IRON MOUNTAIN®

NINE KEY SIGNS THAT YOU NEED A SECURE IT ASSET DISPOSITION STRATEGY

We depend on our digital devices, but every time we upgrade to the latest and greatest, it means getting rid of the old stuff. That's why so many IT assets—servers, hard drives and other data-bearing devices—are piling up in offices and making their way into landfills.

Helping organizations large and small deal with their retired IT assets in a secure and environmentally-responsible way is what IT Asset Disposition—ITAD—is all about. Is it time you implemented an ITAD program for your organization?

Here are nine reasons that might be the case. See if any apply to your organization.

1. YOU'RE COMMITTED TO BEING IT/DATA-DRIVEN

We live in a data-driven world. And even with the pandemic-related disruptions and lingering IT supply chain issues, overall spending on new technology remains very much on the upswing—including both cloud services and on-premises solutions. Unless you are seriously bucking that trend, it means you are going to be acquiring and retiring a lot of IT assets for the foreseeable future. Understanding the amount of IT assets and the resources required for efforts like

ensuring a secure chain of custody and data sanitization will determine whether you can support ITAD on your own or whether it makes sense to rely on a third-party provider of ITAD services.

2. YOU'RE COMMITTED TO BEING IT/DATA-DRIVEN AND ENVIRONMENTALLY RESPONSIBLE

If your organization is serious about IT and also about sustainability initiatives, there is no question you need a responsible approach to ITAD—including remarketing and recycling of your retired IT assets:

› Reselling IT assets that still have market value extends the useful life of existing assets

› Recycling raw materials is more energy efficient than extracting them from virgin sources in the first place and far better than simply dumping them

You should seek to have ITAD delivered by a responsible vendor that fully complies with R2 or e-Steward standards, ensuring that e-Waste is not sent to landfills or exported overseas.

3. YOU WANT TO LOWER YOUR TOTAL COST OF OWNERSHIP (TCO)

Making sure your organization is lowering its TCO is an important aspect of managing your IT assets; this boils down to reviewing your current and future system requirements and optimizing your schedule of acquiring and retiring your IT assets. The mistake many organizations make is to hold on to hardware for too long in the hopes of saving money. But as servers and other devices age and their performance declines, support costs increase (see the chart below), and so does the possibility of unexpected outages (which also increase your costs). A regular refresh schedule backed by ITAD will enable you to retire assets before the costs of supporting them increase significantly while also recouping more residual value.

YEAR-TO-YEAR CHANGES IN RELATIVE SERVER PERFORMANCE FOR INVESTED COSTS

■ Server support/administration ■— Server performance (relative to year 1)

Source: IDC
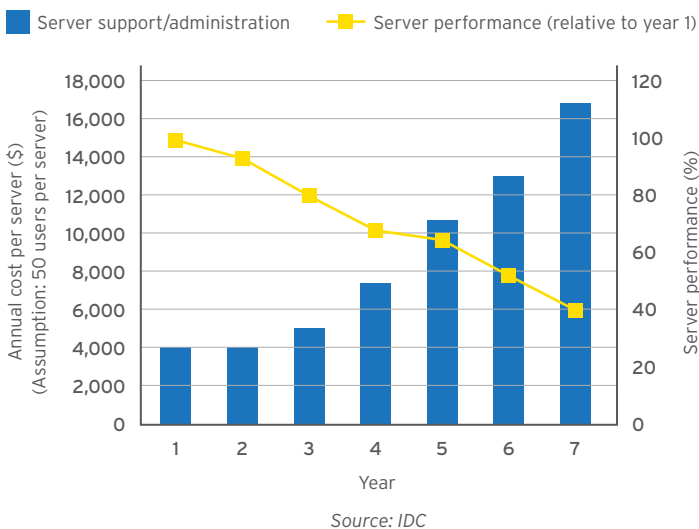
4. YOU TRIED TO DISPOSE OF YOUR OLD IT ASSETS—AND FAILED.

It happens all the time and it's the single biggest indicator that you need a professionally-provided ITAD service—during a slow business period someone in your organization was assigned the job of retiring IT assets. A lot of great ideas were put on the table:

› Wiping hard drives clean and recycling them

› Giving devices to employees

› Donating IT assets to charities

A spreadsheet was put together that would document what went where.

