

# IAITAM ACE 2025

ITAM - Another Brick In The Wall

## Pulling Back the ITAD Covers

Aaron Zeper, CEO of DMD Systems Recovery





# Aaron Zeper

- CEO of DMD Systems Recovery
- 25 Years of IT Services Leadership
- Companies: IBM, Tech Data, Insight, & Calero
- Services:
  - Software Implementation
  - Software Asset Management
  - IT Asset Disposition
  - Expense / Spend Management
  - Lifecycle Services



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





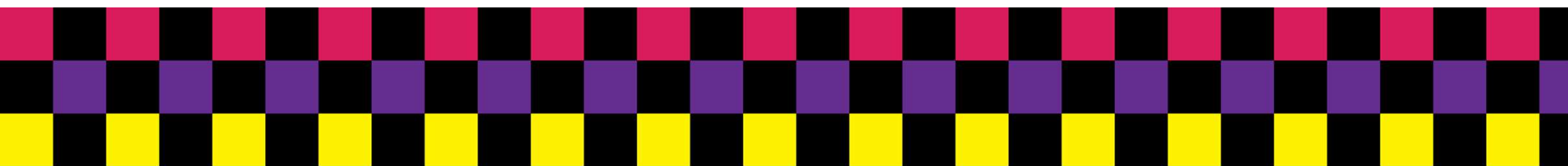
# Agenda

1. Introduction
2. Purpose
3. Select Under the Cover ITAD Practices
  1. Financial
  2. Social Responsibility
  3. Processing
  4. Company
4. Recap



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





# Outcome

- What red flags to look for
- What questions to ask
- The contract terms to demand
- Changes you need to make



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



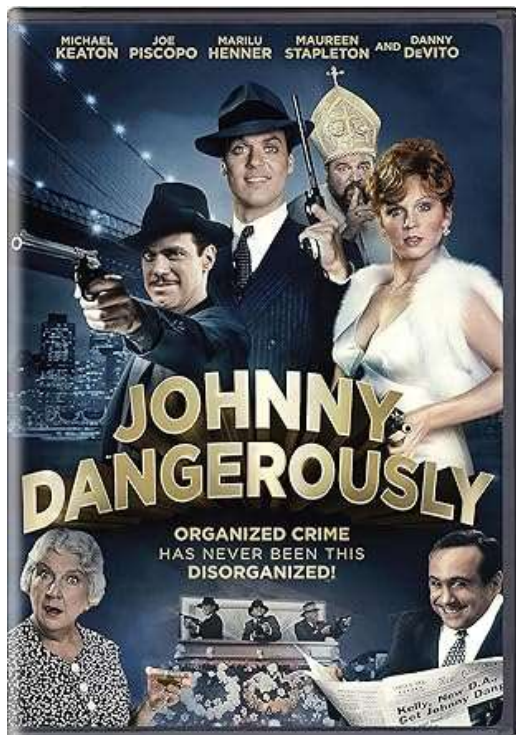


# Why I Chose this Topic



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## **\*\*Disclaimer\*\***

These are actual tactics.

Used everyday by many ITADs

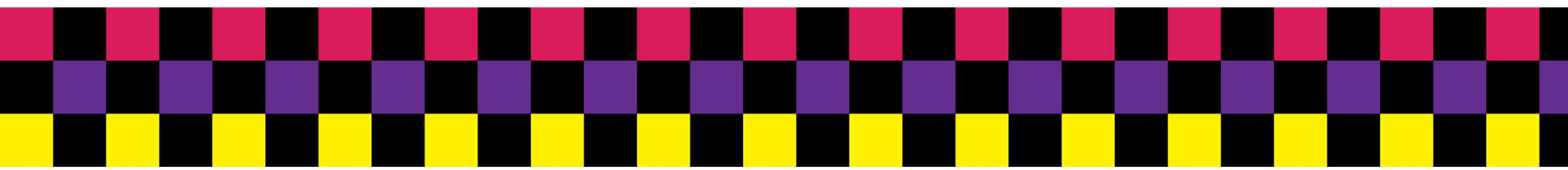
However

“the names have been changed to protect the guilty”



