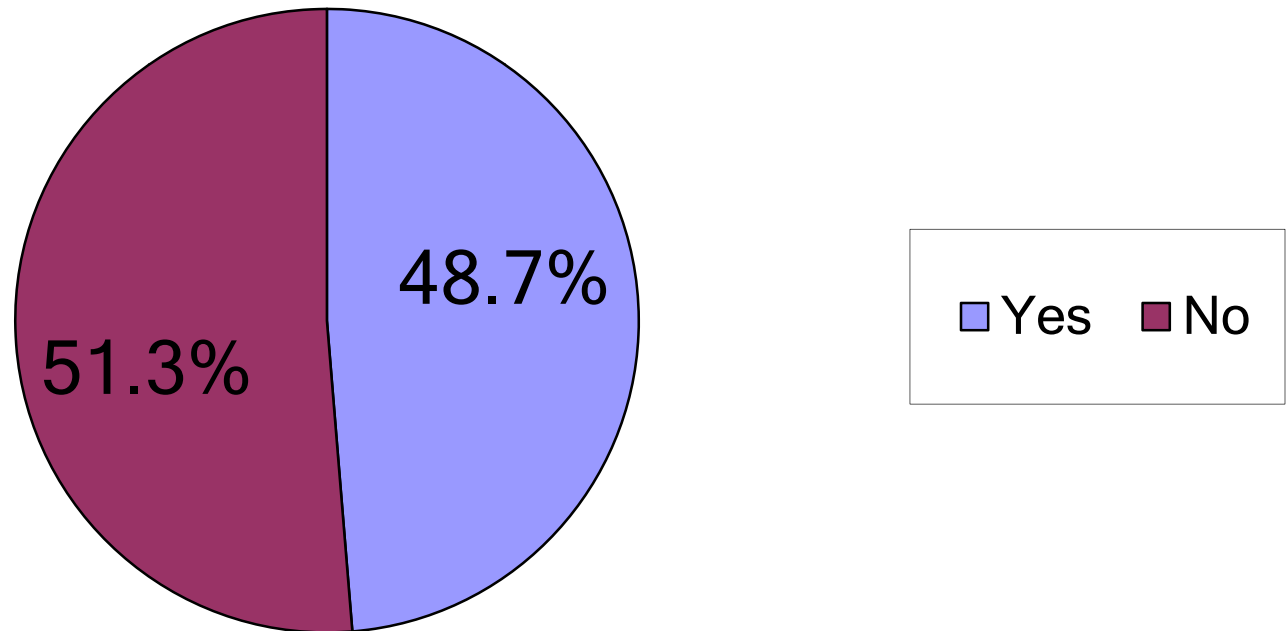
# Data Security Processes

Which methods do you use (internally) to control and destroy data on hard drives before they are sent offsite to a firm like Cascade? List any methods used on any devices, or indicate whether you don't do any additional data destruction.

