



IAITAM ACE

May 7-9, 2024 The M Resort  Las Vegas, NV

From Trash to Treasure: Changing the
Stigma of Your ITAD Program

Speaker: Aaron Cramer

Company: Sage Sustainable Electronics

Finding your IAITAM Oasis





Aaron Cramer – Director of Practice Advisory & Client Engagement

- 20+ years of ITAM & ITFM leadership
- 2+ years working directly with ITAD customers
- Loves fishing, sports and being outside
- Loves working with teams to get great things done



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AGENDA: WHY ARE WE HERE?



- ✓ You and your ITAD service are undervalued & under sponsored
- ✓ ITAD capabilities & opportunities have evolved
 - The “trash” stigma remains
- ✓ How do you get from Trash to Treasure?
 - 3-Steps to Success



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ITAD IS UNDER-VALUED & UNDER-SPONSORED

THE ITAD STIGMA – LET’S DISCUSS THE “TRASH”

- ✓ End of Life / Used equipment
- ✓ There’s data security & remarketing, not much else
- ✓ Administratively heavy
- ✓ We’re responsibly recycling – we’re good
- ✓ Not a lot of alternatives – a necessary evil



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OPPORTUNITIES EXIST LIKE NEVER BEFORE

BUT...A HIDDEN “TREASURE?”



- ✓ ITAD provider capabilities have evolved
- ✓ Corporate America’s goals have evolved
- ✓ New gaps exist that you can help with!
- ✓ New stakeholders exist!
- ✓ It won’t add to your already-heavy administration



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WHAT ARE THE OPPORTUNITIES?

THE TREASURE = ITAD GEMS

	Benefits				
	Fin	Env	Soc	DS	Op
Donations	X	X	X	X	
EPPs	X	X	X	X	
Smart Resale Investments	X	X		X	
Amnesty days	X	X	X	X	
EE Collections		X	X	X	
Redeployments	X	X		X	X
Lease Returns	X	X		X	X



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3 STEPS TO MAKE IT HAPPEN!



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STEP #1: GET YOUR SHOP IN ORDER

- ✓ Reframe the narrative & get motivated
- ✓ Be great at what you do
- ✓ Lay out where you're at
 - Assess the demand
 - Assess the supply
 - Gap-To-Goal



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ASSESS DEMAND: WHERE ARE THE OPPORTUNITIES?

External Facing

- ✓ Sustainability Reports, ESG Reports, CSR Reports
- ✓ Annual & quarterly reports; 10-K
- ✓ News or social media articles

Internal Facing

- ✓ Internal Benefits & Employee Discounts
- ✓ Volunteer opportunities & employee events
- ✓ Meetings & Intranet sites



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DEMAND EXAMPLE: COCA COLA

CLIMATE

Taking well-informed, decisive action to address climate change is a priority for our company. By implementing an interconnected approach across our priority sustainability issues, we are reducing the Coca-Cola system's greenhouse gas (GHG) emissions and building resilience in our business, value chain and local communities.

The Coca-Cola Company applies the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) in this report and in a TCFD Index and provides comprehensive disclosures to CDP on Climate Change.

More than 160 of our suppliers have set or committed to setting Science-Based Targets initiative (SBTI)-approved emissions targets

GOAL	2022 STATUS
Reduce absolute greenhouse gas (GHG) emissions by 25% by 2030, against a 2015 baseline	7% decline in absolute emissions since 2015 ¹

7%

AMBITION
Achieve net zero emissions by 2050

Coca-Cola Europacific Partners Signs Landmark Renewable Electricity Agreement

Coca-Cola Europacific Partners (CCEP) in Australia signed an eight-year agreement with Alinta Energy, which includes large-scale generation certificates and 13,000 MWh per year of renewable electricity supplied from the Yandin Wind Farm. The long-term agreement started in January 2023 and will help CCEP move closer to its goal of using 100% renewable electricity across all of its markets by 2030.



SOURCE: 2022 COCA COLA BUSINESS AND SUSTAINABILITY REPORT



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ASSESS SUPPLY: BASELINE VS. POTENTIAL

- ✓ What services do I deliver today? Am I good at it?
- ✓ What services do I NOT deliver today that I'm able to?

- ✓ What services does my provider offer?
- ✓ What services does my provider NOT offer?

