



## SUCCESS STORY

### CRM SaaS Company



*"Our technology team is acutely aware of our role in protecting the data of our customers and our company. We know our responsibility and needed an erasure partner who could provide the level of security, transparency, and expertise, to ensure the protocols and rigor throughout the process. With DMD, we found that, and more."*

- Global ITAM Mobility Manager



## PROFILE

**100,000** CUSTOMERS

**2M +** SUBSCRIBERS

**US** BASED

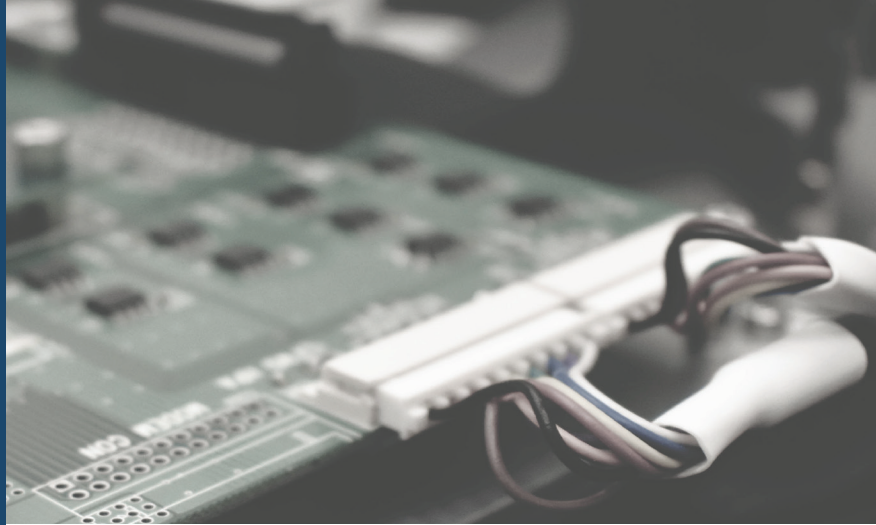
**23** COUNTRIES

**55,000** EMPLOYEES

**25,000** MOBILE USERS

**2** YEARS OF DMD SUPPORT

**4** COUNTRIES SUPPORTED



## EXECUTIVE SUMMARY

A software company, heavily dependent on corporate-liable mobile phones to communicate important information, including customer data, needed an ITAD company to securely collect unneeded phones, eliminate the data, and then environmentally compliant and consciously remarket and dispose of the IT assets to recapture value. The company chose DMD and we provided a secure chain of custody for this company across each device for inspection, erasure, audit, resulting in a Certificate of Destruction (CODs).

## ABOUT THE COMPANY

A United States-based, globally operating SaaS company with over 100,000 customers and 2 million-plus subscribers.

## THE CHALLENGE

A cloud-based software company provides mobile phones to a sizable percentage of its 50,000 employees. These phones are used to share emails, documents, texts, and other forms of communication, often including customer information.

As a Data Processor, the company is responsible for implementing appropriate security measures for the data they process. These security measures extend to the disposition of their IT assets, including mobile phones.

Old phones were managed on a retirement cycle but were simply being collected and stored in an onsite area for future determination. The company lacked the proper tools and training for secure data destruction.

Finally, the company was unsure how to better manage the device retirement so they could monetize value from assets that had usable life in them.

## COMPANY GOALS

- Choose a provider experienced with Data Processors and their security requirements with a demonstrated Chain of Custody.
- Outsource to a single provider who was certified as NAID AAA for data destruction.
- Contribute to reuse and generate revenue through reselling usable devices.

## 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 worked with this company to provide secure ground-shipping for mobile devices to the DMD warehouse. All trucks remain locked and are GPS monitored during the transportation process. Upon receipt, devices were scanned into inventory and all equipment was validated against the customer manifest.

Once quarantined the phones were sent as a batch for data destruction and functionality testing. Devices that met predefined model, age, and cosmetic requirements were put into an inventory of customer spares for break-fix, hot-swap availability. The remaining devices were resold providing reuse and extending the life of the asset. These devices generated revenue to offset the cost of the service and the surplus returned to the Mobility Department's budget.

Online portal access to all detailed reports and asset status was extended to the customer. The detail includes all certificates of destruction and recycling associated with each individual mobile device as well as summarized at the aggregate lot level.

## RESULTS

The software company implemented a mobile phone partnership that achieved each of their goals. Every phone had the data erased according to NIST 880-88r1 standards via our NAID AAA certified processes. The Chain of Custody has been presented and recorded on every serialized asset, all accessible through the online portal. And the circular economy has been enhanced with additional IT Assets being reintroduced instead of destroyed or recycled. The program has done well for the budget, the company, and the environment. Something we both take pride in.

**10,000+** **HIGHLIGHT** Mobile devices securely processed.

**\$1M+** **HIGHLIGHT** Surplus dollars returned to the Mobility Department as payment for end-of-life equipment

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