

# 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 67 million pounds of old electronics
- Paid more than \$11 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,081,000 computer devices
- Demanufactured and recycled over 788,000 cathode ray tubes
- Prevented more than 3 million pounds of lead from entering of landfills
- Donated more than \$390,000 worth of computer equipment to charities in partnership with our customers

## Contact Cascade

### On the Web:

[www.cascade-assets.com](http://www.cascade-assets.com)

### By e-mail:

[info@cascade-assets.com](mailto:info@cascade-assets.com)

### Toll free:

888-222-8399

### By fax:

608-222-6208

### Our mailing address:

6701 Manufacturers Drive  
Madison, WI 53704

## Don't forget that required security training . . .

Every data protection regulation in the US requires that organizations properly train employees on proper information protection, including proper information destruction.

Just as important, regulators say that organizations who do train their employees on proper information protection will be held less responsible than if the training is not provided in the first place.

Not only does the training increase employee compliance, it also reduces the fine.

As a member of the National Association for Information Destruction (NAID), Cascade can deliver a training to your employees that is fast, simple and effective using ready made DVDs,

documentation and other training tools.

**How it works:** Cascade can come to your workplace and present a 15 minute professionally produced NAID Employee Information Destruction

annual retraining of all employees.

Trained employees are also provided written instructions on the organization's specific information destruction procedures. Cascade will gladly

help you prepare this short document using one of our existing templates.

Employees then verify they have viewed the training video, understand the written destruction instructions, and agree that ongoing compliance

is a condition of their employment. Cascade can also provide sample sign in forms and agreements.

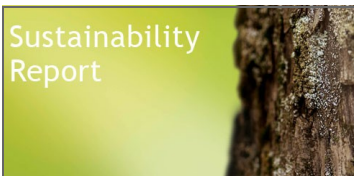
**To request this service:** Contact the Cascade Sales & Outreach program to request an appointment for this free customer service.



tion DVD, which explains why proper destruction is critical to the organization and to each individual's continued employment. Cascade can also leave behind a permanent copy for ongoing training of new employees and

## Sustainability reporting for electronics recycling

Do you want to know the environmental impact of your IT Asset Disposition activities? Does your organization produce an annual sustainability report?



Cascade keeps detailed records and generates annual processing reports for customers to demonstrate the environmental and economic impact of their IT asset disposition activities. By plugging disposition data into an EPA developed carbon footprint calculator, we can translate our reuse and recycling activities into greenhouse gas

and other environmental aspect equivalents.

This carbon footprint calculator can also provide information about the number of typical car emissions offset by your recycling activities with Cascade—which is great for newsletter factoids.

Contact Cascade for your sustainability report for 2011 activities.

Secure, Responsible IT Asset Disposition for Enterprises, Healthcare Institutions, and Government

Indianapolis, Indiana \* Madison, Wisconsin

## Cascade social media provide more outlets for information

### Sources for Dynamic Content

- Our homepage at [www.cascade-assets.com](http://www.cascade-assets.com) features streaming news stories about IT security and e-waste. You can subscribe to our RSS feed from this page.
- Our blogs feature stories and links about the industry. See [www.itassetretirementblog.com](http://www.itassetretirementblog.com) and [www.computerrecyclingblog.com](http://www.computerrecyclingblog.com). Be sure to leave comments and questions here as well.
- Cascade and our CEO maintain Twitter accounts for breaking news and interesting features. Be sure to “follow” our accounts @cascade\_assets and @npetersmichaud

Information is flowing fast and furiously—how can you keep up? Cascade has developed several dynamic content tools to feed information about relevant current events related to IT Asset Disposition. Be sure to subscribe to these services and see what’s new as you consider best practices in secure and responsible disposal of your IT assets.

We also want to hear your thoughts on our blogs and Twitter account to help us and your colleagues improve their disposition practices and stay on top of changing security and environmental regulations.



### Changes to what we accept

Please note, Cascade will no longer be accepting small appliances for recycling, such as microwaves and refrigerators. We are happy to help you locate other responsible outlets for these devices.

For a current listing of what Cascade can effectively and safely process for reuse and recycling, and what we cannot accept, please visit our web site at:

[www.cascade-assets.com/nce](http://www.cascade-assets.com/nce)

## Industry report sheds light on ITAD disposal

Gartner, a leading IT market research firm, recently re-issued its Magic Quadrant report for the IT Asset Disposition (ITAD) industry. Again, Cascade is recognized in the report as one of 17 ITAD firms in North America that offer the best capabilities, certifications, and track record to justify consideration on the “short list” of any enterprise searching for ITAD services.

This Magic Quadrant report was developed through more than 120 ITAD related discussions with non-vendor and end-user organizations by Gartner analysts. Over 60 customer reference questionnaires were completed, and many end-users participated in one-on-one interviews.

From this research, the report offers a description of each vendor, along with identified “strengths” and “cautions.” For Cascade, Gartner states Cascade’s strengths as:

- Cascade’s strong chain-of-custody process resulting from the use of its own vetted staff and vehicles for most transportation logistics;
- Cascade’s strong commitment to environmentally sound asset disposition and recycling;
- Customers report Cascade’s customer web portal to be an “efficient, customizable online tool to track and report on asset status and billing”; and,
- Cascade is highly responsive to customer requirements.

Gartner did point out some cautions about Cascade, including our limitations on providing global solutions and our selectivity about which projects we perform in order to not over-reach.

**Changes in the ITAD industry.** The Gartner report also commented on some interesting trends in the industry.

One conclusion of the report is that “The sharp focus on the two primary risks associated with ITAD—data security and the disposition of e-waste—combined with more strict and comprehensive legislative mandates and pen-

alties for non-compliance, is forcing IT asset managers to more closely evaluate their ITAD processors and providers.” The report talks about the need for firms to not only recognize the role of independent certifications to evaluate the security programs of an ITAD vendor, but to also conduct their own due diligence, including an audit of the company and visit to one of its processing facilities.

Gartner also revealed that “executives responsible for ITAD are coming to realize that the combination of longer refresh cycles and the rising costs of proper disposition of IT assets is driving ITAD’s cost revenue equation to break-even at best.” This suggests that revenue generated from the resale of retired assets is not necessarily offsetting as much of a company’s ITAD processing costs as before.

**Get the full report.** To request a copy of the full 34 page report, visit Gartner at [www.gartner.com](http://www.gartner.com). Current Gartner users may be able to sign in and download the report directly—ask for “Magic Quadrant for North American Information Technology Asset Disposition,” by Rob Schafer, November 30, 2011. The publication number is G00219748.



**Gartner IT Financial, Procurement & Asset Management Summit.**

September 14—16 \* Orlando, FL

This summit recognizes the importance and value that IT provides to organizations and is targeted toward communicating economic alignment and challenges within IT and to all IT customers. Organizations will learn how to illustrate the true value of IT through understanding how to identify cost drivers and communicating costs both within IT and out to business units and corporate executives, work with stagnant budgets, manage an increasing number of software audits, and build better procurement programs.

Cascade will participate in the “Solutions Showcase” and will provide information on our latest innovations in IT Asset Disposition.

Contact Cascade for an opportunity to receive “2 for 1” registration, saving you more than \$1,600.