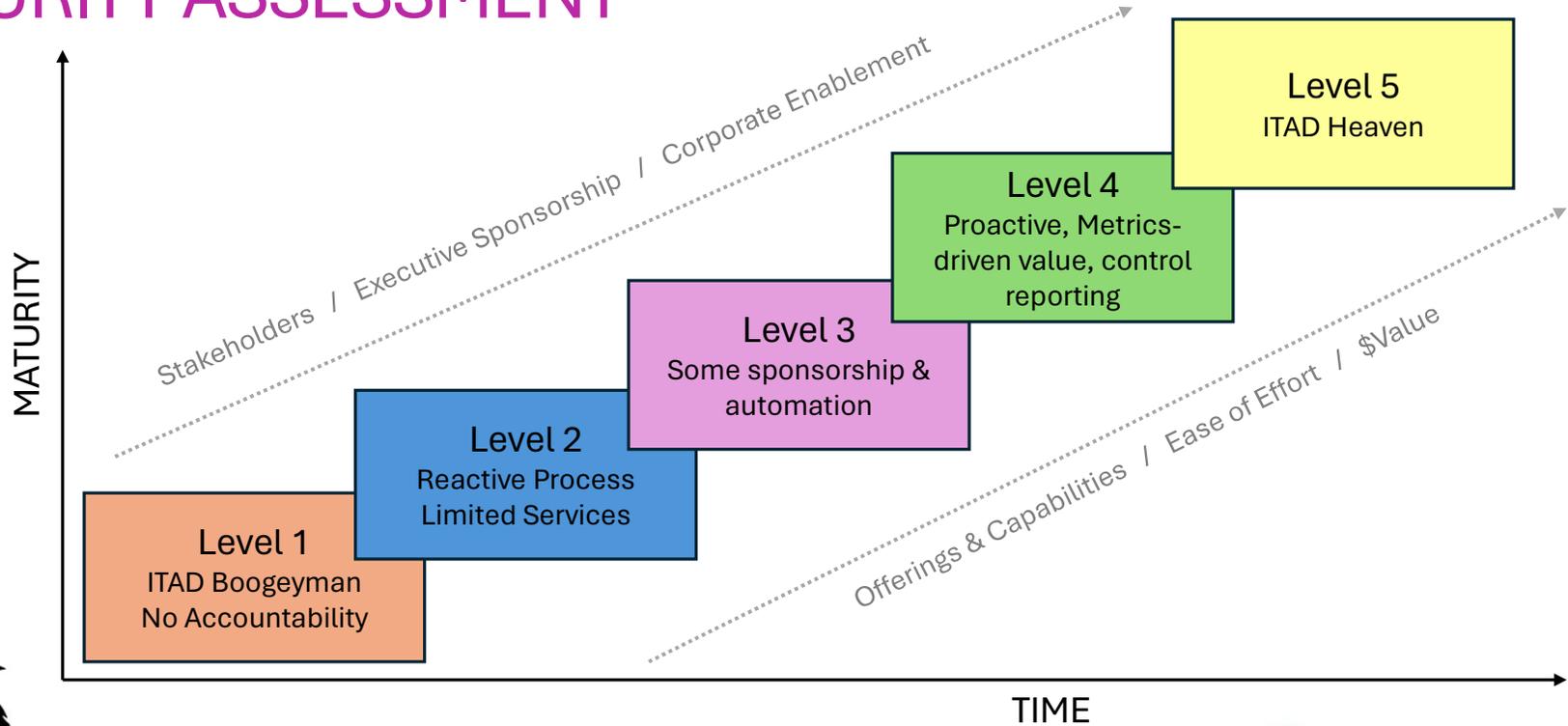


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ASSESS SUPPLY: ITAD MATURITY ASSESSMENT

STEP #1



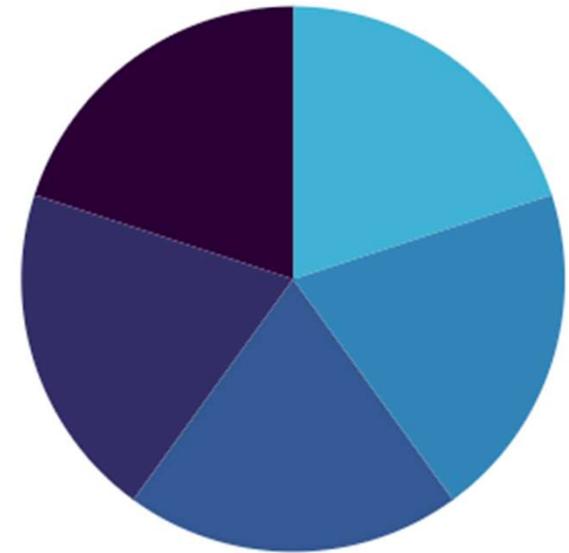
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STEP #2: SELL THE VALUE PROPOSITION