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



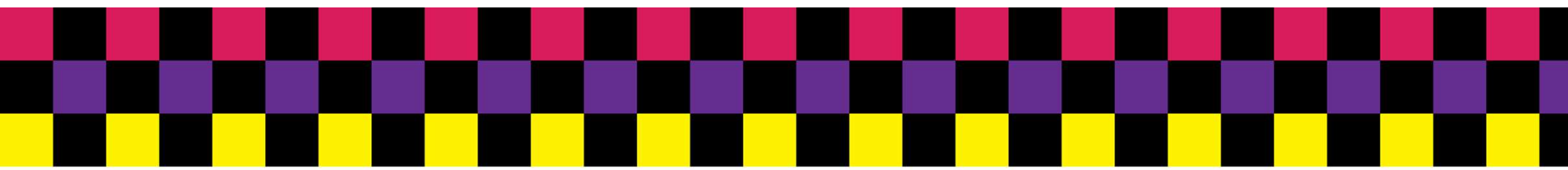


# Financial



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Revenue Share

Attractive Revenue  
Share Percentage



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





How to improve

## Revenue Share

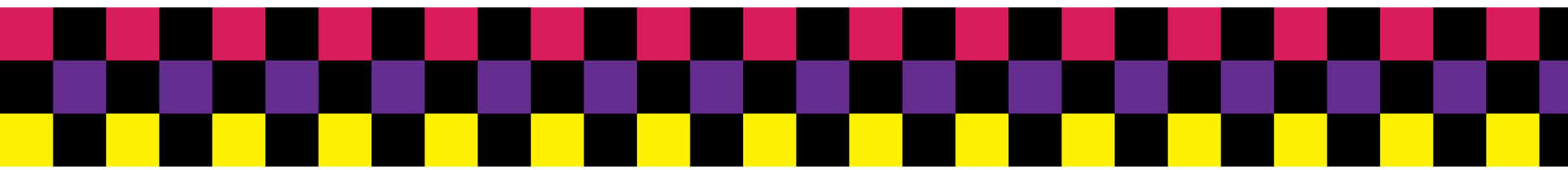
### Consignment Model

- Aligns you and your ITAD
- Serial number reporting by asset with sale price and channel
- Actuals, not Hypotheticals
- Understand where and why company chooses the sales method / channel
- Ask for detail on FMV model and the actual calculations



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Up Front Bids

Equipment priced for  
defined value



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



How to improve

## Up Front Bids

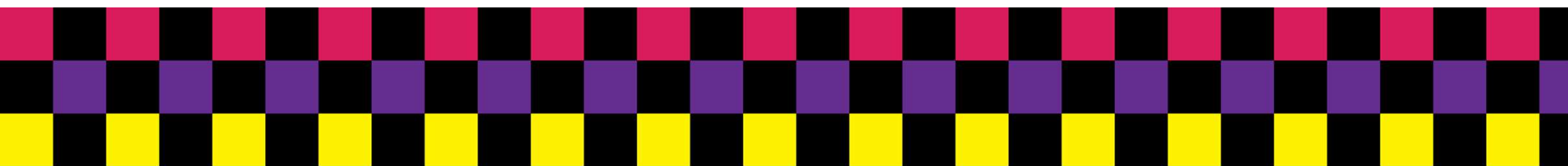
### Upfront Payment or Consignment

- Recommendation
- Demand payment upfront. True purchase. Requires work to validate, catalogue
- Limit restrictions
- Use a consignment model
- Or blend



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





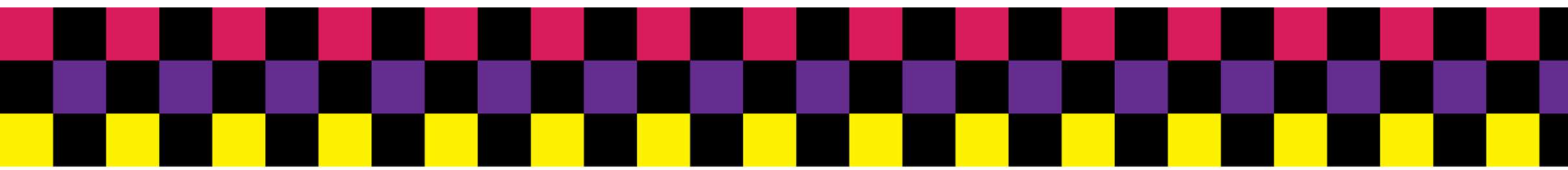
# Responsibility



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV







## Carbon Credits

Receive a carbon credit for  
your retired device



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Carbon Credits

How to improve

### Choose the processing difference

- Is credit from your retired device
- If not, how was it captured?
- Validate how the company is doing ITAD processing differently vs. just certifying business as usual?
- No process change = 0 environmental value