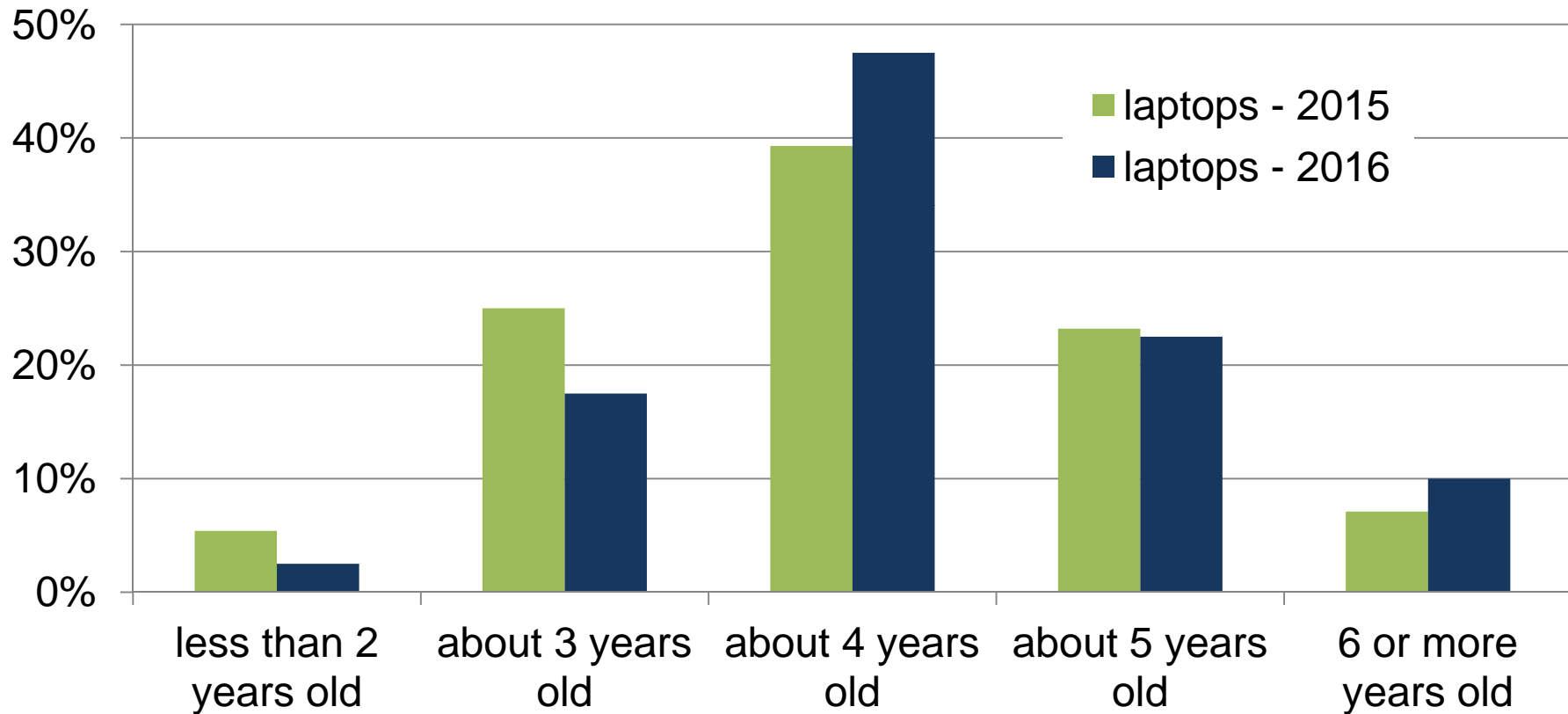
Answer Options	Response Percent	Response Count
format the hard drives before disposal	15.4%	6
wipe using free software (e.g., DBAN)	30.8%	12
3-pass DoD software data wipe	10.3%	4
7-pass DoD software data wipe	2.6%	1
1 pass NIST 800-88 software data wipe	5.2%	2
use a hardware appliance to wipe drives	2.6%	1
we don't destroy or control data internally	43.6%	17
encrypt drives	5.1%	2
Computrace - persistent tracking software	2.6%	1
degauss the drive	10.3%	4
punch through the drive with a pneumatic press	7.7%	3
hit the drive with a hammer	2.6%	1
drill through the drive	10.3%	4
shred the drive	12.8%	5
"pin" the drive	0.0%	0

# Data Security Processes

Do you have an internal process in place to destroy data on mobile devices, such as smart phones and tablets?