Then reality set in: It was discovered that it's not that easy to really wipe a device clean. Employees said that they would accept retired IT assets, but it becomes evident that just giving away IT assets in that way raises security issues. Recycling and donating takes time, connections and a lot of logistics. The spreadsheet was never fully updated, so there was no accurate, verifiable audit trail.

The end result: Now no one knows what went where, and you are exposed to legal and compliance issues over data security concerns. Plus, there are still a lot of retired IT assets lying around, gathering dust and taking up space.

If that's you—and there are many like you—it's a sure sign that you need to call in an ITAD vendor.

5. THE PROSPECT OF LOSING CUSTOMER DATA KEEPS YOU UP AT NIGHT

Today's IT devices hold a lot of data—a gigabyte of storage that once cost thousands of dollars can now be had for pennies. That's a real convenience when we are actively using our IT devices but a real pain when it comes to disposing of them and making sure that the data on them never falls into the wrong hands. Simply reformatting a disk drive doesn't actually erase the files stored on a drive, only the tables pointing to the files. Completely eradicating data requires specialized equipment and/or software. That's why if the prospect of losing customer data really keeps you up at night, it's a sign you need an experienced ITAD provider.

6. YOUR BUSINESS IS SUBJECT TO REGULATORY COMPLIANCE

If you operate in a regulated industry such as financial services or healthcare, you probably already invest in data security measures. Otherwise, you risk non-compliance

which can lead to significant fines and reputation damage. But improperly disposing of an old server or hard drive is just as big a compliance risk as not having the right security software protection. That's why if any of the following regulations apply to your organization, it's a sign that you need a professional ITAD vendor:

1. Financial Institutions: Gramm-Leach Bliley Act (GLBA)

2. Healthcare providers/insurers: Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health (HITECH) Act

3. Retailers or any organization that deals with financial information and credit cards: Fair and Accurate Credit Transactions Act (FACTA)

4. Educational institutions: Family Educational Rights and Privacy Act (FERPA)

5. Doing business in the European Union or managing European consumer data: General Data Protection Regulation (GDPR)

6. Doing business in California or overseeing a Californian's consumer data: California Consumer Privacy Act (CCPA)

7. YOU REQUIRE WITNESSED DESTRUCTION DIRECTLY ON-PREMISES

If you are just getting started with an ITAD strategy this may come as a surprise, but an increasing number of organizations will no longer simply rely on a promise that their old devices were wiped clean—they want to see it happen for themselves. On-site, witnessed destruction removes all data security risks associated with transporting data bearing devices. Instead of being trucked to a processing facility, the devices are brought to a specially equipped mobile-shredding vehicle parked onsite. The appropriate individuals can then watch the

entire destruction process either in-person or from the truck's onboard closed-circuit television system. As data breaches become more common, on-site data destruction is being a more frequent requirement and a definite sign that you need an ITAD provider.

8. YOU STRUGGLE TO TRACK YOUR IT ASSETS

In a business or legal situation, whenever anything of value is lost or damaged, establishing "chain of custody" (information showing who touched the item, when and where) becomes essential. For that reason, chain of custody is a critical part of ITAD. Whether you accomplish ITAD on your own or rely on a third-party, a detailed record of the handling of your IT assets is absolutely essential. An inability to maintain chain of custody documentation consistently and accurately is a clear sign that you need ITAD delivered by a responsible provider.

9. YOU CURRENTLY RELY ON A "FREE" ITAD SERVICE

It's not unusual to encounter ITAD vendors that offer their services for free or at very little cost. Unfortunately, this likely means that the provider of the service is doing one or more of the following:

› Retaining the revenue gained from remarketing your equipment, so the service is not actually free

› Not providing a secure chain of custody or fully verifying that all IT assets are wiped clean of data

› Disposing of your equipment in ways that are not environmentally sustainable (i.e., shipping to overseas landfills)

In short, relying on a "free" ITAD service may not really be free at all and puts your business at the risk of fines with legal/compliance exposure that ITAD is meant to avoid.

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