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Calculators

Proprietary impact  
calculator claims



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Calculators

How to improve

Capture raw data for YOUR  
impact calculations

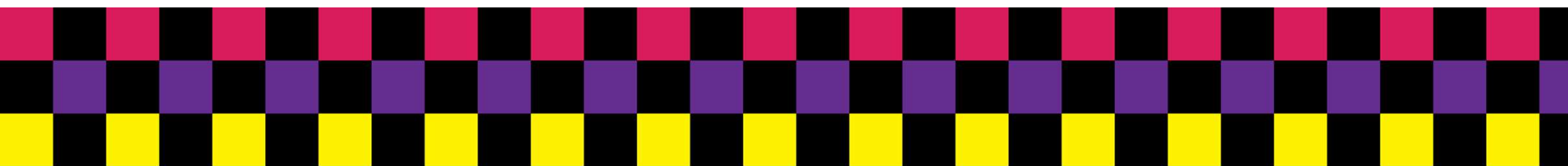
- Clarify what data you need
- Understand what & why you are quantifying
- Use your ITAD's Impact Report with specific SASB or ESRs reporting and use those numbers in your reporting
- Change behavior not reporting



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





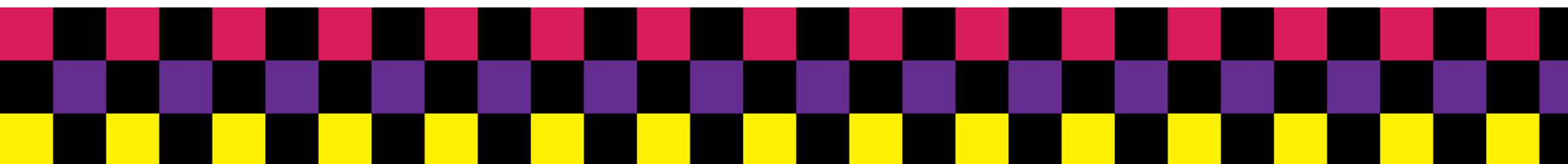


# Processing



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Freight

Normally cost or cost-plus  
model



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



## Freight

How to improve

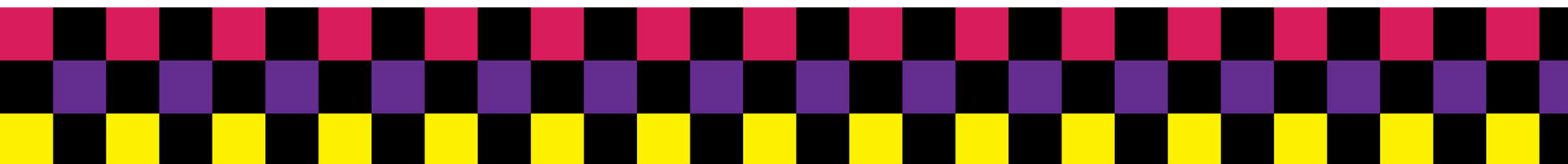
Transparent cost-plus model

- Ask if the company gets freight rebates
- Include terms in the contract



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





**Grading**

Grading Equals Grading



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV







## Grading

How to improve

### One Grading scheme or Share all

- Ask for the different grading schemes
- Compare and identify any differences using serial number reporting
  - Sold Grade
  - Assigned Grade at processing



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Chain of Custody

Company claims their own  
fleet, in-house shredding, &  
premier chain of custody



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



How to improve

## Chain of Custody

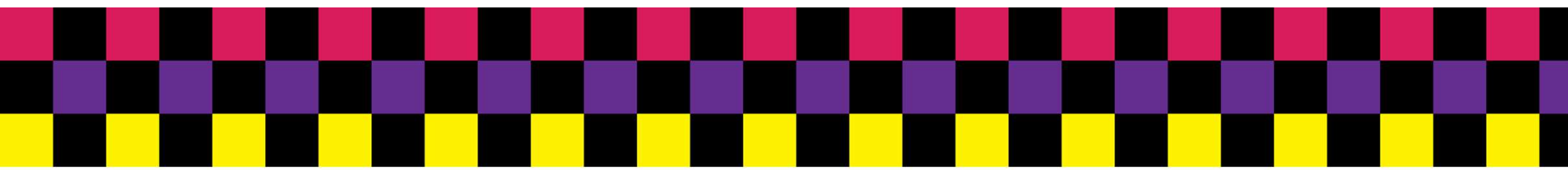
Company claims their own fleet, in-house shredding, & premier chain of custody

- Ask if all assets are always on their trucks
- Understand why not
- Do assets leave the custody of the company
- Ask why it was not disclosed