- Convincing the C-suite or others to invest more in ITAD requires a compelling argument that aligns with the company's strategic objectives while addressing concerns and priorities of key stakeholders.
- You've done the homework
- You know how you can help
- Demonstrate the value proposition in simple terms

Financial Risk Operational
Environmental Social



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STEP #2

EXAMPLE : DONATIONS & THE DONATION MULTIPLIER

Traditional Route: Resale

Sale Price: \$150
Investment: \$72
Net: \$78
70% Rev Share Value: **\$55**

Treasure Route: Donation

Sale Price: \$150
Investment: \$72
Net: \$78
70% Rev Share Value: **\$55**
Donation Costs: **\$60**
Donation Investment: **\$115**

Benefits:

- 1. "Like New" device experience with pristine packaging
- 2. 1 Year Warranty
- 3. Free disposal upon end of life
- 4. Exponential donation power
- 5. **Financial, Environmental, Social**

Traditional Route: Donation

New Purchase Price: \$800
Warranty & Other: \$150
Total Investment: \$950

Treasure: Donation Multiplier
New Device: \$950
Donation Device: \$115
ITAD Multiplier: \$8.3X



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EXAMPLE: DONATIONS STIGMA



Biggest Pushback:

- IT Security
- Public Relations/Brand Awareness
- Your ITAD provider



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EXAMPLE: EPP VALUE SHIFT & BENEFIT LIFT

Traditional Route: Resale

Sale Price: \$150

Investment: \$72

Net: \$78

70% Rev Share Value: **\$55**

Traditional Route

\$55

Treasure Route

\$34

EPP Value Shift

\$21

Treasure Route: Employee Purchase

Discount: 20%

Sale Price: \$120

Investment: \$72

Net: \$48

70% Rev Share Value: **\$34**

Benefits:

1. Secure shopping website page
2. No work for your organization other than internal advertising
3. "Like New" commercial-grade device with a 1-year warranty
4. An employees benefit through a process that rids of devices you no longer want
5. Environmental, Social



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EXAMPLE: EMPLOYEE PURCHASE PROGRAM STIGMA



Biggest Pushback:

- ITAM
- IT Security
- HR



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EXAMPLE : RESALE SMART INVESTMENT

Traditional Route: Resale

Sale Price: \$319

Investment: \$72

Net: \$247

70% Rev Share Value: **\$173**

Traditional Route

\$173

Treasure Route

\$184

Smarter ROI

\$11

Treasure Route: Smart Investment

Sale Price: \$355

Investment: \$92

Net: \$263

70% Rev Share Value: **\$184**

Benefits:

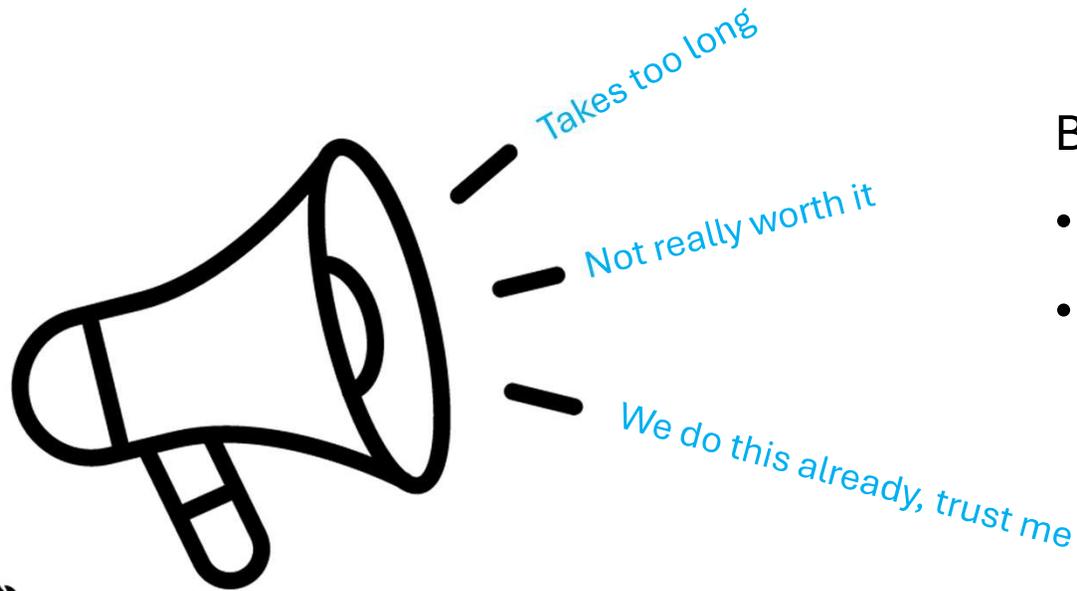
1. No risk to you; your ITAD provider should be doing this anyway
2. The push does result in occasional negative ROI for certain assets which is refundable to you
3. If your provider pushes for this, you have the right provider
4. Financial, Environmental