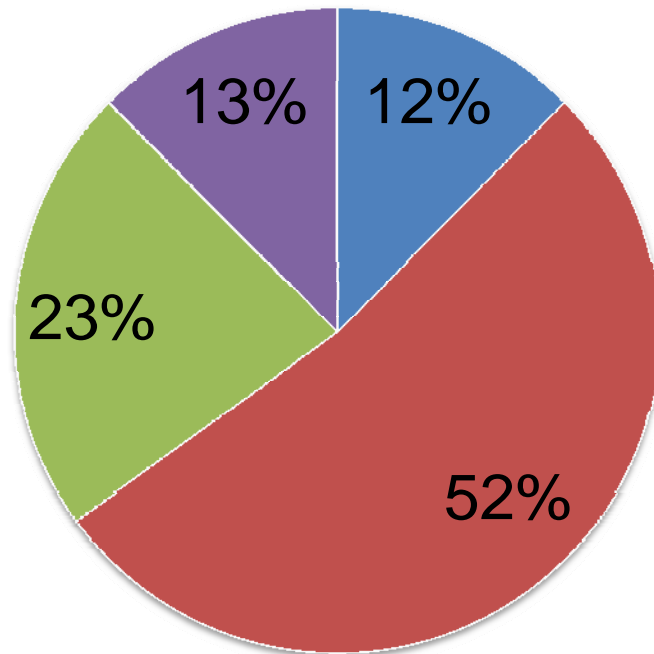


# Disposal by item type



# Forecasting Spending

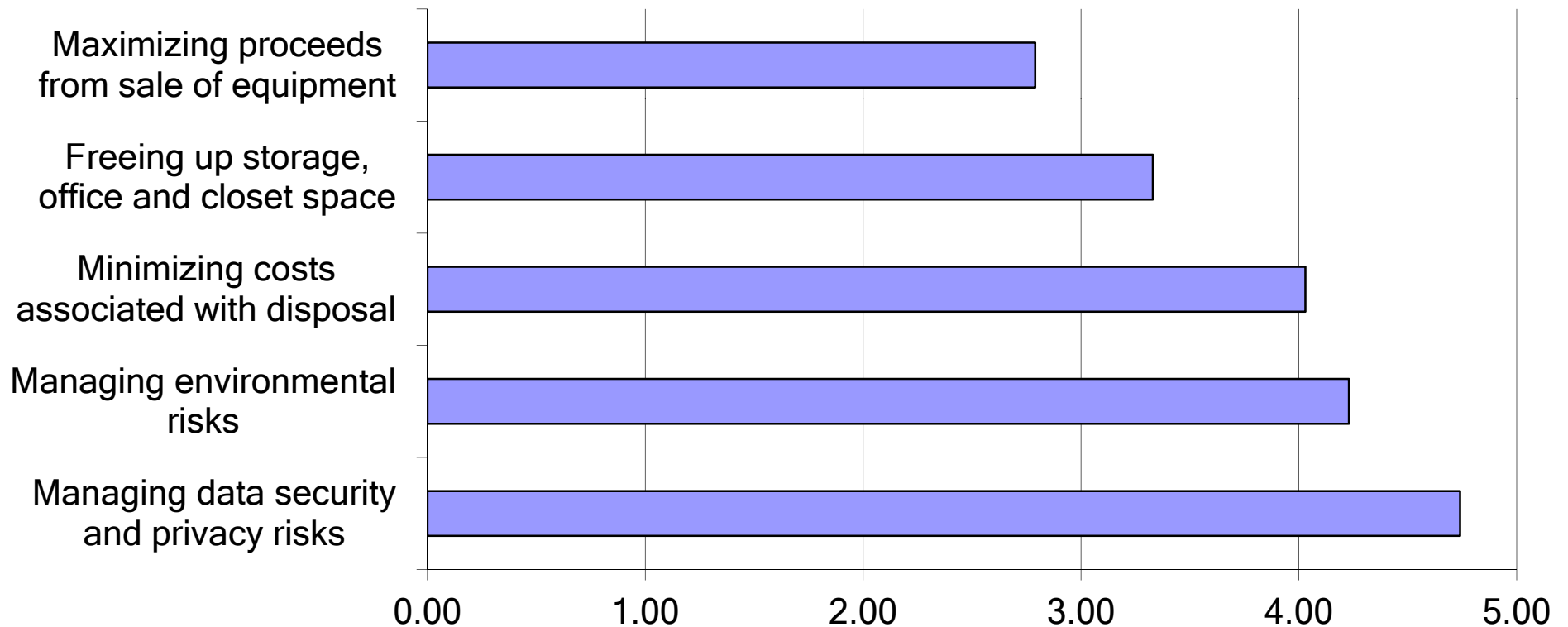
**What is your organization's expected investment in IT hardware in 2016?**



- Spend MORE on IT hardware in 2016 than in 2015
- Spend about the same on IT hardware in 2016 as in 2015
- Spend LESS on IT hardware in 2016 than in 2015
- Not sure

# ITAD selection considerations

Please rank the following considerations when disposing of your obsolete or surplus technology:

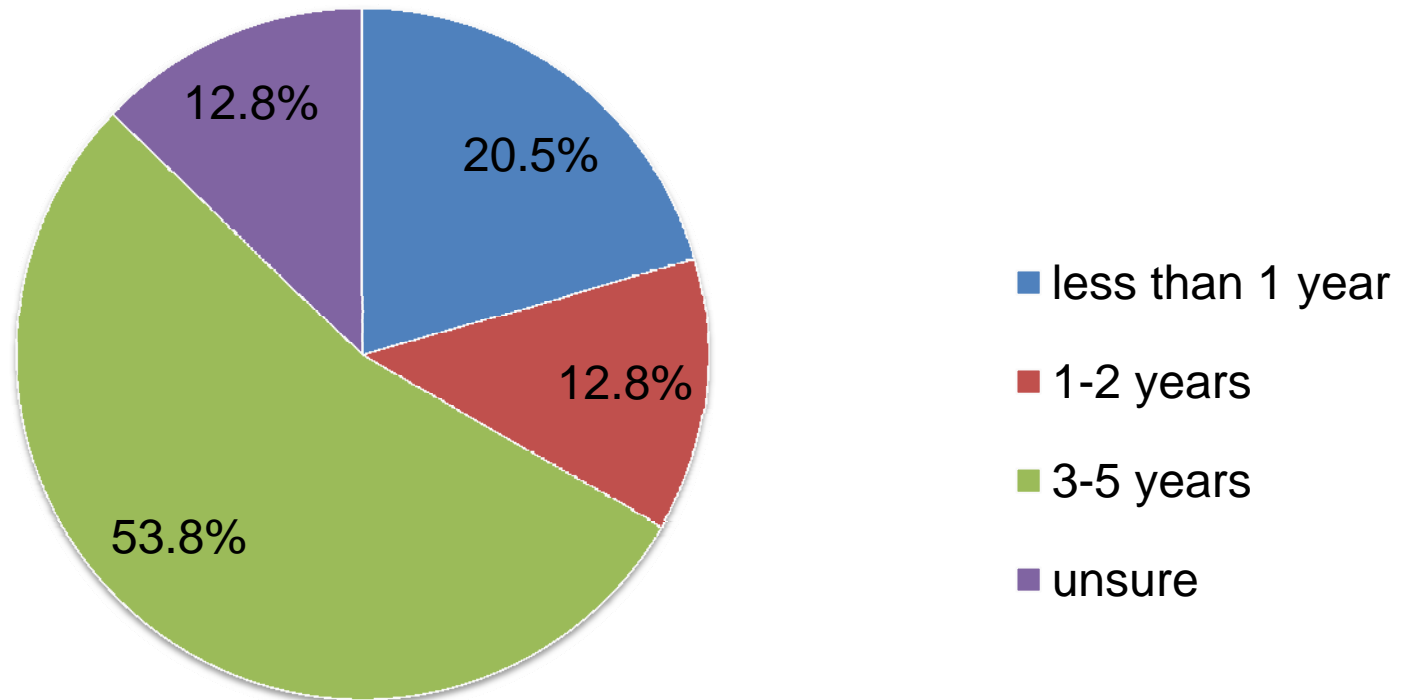


# What are most important issues?

- Secure and cost effective ewaste disposals
- Work with a vendor that will not charge us for the disposal of IT assets
- Global procedural improvements for data wiping and mobile asset management in general
- Must ensure no lost devices
- data loss prevention, security
- employee training
- Nothing, outsourcing to Cascade solves all of our potential issues
- Responsible disposal
- Less spending on new equipment, as we would like to replace after 3 years, but the budget will stop that from happen to some equipment.
- Cost of recycling
- Making sure all devices/computers that need to be destroyed go through a company like yours for proper data destruction/disposal
- Need a corporate policy
- internal theft
- Windows 10 move
- security and environmentally-safe disposal
- Concerns about security of data still on hard drives sent for disposal.