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





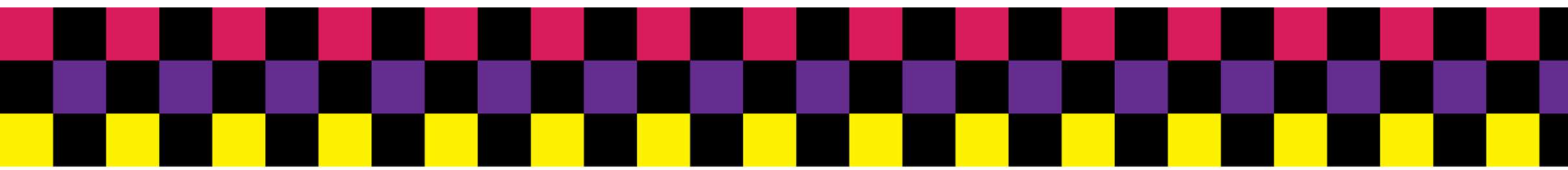
# Company



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV







## Certifications

We are R2v3, eSteward, NAID



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Certifications

How to improve

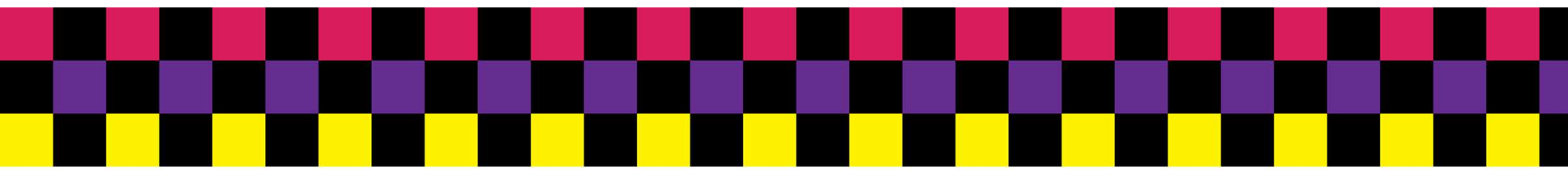
### Contract certified processing for all assets

- Ask the question
- Include in the contract that your assets will only be processed in certified or specific facilities
- Require exception process including notification and approval



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Locations

More Locations = Lower Freight  
Cost & Environmental Impact



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



How to improve

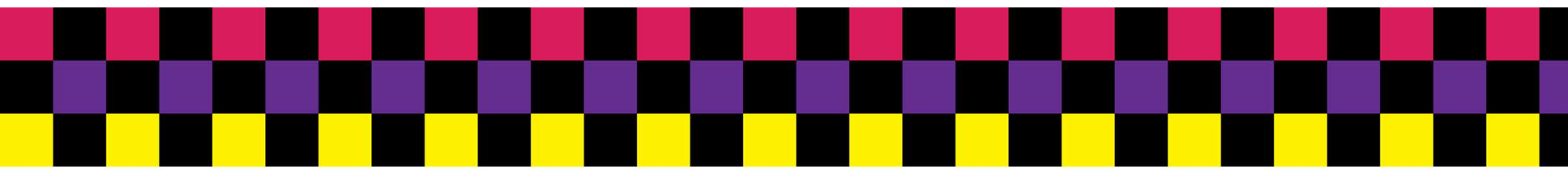
## Locations

Less Movement = Less Freight & Environmental Impact

- Ask if assets are processed at the nearest site & understand exceptions
- Tour the facilities
- Capture the mileage traveled for every asset, or at least the average
- Use an ITAD with onsite Project Management to redirect commodities

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## eWaste Programs

Company highlights eWaste  
management solutions



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





How to improve

## eWaste Programs

### Choose Reuse First™

- Understand your assets – do they have resale value
- If not, find the best recycler
- If so, choose a Reuse-First™ company



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



# Bonus



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





## Platitudes

We focus on the circular  
economy



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



How to improve

## Platitudes

Show me the numbers & the process

- Use their Impact Report and SASB or ESRS or ISSB reporting
- No Impact Report with numbers means no serious program
- Validate with numbers
- Compare Reuse to Recycle Rates



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





# Top 10 List



1. Use a consignment model
2. Upfront quote gets upfront payment
3. Environmental Impact is all about show me the numbers
4. Proprietary Calculators means proprietary formulas – show me the numbers
5. Freight Rebates - Cost is cost. If you want to be transparent, be transparent



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV







## Top 10 List



6. Grade all students / assets on the same scale
7. Chain of Custody extends through every link
8. Certifications apply to those certified
9. Locations are where the work takes place
10. Use eWaste solutions for eWaste, use ITADs for Services



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





# Simple Recap

- Don't Assume
- Ask
- Get it in Writing
- Reward Transparency and Honesty with your Business



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





# Connect with Me!



**Connect with Me**



**Download Slides**



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

