

# 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 71 million pounds of old electronics
- Paid more than \$12 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,137,000 computer devices
- Demanufactured and recycled over 809,000 cathode ray tubes
- Prevented more than 3.2 million pounds of lead from entering of landfills
- Donated more than \$412,000 worth of computer equipment to charities in partnership with our customers

## Contact Cascade

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## Survey yields intriguing results about IT disposition

During the month of December, 2012, Cascade solicited information from over 200 active enterprise customers to get their perspectives on IT asset disposition and plans for the future. One theme was consistent among the vast majority of respondents—security is their biggest concern.

More than 60 individuals completed this 27 question survey. About 72% of participants represent IT departments, and most of the others come from environmental, purchasing or facilities departments. There was a fairly even distribution of contributions from organiza-

tions in the healthcare, finance, government, manufacturing and distribution industries. About 80% of participants manage less than 5,000 computer workstations and several manage large enterprises with more than 20,000 seats.

Cascade's customers do tend to operate more developed IT asset management programs, which actively track their assets. More than 58% of participants have operated a formal IT Asset

Management program for more than 5 years, though about 20% either don't have a program or just started one. Of all respondents, 62.7% accumulate old computers before contacting someone for disposal. It's likely the case that a more responsive disposal program could help these organizations reduce storage costs, mitigate risks, and improve resale potentials.

the removal of data on these devices. On average, participants report that 29% of employees in their organizations use smartphones or tablets. In addition, respondents note that about 13% of employees use their own devices to perform work, an indication of the increasing challenge of the Bring Your Own Device (BYOD) trend. Fifty-one percent of organizations said they have no program in place for de-

stroying data on mobile devices. This was recognized as a growing concern as the use of smartphones and personal devices for business proliferates.

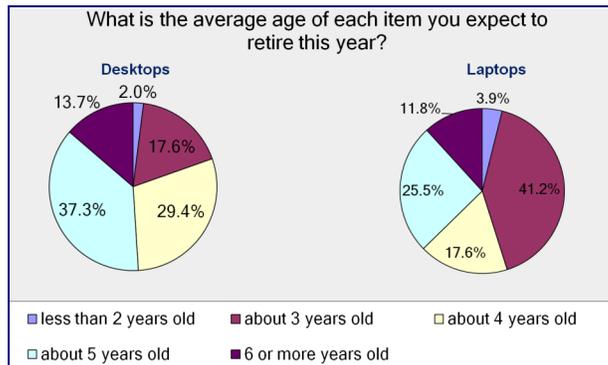
When asked to rank the most important considerations for disposing of IT

assets, "managing data security and privacy risks" came out on top, followed by "managing environmental risks" with "minimizing costs" coming in third.

The survey also generated responses about disposition and IT spending trends, along with open responses about the most important issues facing organizations in 2013.

The complete report is available at:

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



The survey demonstrates that most companies are active in taking responsibility for knowing what assets they dispose. Two-thirds of organizations say they have an inventory of all assets prior to disposal and another 25% record the inventory of some assets. That helps to ensure they know what leaves their buildings prior to disposal.

With the rapid increase in the use of smart phones, we wanted to learn how people manage their disposal and

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

Indianapolis, Indiana \* Madison, Wisconsin



## Healthcare news

# Cascade offers mobile device disposition services

Cascade sanitized, refurbished and resold over 2,000 mobile phones in 2012 generating more than \$50,000 in rebates for our customers. Because of the unique and complicated data security requirements of these devices, we've been careful when expanding into this product line, but it's clear this is a growing and important component of our customers' disposition needs.

Smartphones, tablets and other mobile

challenging and controversial to manage the secure and responsible disposal of these devices.

Privacy protection rules, such as HIPAA and FACTA, require certain entities to track and document the destruction of media containing personal information. While there are plenty of options for recycling cell phones and other mobile devices through charity programs and online buy-back pro-

Cascade announced this week that it has been awarded a 36-month group purchasing agreement with the Premier healthcare alliance to provide services to Premier members for the secure and environmentally responsible disposition of their IT assets for reuse and recycling. Effective January 15, 2013, the new agreement allows alliance members, at their discretion, to take advantage of special pricing and terms pre-negotiated by Premier.

"We are honored to have been selected to provide our award-winning services to the Premier membership," says Neil Peters-Michaud, Cascade's CEO and one of the company's two founders. "Our relationship with the healthcare industry goes back to our recognition by Hospitals for a Healthy Environment in 2005 as a 'Champion for Change' and now extends to serving healthcare facilities in their IT disposition needs across the country."

Premier is a performance improvement alliance of more than 2,700 U.S. hospitals and 90,000 other sites using the power of collaboration and technology to lead the transformation to coordinated, high-quality, cost-effective care. Owned by hospitals, health systems and other providers, Premier operates a leading healthcare purchasing network with more than \$4 billion in annual savings. Premier also maintains the nation's largest clinical, financial and outcomes database with information on 1 in 4 patient discharges. A world leader in delivering measurable improvements in care, Premier works with the Centers for Medicare & Medicaid Services. Headquartered in Charlotte, N.C., Premier also has an office in Washington.

Top Smartphone Operating Systems, Forecast Market Share and CAGR, 2012-2016

Smartphone OS	2012 Market Share	2016 Market Share	CAGR 2012 - 2016 (%)
Android	68.3%	63.8%	16.3%
iOS	18.8%	19.1%	18.8%
BlackBerry OS	4.7%	4.1%	14.6%
Windows Phone	2.6%	11.4%	71.3%
Linux	2.0%	1.5%	10.5%
Others	3.6%	0.1%	-100.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>18.3%</b>

Source: IDC Worldwide Mobile Phone Tracker, December 3, 2012

devices are one of the fastest growing categories of IT assets in our economy. According to the IDC, more than 1.4 billion mobile phones shipped in 2012. The smartphone segment grew a whopping 45% over 2011 shipments. With short life spans, these devices will often get retired from use typically two years after purchase, when the original phone contract expires.

One of the main differences with the disposal of mobile phones and tablets compared to desktop computers and laptops rests with the complexity in destroying data on these devices. Standard magnetic hard drives can be effectively sanitized through commonly available overwriting software. But because these mobile devices often use flash memory or solid state drives to store data, the process to sanitize the drives is no longer consistent across manufacturers and operating systems.

We also discovered through conversations with customers that the Bring Your Own Device ("BYOD") trend further complicates the disposal of mobile devices. As phones store both personal and corporate information, it can be

programs, these schemes do not often fit well with enterprise asset disposition programs that require transparency and accountability for the ultimate destruction and disposition of each asset.

Cascade has developed methods for testing, sanitizing, repairing and refurbishing all of the most popular mobile phones and tablets. We can even repair and replace cracked screens on iPhones, greatly enhancing their resale value. In addition, Cascade's sanitization processes have been validated by an independent data forensics firm that unsuccessfully attempted to recover data from Cascade processed phones.

If phones cannot be refurbished, Cascade will destroy them and ensure they are recycled in an environmentally responsible manner.



Join Cascade at the industry conference for healthcare professionals promoting sustainability efforts.

April 24-26, 2013  
Boston Marriott Copley Place

[www.cleanmed.com](http://www.cleanmed.com)