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EXAMPLE: RESALE INVESTMENT STIGMA



Biggest Pushback:

- Your current provider
- You



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OTHER CAPABILITIES TO CONSIDER

Capability

1. Redeployments
2. Lease Returns
3. Employee “Amnesty Day”
4. Employee Collection Events

Benefits (besides data security)

Financial, Environmental, Operational

Financial, Environmental, Operational

Financial, Environmental, Social

Environmental, Social



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STEP #3: DO YOU HAVE THE RIGHT ITAD PARTNER?

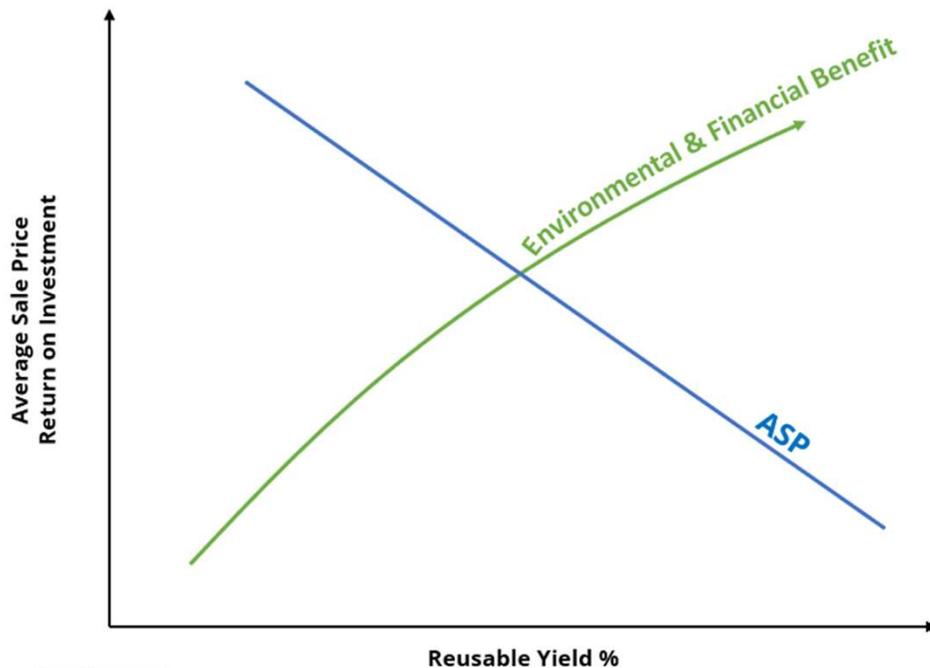
- ✓ Reusable Yield
 - ✓ Find an ITAD provider who can deliver awesome results to turn your ITAD program into treasure.
- ✓ Provider Profile
 - ✓ Ask your current provider these questions:
 - ✓ Do you measure Reusable Yield?
 - ✓ Are we mission aligned?
 - ✓ Is your facility designed for Reuse vs. Recycling?



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CONSIDER REUSABLE YIELD



- ✓ Reusable Yield (RY) is the percentage of everything ITAD you send out that is appropriately triaged, tested, and provided for reuse.
 - ✓ $Reusable\ Yield = \frac{QTY\ Reused}{(QTY\ Reused + QTY\ Recycled)}$
- ✓ Drive up Reusable Yield to drive up your value proposition!
 - ✓ Financially
 - ✓ Environmentally
 - ✓ Socially
 - ✓ Operationally



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CONSIDER ITAD PROVIDER PROFILES



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NEXT STEPS & TAKEAWAYS

Understand the ITAD stigma issue & want to fix it...

Identify the opportunities and drive it

1. **Step 1**: Get Your Shop In Order
 - Reframe narrative; be great; gap-to-goal
2. **Step 2**: Take it on the road
 - Keep it simple; show the value; partner
3. **Step 3**: Ensure the right ITAD partner
 - Reusable Yield is the key leading indicator

Turn the perception of your ITAD program from Trash to Treasure!



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