DMD
Systems Recovery

SUCCESS STORY

Major Airline

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"DMD brought us new ideas which brought our sustainability and IT groups closer together."
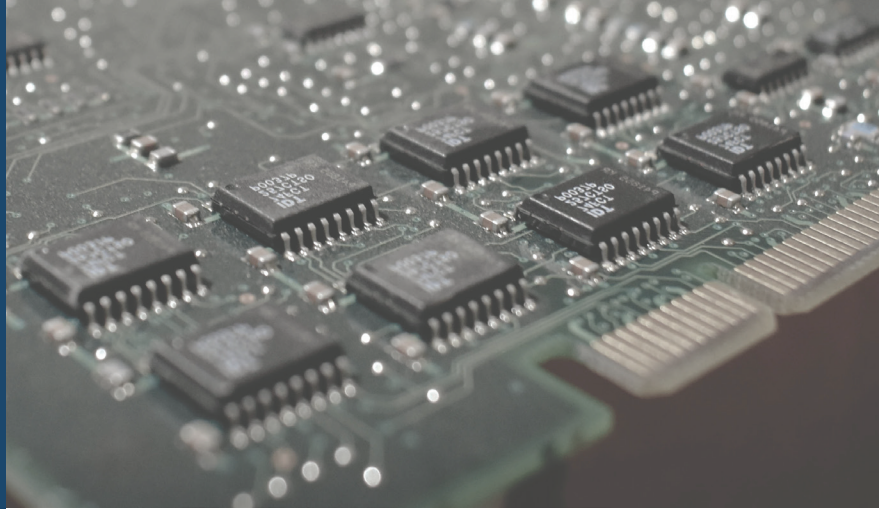
- Director, IT

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PROFILE

130,000 EMPLOYEES

850+ AIRCRAFT

US BASED

350 GLOBAL DESTINATIONS

200M PASSENGERS ANNUALLY

EXECUTIVE SUMMARY

A commitment by the airline to net-zero carbon emissions by 2050 requires massive changes to principles, policies, and procedures. Adjusting strict security protocols to protect data while accommodating the environment resulted in the repurposing of in-flight entertainment assets.

ABOUT THE COMPANY

A global airline with over 200 million passengers annually and operations in 62 countries.

THE CHALLENGE

This company is committed to dramatically improving corporate sustainability goals. These goals were shared with each functional business area. However, the tools, processes, or "how" was not.

The IT department lacked the resources and experience to facilitate methods of improving their processes considering these ESG parameters and struggled to determine how they would contribute.

The lack of innovation was apparent in the standard policies, one of which was to dismantle and recycle end-of-life IT assets. These policies were enacted due to security concerns and a focus on risk reduction.

Because of past policy, no one felt empowered to alter policies or introduce novelty and adaption based on current events or new IT innovations.

COMPANY GOALS

- Align IT department with corporate sustainability goals.
- Restructure procedures and policies to place sustainability as a top priority.
- Improve data security.
- Improve reuse of IT assets.

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 client to understand their current processes and practices generating suggest, ideas, and improvements to align IT practices with corporate sustainability principles.

Inflight entertainment systems were being dismantled and recycled as a policy. These tablet devices contained no regulated data, making this an ideal starting point for a pilot program and challenging the current policy.

The pilot project provided proof of the data removal process via certified logs and physical forensic inspection by the airline. These tablets were resold versus recycled, reducing the environmental impact by increasing the useful life of the asset.

RESULTS

IT practices better aligned with corporate sustainability principles through reuse of inflight entertainment tablets. In addition to reusing 3,900 of the 4,000 tablets and generating tangible data on embedded energy savings, the IT department learned of misalignment in their corporate PIN protection process. This learning changed and improved device management procedures.

98%
HIGHLIGHT
Tablets reused vs. % recycled using old procedures

3 TONS
HIGHLIGHT
of CO_2 savings in 3 months

0
HIGHLIGHT
Security Issues