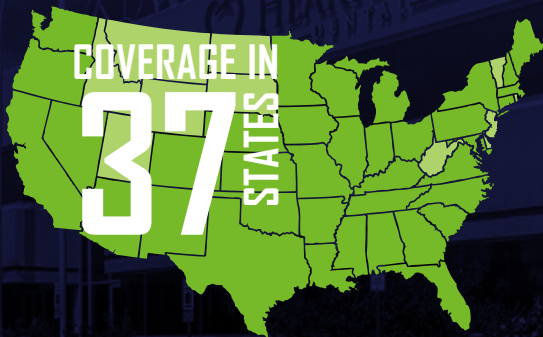




## ABOUT HEARTLAND DENTAL

Heartland Dental was founded in 1997 by Rick Workman, DMD, who opened his first two dental offices in Effingham, IL. Today, Heartland Dental is the nation's largest dental support organization providing non-clinical administrative support services to 1,500 supported dentists in more than 1,000 dental offices in 37 states. Heartland Dental partners with its supported dentists to deliver high-quality care across the full spectrum of



Essential certifications for  
**HEARTLAND DENTAL**  
**NAID, ISO 9001**  
**& ISO 14001**  
**CERTIFICATIONS**

# Heartland Dental

## CHALLENGE

Heartland Dental needed to replace about 10,000 Windows 7 desktop PCs with new Windows 10 machines at nearly 1,000 of their sites across the nation. In addition to the desktops, there were many servers and other miscellaneous equipment at each location that required proper disposition.

While Heartland Dental worked with other ITAD vendors for more than 10 years, it needed an IT asset disposition company with adequate resources and capabilities to handle a project of this scale. Coordination of disposal had to be timed with the installation of new equipment. Logistics were required across the United States to ensure a convenient and cost-effective equipment removal process. Collected hard drives needed to be cataloged and securely stored for three to twelve months to satisfy potential requests to retrieve missing data. Robust milestone reporting was requested to track the progress and financial results of the program. Heartland's goal was to use the value generated from the refurbishment and resale of its retired IT assets to cover all project costs.

## SOLUTION

With decades of experience working with businesses across the country, Cascade offered flexibility and willingness to customize a solution that fit Heartland Dental's needs. Cascade had the required certifications, along with established processes and resources to successfully manage the large volume of equipment. Heartland Dental chose Cascade Asset Management as its ITAD partner with confidence in

### FOUR KEY AREAS:



## SECURITY

Using its owned fleet of drivers and vehicles, and by coordinating a box return program, Cascade successfully managed the removal and collection of **over 30,000 assets from more than 680 unique Heartland Dental sites across 37 states in the first 18 months of the project.**

A proven track record of serving enterprises, combined with its **NAID AAA Certification**, confirmed Cascade could manage Heartland Dental's data destruction and reporting requirements. Cascade ensured transparency and accountability throughout the process and was able to securely store Heartland Dental's drives for the company's required record retention period.

Offering an added layer of security and confidence, Cascade offered **Milestone Reports** that kept Heartland Dental informed of processing activity each step of the way, from each customer site, through storage and final disposition. IT managers could easily identify the status of individual assets with detailed reports, including inventory receipt reports, certificates of destruction, and disposition reports that Cascade uploaded to a secure document management site. Processing activity was also posted on the Cascade Tracker on-line portal to facilitate on demand searches and report generation.

# CASCADE

## ASSET MANAGEMENT

**We had no idea so many of our old devices had value. Now, thanks to Cascade, we're finding so much can be reused or recycled.**

— B.B. - IT Manager

The financial return on Heartland's investment was **BETTER THAN FREE** services could offer, resulting in \$416,817 in rebates from resold equipment within a year which covered all project costs and generated revenue back to Heartland.

**Working with Cascade made my job a whole lot easier, without a doubt. It was the best decision I've made.**

— B.B. - IT Manager

## KEY TO SUCCESS

Build a successful partnership with your ITAD vendor with **open communication**.

Help your vendor best serve your company by forecasting upcoming IT asset disposition needs and keeping them informed, especially when a large or complex project is on the horizon.

## \$ SAVINGS

While Heartland Dental was aware assets had some resale value, it was not looking to make money on the disposition process. The company knew a project of this scale could result in significant transportation and processing costs. Leveraging its merchandising channels, Cascade generated resale rebates from more than 77% of the equipment it processed, allowing Heartland Dental to offset its service fees and generate positive revenue flow back to the company.

- ▶ **30,317 ASSETS RECEIVED AND INVENTORIED**
- ▶ **77.4% OF ITEMS PROCESSED WERE REUSED**

## ♻️ SUSTAINABILITY

With the help of Cascade, Heartland Dental's old devices went from being unorganized and underutilized in a storage closet to securely stored, recycled or resold in accordance with the e-Stewards certification process. Unlike other vendors that were unable to process certain equipment, Cascade processed everything - including computers, servers, peripherals, mobiles, and other office equipment - taking items off Heartland Dental's hands for a seamless, sustainable solution.

## 👍 SATISFACTION

Cascade's thorough preparation, full transparency and flexibility allowed Heartland Dental to have confidence in choosing an ITAD vendor. Cascade's full-service team of professionals was available and ready with a fleet of vehicles to support any Heartland Dental location for pick up. Cascade made the process even easier and more efficient by opening a facility in Florida to better serve Heartland Dental's locations across a wider geographic area.

## CASCADE ASSET MANAGEMENT PROVIDES CUSTOMERS WITH SECURE & SUSTAINABLE SOLUTIONS TO THEIR IT ASSET DISPOSITION NEEDS.

As an industry leader and trusted partner for enterprises and institutions in highly regulated industries like health care, government and finance, **Cascade knows what matters to you and your organization.**