DMD
Systems Recovery

SUCCESS STORY
CRM SaaS Company

"Our normal IT asset management program was upended overnight. With more important problems to solve, we are lucky we found a single company to deliver results and remove the worry."
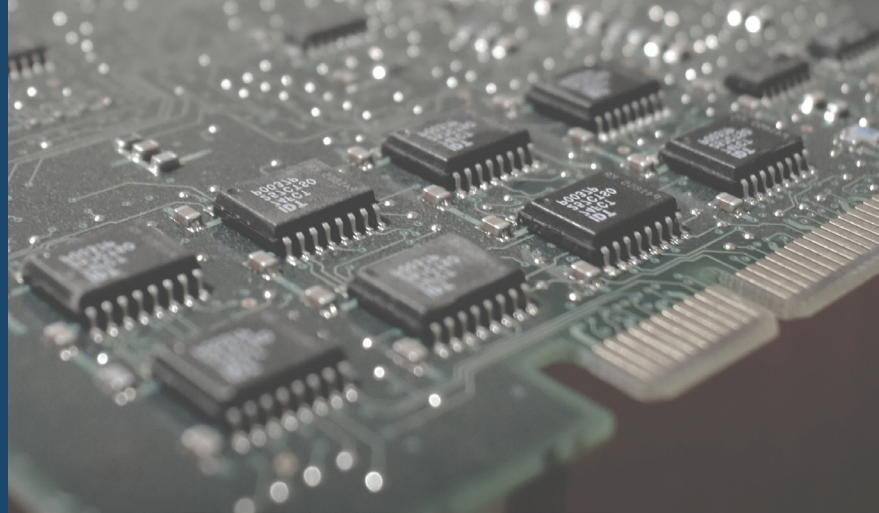
- Director, Strategic Sourcing

PROFILE

100,000 CUSTOMERS

2M + SUBSCRIBERS

US BASED

23 COUNTRIES

55,000 EMPLOYEES

EXECUTIVE SUMMARY

A mandated Work From Home (WFH) policy in 2020 upended the company's IT asset collection and disposition process. DMD provided a global ITAD solution to retrieve the laptops, eliminate the data, and repurpose the assets for maximum value and environmental impact, while requiring minimal company involvement.

ABOUT THE COMPANY

A US-based Customer Relationship Management (CRM) software company with over 100,000 customers and 2M+ subscribers.

THE CHALLENGE

Normally, the internal technology group managed upgrades, refreshes, repairs, and replacements of company IT assets through help desks located within the corporate campuses. COVID-19 forced a transition to remote work and the established IT asset collection process no longer worked.

The company had 8,000 laptops and accessories from a recent acquisition sitting idle at 8,000 individual residences in 23 countries with no mechanism to reclaim the assets.

Top IT initiatives focused on business continuity and customers. The internal team had neither the time nor desire to figure out the logistics and handling of each device. They also lacked the expertise and processes for secure data destruction and asset repurposing.

The longer the assets remained idle, the more likely the computing devices would not be returned or used for alternate purposes, exposing the company to data security risks.

COMPANY GOALS

- A simple way for remote workers to return IT assets.

- A comprehensive solution across all devices & countries with minimal oversight & real-time visibility to progress.

- Documented, compliant, & certified data erasure.

- Enable the asset retirement process (previously onsite) to be reconciled virtually.

DMD STATS

55
COUNTRIES SERVICED

56M LBS
CO2 SAVED

0
DATA BREACHES, EVER.

638,318
TERABYTES DESTROYED

12%
OF THE F500

*FROM 2024

DMD provides comprehensive ITAD services across the IT categories: Data Center, End User Compute, and Mobility; for Fortune 5000 companies and top 500 cloud providers in America who need to disposition unnecessary IT assets, value their data security, our environment, and desire a governed solution, with a Reuse-First™ ITAD policy.

SOLUTION

DMD utilized our ITAD in a Box program to ship a pre-paid shipping kit to every individual address with detailed instructions and videos to help the individuals safely and securely package the assets. DMD utilizes software to provide real-time visibility to each asset through shipping, receiving, data destruction, and reuse. This includes carrier integrations to track, report, and alert on any abnormalities for immediate remediation.

ITAD in a Box was configured to meet the customer's unique requirements allowing for easier importing and reconciliation into their current IT Asset Management (ITAM) process. The flexibility allows individuals to return laptops, desktops, mobile devices, and the related accessories.

The program and instructions were similar across countries, with some unique modifications in Latin America and South America to accommodate local COVID-19 protocols, including individual couriers sent to houses to pick up the assets.

RESULTS

The CRM company quickly pivoted the IT Asset Collection process and preserved their detailed IT Asset Management process. Boxes were at residential addresses 11 days from the program agreement. All identified assets were reclaimed or accounted for, with Certificates of Destruction (CODs) provided for each individual data-bearing asset.

8,345
HIGHLIGHT
IT assets collected via the ITAD in a box program

40 HOURS
HIGHLIGHT
Less than one week of total management and reconciliation activities expended by the client

R2 V3 | AAA NAID CERTIFIED | Certified B Corporation | AMERICA'S FASTEST-GROWING PRIVATE COMPANIES Inc. 5000 | ISO International Organization for Standardization 9001:2015 | ISO International Organization for Standardization 14001:2015 | ISO International Organization for Standardization 45001:2018