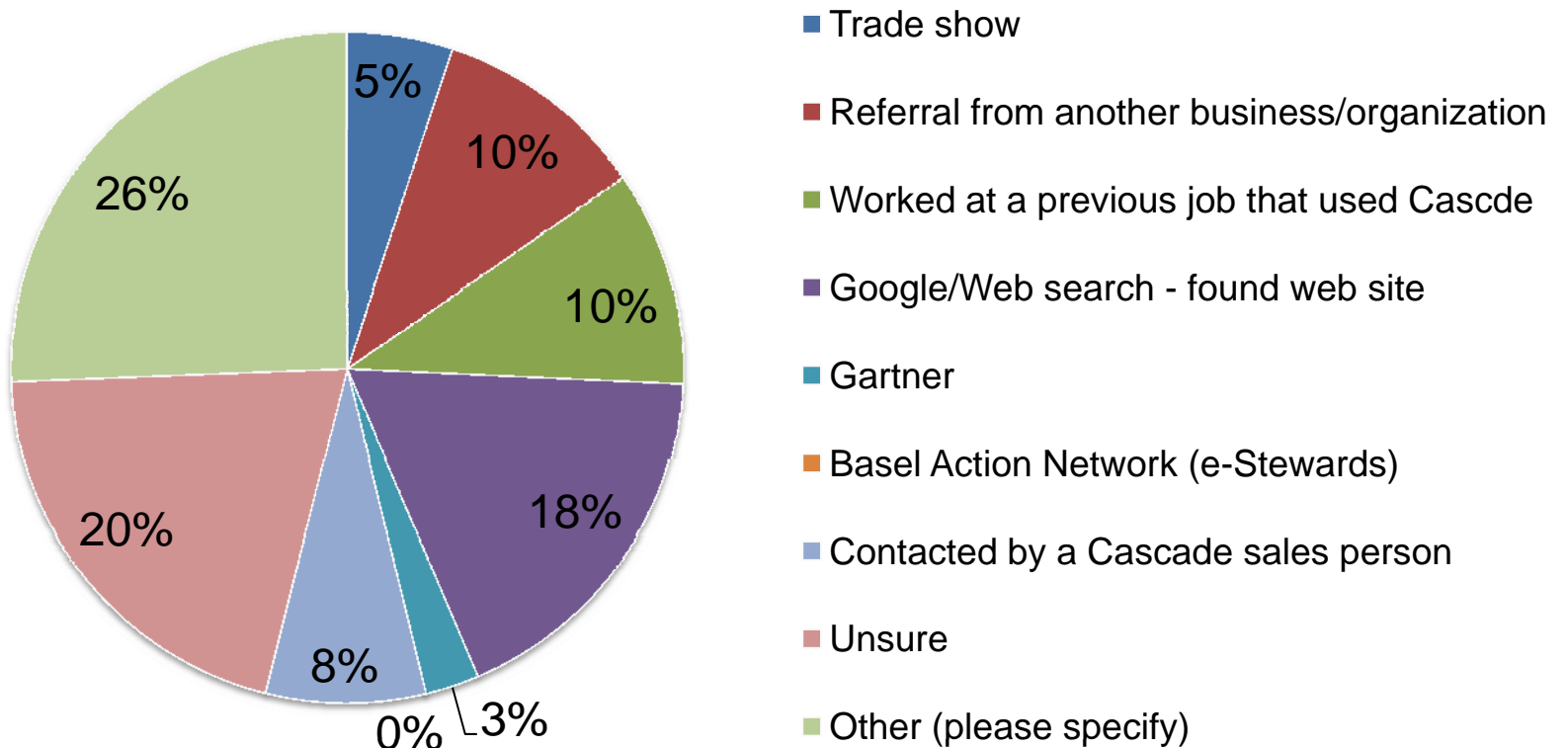
# Working with Cascade

**How long has your organization worked with Cascade?**



# Working with Cascade

## Where did you originally find out about Cascade?



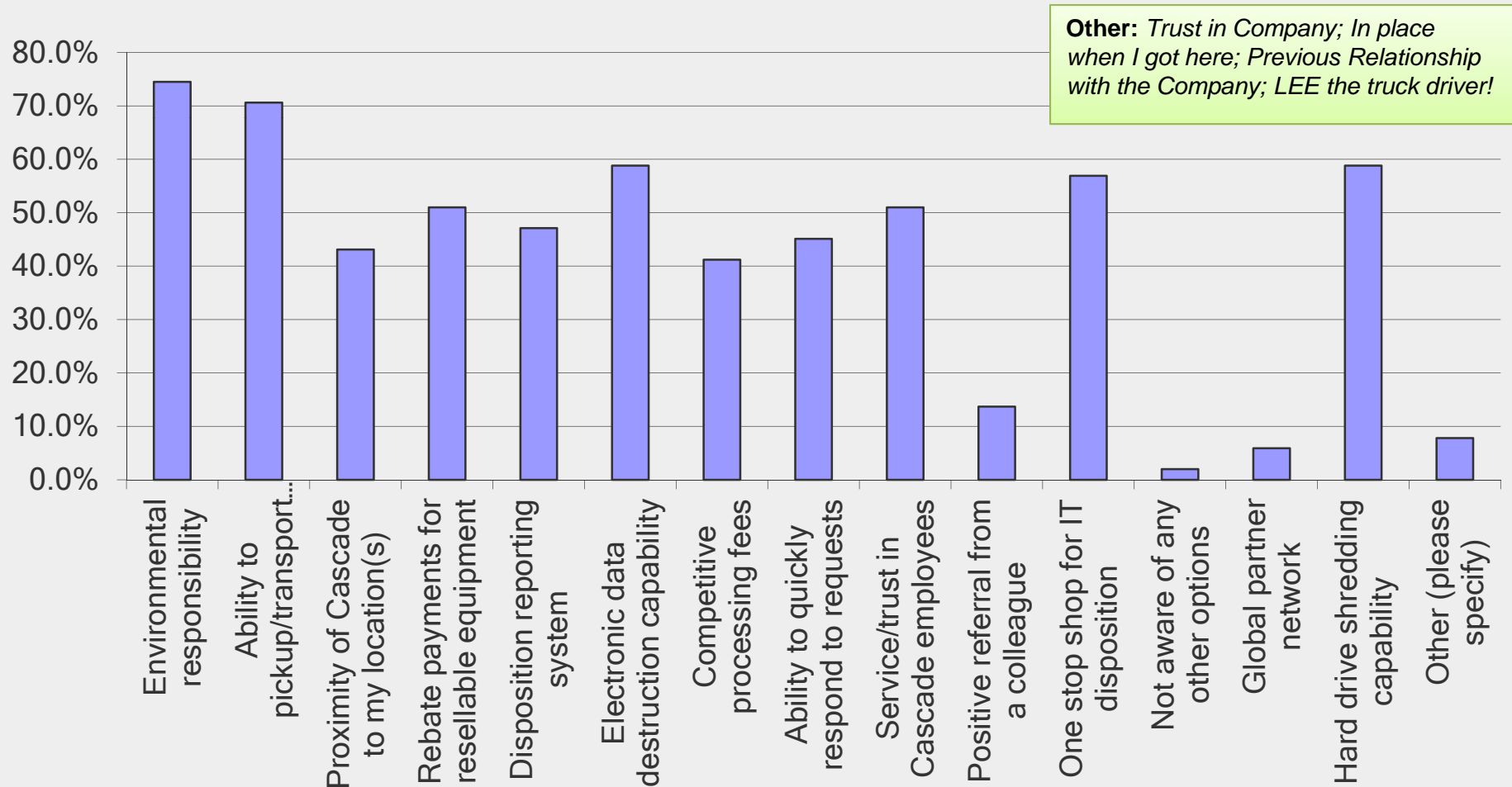
**Other:** Premier, older contract, Marla, Colleague, Cascade employee, SWAP Shop, a free city drive several years ago, mail, WAPP meeting 16 years ago, staff





# Working with Cascade

Why did you choose Cascade for your IT disposition needs?  
(check all that apply)



# Working with Cascade

We want to make sure we're offering worthwhile services to you. Please let us know how important it is for Cascade to offer each the following services to you?

