

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 69 million pounds of old electronics
- Paid more than \$11 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,109,000 computer devices
- Demanufactured and recycled over 800,678 cathode ray tubes
- Prevented more than 3.1 million pounds of lead from entering of landfills
- Donated more than \$409,000 worth of computer equipment to charities in partnership with our customers

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Laptop theft recovery solutions make reuse tricky

On April 30th, an unencrypted laptop was stolen from the home of a faculty member of the University of Texas. The laptop contained information on 30,000 patients, including medical information on 10,000 people.

Because the laptop could not be located or recovered, the hospital was required to notify all affected patients and provided them with credit monitoring services.

According to the [Open Security Foundation](#), 1,037 data losses were reported in 2011. Of those, about 14 percent were due to stolen laptops.

The threat of a loss of sensitive corporate or customer data is enough to convince most risk managers to invest in technology to mitigate data theft issues and rapidly respond to thefts.

Encryption and physical barriers on data storage devices exist to thwart thieves from accessing data. Better yet, many companies are removing the potential for sensitive data to fall into the wrong hands by only allowing employees to access corporate information from secure connections to the cloud. That way, no data are stored on hard drives and storage media in portable devices.

In order to respond to threats from a lost or stolen

laptop, organizations have installed remote data sanitization programs to disable or sanitize media once it is off a designated network.

Another tool is a tracking program installed in the BIOS of devices that can alert a subscription service when a lost item is detected on the Internet so that the owner can recover the device. Cascade is seeing increasing use of this tracking technology, especially in solutions developed by [Absolute Software](#) called LoJack® using the company's Computrace® persistence technology.

The beauty of this technology is that the Computrace module is embedded in the BIOS (or firmware) of the machine. A large number of manufacturers are installing the tracking persistence module in the BIOS. The tracking tool will reinstall itself even if a system restore, hard drive reformat, or a hard drive replacement occurs. The software includes a "self-healing technology" to ensure the tracking technology persists, no matter what.

This is great when you want to track down a stolen laptop, but it can cause confusion and disruption when a laptop is being repurposed or resold

on the open market for legitimate reasons. **Cascade cannot resell equipment embedded with Computrace technology when the tracking service is still enabled and the application is installed in the BIOS.** Our buyers would not appreciate being followed so closely!

As part of our quality control and security review process, Cascade examines the BIOS of each device it handles to determine whether a tracking service has been enabled, among other things. In the event we discover such an installation, we will notify the customer to see if the service can be disabled by them and they (or the manufacturer) can remove Computrace from the BIOS. Otherwise the entire device must be destroyed and recycled by Cascade. Our customers would then forfeit any revenue they might generate from the resale of what otherwise would be a perfectly good device, even after Cascade effectively sanitizes all data from the device.

We have found some OEMs are not willing to remove Computrace from the BIOS (including Dell) making it impossible for Cascade to resell these units.

Tracking services are a great investment when you own your mobile device. But, be sure to de-activate these services at disposal to maximize any resale value.



Open House events provide a forum for sharing best practices

About 100 IT Asset Management professionals attended one of Cascade's Open House events this spring to learn the latest about data security, environmental regulation and maximizing value recovery from surplus IT assets. Participants also toured Cascade's processing facilities to see how devices are refurbished and recycled.

The events included a series of workshops with presentations from subject matter experts as well as case studies and peer exchanges to help share best practices from the field.

State environmental regulators from the Indiana Department of Environmental Management (IDEM) and Wisconsin Department of Natural Resources (DNR) gave updates on each state's program and how they impact businesses and individuals.

Cascade's CEO presented updates on federal and international environmental and security compliance requirements. He also provided specific templates and tools for establishing appropriate security policies and conducting trainings to meet the requirements of HIPAA privacy



Workshops at the Open House events

protection laws.

TJ Barelmann, Cascade Operations Manager and a Certified Secure Destruction Specialist, gave the most intriguing talk of the day about the challenges of sanitizing new storage media, including solid state drives, hybrid drives, and the many types of flash drives used in mobile devices. There was a significant discussion among participants about how to develop validated procedures for data sanitization whether the equipment is redeployed in-house or retired to Cascade.

Later in the day, information was shared about how to manage the lifecycle of IT equipment to reduce the total cost of ownership of IT assets and to improve environmental performance. We discussed an IBM survey of enterprise lifecycle management programs which concluded that the annualized cost of desktops and laptops is lowest for a three year refresh cycle. That finding was debated among participants who generally concluded that "each situation is different." Depending on the demands put on the equip-



Facility Tours

**OPEN
HOUSE**

INDIANAPOLIS
Wed, April 18, 1-5 pm
MADISON
Wed, May 23, 10am-5pm

Download presentations and resource guides shared at the events by visiting:

cascade-assets.com/about/openhousemadison2012.html

ment, some items may need to be replaced sooner while other client devices with low demands can stay out in the environment longer. We also discussed the EPEAT program, which is an environmentally preferable computer product assessment tool. A TCO calculator spreadsheet was also reviewed and made available to participants to use back at their organizations when evaluating new purchases of IT assets.

The Wisconsin Open House also included information about local and international donation programs. Information was shared about how to make the most of IT donations so that both the recipient and donor receive maximum benefit.

In addition to the workshops, Madison Open House participants spent time at information booths hosted by Cascade's partners in data security, paper shredding, metals recycling, and lifecycle services.

Child-labor processing e-waste

Seventeen child laborers were rescued from a computer recycling center in India near New Delhi on June 11, 2012. The center is located in one of the biggest junk dealers' markets, which has nearly 1000 scrap stores.

Activists claim the children were involved in the hazardous job of segregation of parts from computers, mobile phones and other electronic devices, which exposes them to toxic elements. Four employers were held. The children involved were all under 13 years old, and the youngest child was found to be six years old.

This sad report is another example of the problem with unscrupulous e-waste export that is so prevalent among companies claiming to recycle e-waste. Cascade's e-Stewards certified processes ensure such a crime does not happen with our processed e-waste.



In Memoriam: JJ Vosskamp 1967 – 2012

We are all deeply saddened by the loss of Cascade's COO, Ralph "JJ" Vosskamp who passed away on May 25 after a courageous battle with pancreatic cancer. JJ ran operations at Cascade since 2007 and was a member of our Advisory Board prior to that time. He leaves behind two daughters and his wife and many friends who admired him for his compassion and lively spirit.