

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

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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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STEP #1

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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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

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STEP #2

EXAMPLE: DONATIONS & THE DONATION MULTIPLIER

<p>Traditional Route: Resale</p> <p>Sale Price: \$150 Investment: \$72 Net: \$78 70% Rev Share Value: \$55</p>	<p>Treasure Route: Donation</p> <p>Sale Price: \$150 Investment: \$72 Net: \$78 70% Rev Share Value: \$55 Donation Costs: \$60 Donation Investment: \$115</p>	<p>Benefits:</p> <ol style="list-style-type: none"> 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
<p>Traditional Route: Donation</p> <p>New Purchase Price: \$800 Warranty & Other: \$150 Total Investment: \$950</p>	<p>Treasure: Donation Multiplier</p> <p>New Device: \$950 Donation Device: \$115 ITAD Multiplier: 8.3X</p>	

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STEP #2

EXAMPLE: DONATIONS STIGMA

Biggest Pushback:

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

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STEP #2


EXAMPLE: EPP VALUE SHIFT & BENEFIT LIFT

<p>Traditional Route: Resale Sale Price: \$150 Investment: \$72 Net: \$78 70% Rev Share Value: \$55</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; border-radius: 5px;">Traditional Route \$55</div>	<div style="background-color: #2196F3; color: white; padding: 5px; border-radius: 5px;">Treasure Route \$34</div>	<div style="background-color: #9C27B0; color: white; padding: 5px; border-radius: 5px;">EPP Value Shift \$21</div>
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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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STEP #2

EXAMPLE: EMPLOYEE PURCHASE PROGRAM STIGMA




Biggest Pushback:

- ITAM
- IT Security
- HR



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STEP #2


EXAMPLE: RESALE SMART INVESTMENT

<p>Traditional Route: Resale Sale Price: \$319 Investment: \$72 Net: \$247 70% Rev Share Value: \$173</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; border-radius: 5px;">Traditional Route \$173</div>	<div style="background-color: #2196F3; color: white; padding: 5px; border-radius: 5px;">Treasure Route \$184</div>	<div style="background-color: #9C27B0; color: white; padding: 5px; border-radius: 5px;">Smarter ROI \$11</div>
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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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STEP #2

EXAMPLE: RESALE INVESTMENT STIGMA




Biggest Pushback:

- Your current provider
- You



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STEP #2


OTHER CAPABILITIES TO CONSIDER

Capability	Benefits (besides data security)
1. Redeployments	Financial, Environmental, Operational
2. Lease Returns	Financial, Environmental, Operational
3. Employee "Amnesty Day"	Financial, Environmental, Social
4. Employee Collection Events	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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STEP #3

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 = $QTY\ Reused / (QTY\ Reused + QTY\ Recycled)$
- ✓ Drive up Reusable Yield to drive up your value proposition!
 - ✓ Financially
 - ✓ Environmentally
 - ✓ Socially
 - ✓ Operationally

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STEP #3

CONSIDER ITAD PROVIDER PROFILES

Flashy marketing & shiny lures <ul style="list-style-type: none"> High ASP on high value assets; Lower Portfolio Yield vs. competitors (won't want to discuss RY) Low cut-line; higher than average recycling Not meeting your financial & environmental objectives; but telling you they are 	Don't leave this provider!
Recycler <ul style="list-style-type: none"> Very low yield Very low cut-line; high recycling Not meeting your financial & environmental objectives 	Mission-driven Sustainability <ul style="list-style-type: none"> High ASP on high value assets; lower portfolio ASP vs. competitors More repair/reuse investment; higher cut line Meeting your objectives; higher financial return on IT assets; higher GHG Reduction impact Warranties on field devices

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NEXT STEPS & TAKEAWAYS

Understand the ITAD stigma issue & want to fix it...
Identify the opportunities and drive it

- Step 1: Get Your Shop In Order**
 - Reframe narrative; be great; gap-to-goal
- Step 2: Take it on the road**
 - Keep it simple; show the value; partner
- 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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