Answer Options	No need for this	Could see some use for this	Want it, but don't necessarily need it	Need it in some situations	Indispensable to our business	Rating Average	Response Count
Inventory of assets before they leave my building	14	7	6	6	6	2.56	39
Packing and handling loose assets from inside my building	12	5	10	9	2	2.58	38
Wiping hard drives before they leave my building	20	9	5	1	3	1.89	38
Physical destruction of hard drives and other media at my building	19	7	6	2	4	2.08	38
List of make, model, serial number, etc. of assets sent to Cascade for processing	6	7	6	11	9	3.26	39
Shredding of hard drives at Cascade	5	3	4	9	17	3.79	38
Electronic data wiping of media at Cascade	4	3	4	10	17	3.87	38
Web based reporting of processing activities	7	8	13	4	6	2.84	38
Web based pickup requests	4	7	15	8	4	3.03	38
Archives of reports and Certificates of Destruction available online	3	6	13	10	6	3.26	38

# Working with Cascade

## What services could Cascade improve?

Answer Options	Response Percent	Response Count
Convenience/Ease of Use	2.6%	1
Logistics Cost	17.9%	7
On-site driver and packaging staff	0.0%	0
Security Program	2.6%	1
Shipping and Logistics Services	5.1%	2
Accountability for Environment	0.0%	0
Customer Service	0.0%	0
Professionalism	0.0%	0
Web Site	5.1%	2
Quality of documentation	2.6%	1
Speed of service and/or reporting	2.6%	1
Processing Cost	23.1%	9
Nothing	43.6%	17
Educational Resources	0.0%	0
Geographic Footprint	0.0%	0
Rebate Returns	5.1%	2
Sales service	2.6%	1
On-line tracker (Cascade-Tracker)	5.1%	2
Any other ideas? (please specify)	12.8%	5

## Other ideas?

- West Coast & East Coast Presence/Locations
- Sales - ability to sell more items or part out systems (sell individual hard drives or memory)
- We have difficulties sometimes finding qualified recycling at some of our other office locations.
- pretty happy with our service now.
- Cascade does a fine job.

# Customer Satisfaction

How satisfied have you been with Cascade overall?

Answer Options	2003	2007	Dec 2012	Feb 2014	Dec 2015
Very Satisfied	82.6%	90.5%	82.35%	88.9%	82.1%
Satisfied	15.9%	8.1%	15.69%	11.1%	12.8%
Not Satisfied	1.4%	1.4%	1.96%	0.0%	0.0%
# of Responses	69	74	51	54	39

# Testimonials

- “Exceptional professionalism and customer service “ – *Missy Setzer, Mission Health System, Asheville, NC*
- “The staff was awesome from beginning to end! Marla Waugh who facilitated the disposal, to the crew on the dock, everyone was happy and professional. They truly made the disposal a high point of the day!!! Thank you all!!” – *Jason, Aquire Restoration*
- “The Cascade employees who handled our computer equipment disposal were extremely helpful!” – *Sue Cowan, Wisconsin Council of the Blind & Visually Impaired, Madison, WI*
- “Cascade is a wonderful company to work with. The personnel are all very friendly and helpful and it makes me feel good knowing our computer equipment is not going to end up in some landfill somewhere. “ – *Mary Powers, Rite-Hite Corporation, Milwaukee, WI*
- “Cascade Asset Management is an affordable, efficient and secure way to rid your work site of unwanted and/or obsolete IT assets. The customer service very good and the pickup process was fast and easy. Highly recommended.” - *Lucas Weaver, Aerovex Systems , Monona, WI*
- “Always very professional and timely. Really impressed with Cascade.” – *Dan Capadona, Care Wisconsin, Madison, WI*

# Participants

Mission Health System

Brady Corporation

FDIC

Aquire Restoration

Exact Sciences

Robert W. Baird

Wisconsin Council of the Blind  
& Visually Impaired

Kaytee Products, Inc.

Rite-Hite Corporation

InterVarsity Christian  
Fellowship

Singlewire Software

Aerovex Systems

CUNA Mutual Group

Compound Photonics

Guidance Software Inc

CCITC

State Collection Service

DANenet

Uniek, Inc.

Nord Gear

Strand Associates, Inc.

Old National Bank

JComp Technologies Inc.

Wisconsin Milk Marketing  
Board

GLELS, Inc

School District of Jefferson

MMSD

Culver Franchising System, Inc.

HNI Corporation

WMMIC

Madison Development Corp.

Care Wisconsin

*Plus 7  
unspecified  
responses*