



EBOOK

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# White Labeled IT Asset Disposition

An Opportunity for Business  
and ESG Growth for 3PLs



# What is IT Asset Disposition?

Every technology asset has a lifecycle. From laptops to servers, equipment eventually needs to be retired in a secure, compliant, and environmentally responsible way. This process is known as IT Asset Disposition (ITAD).

Most logistics providers already manage the first step of the process for their clients, offering. By integrating ITAD into their service offering, logistics companies secure pickup and transport. ITAD extends that capability by adding certified data destruction, asset testing, refurbishment, resale, and recycling. When logistics companies integrate ITAD into their service offering, they transform a simple delivery into a complete lifecycle solution.

ITAD is a natural extension of logistics. You already own the transportation and chain-of-custody expertise. Dynamic Lifecycle Innovations provides the certified processing, resale, and compliance infrastructure behind the scenes, enabling you to offer ITAD as your own white-labeled service.



# What Can Offering ITAD Do for Your Company?



## Create Additional Value for Your Clients

Clients are already disposing of these assets through recycling or warehousing. Through revenue-sharing programs, you can return a portion of the resale proceeds to your customers while protecting their brand through secure data destruction and compliant resale and recycling.



## Improve Your ESG and Sustainability Metrics

Offering ITAD allows logistics providers to demonstrate measurable environmental and social responsibility. Every retired asset processed through a certified ITAD program contributes to landfill diversion, carbon reduction, and circular economy goals.



## Diversify Your Revenue Streams

The Services and Resale value associated with ITAD represent billable revenue and margin for Service Providers. Creating this new Service revenue stream and adding margins from resale are all a part of our program.



## Differentiate Your Brand

In a competitive logistics market, value-added services are the key to growth. White-labeled ITAD positions your company as a full-service lifecycle partner, not just a carrier. You meet your customers' growing sustainability expectations and give them a reason to choose you over competitors.

# The Culmination of Shifting Markets

The logistics industry is evolving. Customers expect more than transportation—they expect strategic partners who help them meet sustainability and compliance goals.

Today, many logistics providers are already moving their customers' retired technology but sending it elsewhere for ITAD. You can be the partner who keeps that business in-house.

When enterprise customers warehouse their retired assets, those devices lose 30 to 40 percent of their value while sitting idle.

By offering white-labeled ITAD services, you can help them act immediately, recover more value, and offset disposal costs.

The result is a more complete solution that aligns with your customers' ESG goals and drives new revenue for your company.

Be the provider your customers turn to for end-to-end lifecycle management. Be the one they send it to. If you're not offering it to your clients, someone else will.





# From Pain Point to Opportunity

You already manage secure pickup, packaging, and chain of custody. Dynamic can handle the certified data destruction, refurbishment, and resale under your brand. Together, we transform an operational challenge into a value-generating opportunity for your clients.

This also allows you to remove complexities and streamline your client's IT operations. By enabling them to work with a single vendor reduces coordination workload and leaves a single point of contact for asset disposition.

# How A Global Logistics Leader Provided Greater Value to their Client

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A global logistics leader that supports some of the world's largest enterprises with complex logistics, warehousing, and sustainability programs, engaged with Dynamic Lifecycle Innovations. At that time, the logistics company was aggregating electronic assets on behalf of Fortune 100 OEM customers, sending them out for total destruction as part of a traditional recycling model. While this ensured compliance and security, it offered limited value recovery or sustainability benefits.

## The Opportunity

During early discussions, Dynamic identified a key opportunity to evolve the program from a recycling-only model to a comprehensive ITAD solution, one that would not only maintain data security and environmental compliance but also create new revenue streams and stronger sustainability outcomes.

We proposed that the logistics company expand its offerings to include resale and value recovery services, enabling its customers to recover residual value from functional assets while advancing their ESG and circular economy goals. This approach was positioned as a differentiator, a way to enhance their customer's sustainability profile, meet shareholder expectations around ESG performance, and transform what was previously a cost center into a cost-neutral or even profit-generating program.

## Fortune 100 Customer

A global logistics leader was engaged with a Fortune 100 OEM customer, handling logistics for their IT assets.

## Customer Pickup

Logistics company executed a standard pickup from customer's location and delivered to an aggregated warehouse.

## Total Destruction

Customer's assets were sent to a third party for total destruction as part of the traditional recycling model.



### Engaged with Dynamic



### Differentiation and Collaboration

The logistics company engaged with Dynamic to build a white labeled solution for their client.

### Engage with Customer

The logistics company and Dynamic engaged with their client to create a custom program.

### ITAD Analysis

Dynamic worked with the logistics company to give an accurate value analysis to their client.

### Continued Growth

The client's recycling program was converted into an ITAD program, paving the way for sustained business growth and revenue back to the client.

## Results

This implementation was the start of a scalable, revenue-positive ITAD program that delivers measurable environmental, financial, and operational benefits for all stakeholders involved.

This partnership exemplifies how collaboration, innovation, and sustainability can redefine traditional electronics recycling models. By aligning Dynamic's ITAD expertise with the logistics company's capabilities, we've created a program that not only supports secure and responsible asset disposition but also drives sustainability, profitability, and customer satisfaction for one of the world's leading OEMs.

# Take the Next Step

**Ready to expand your capabilities, strengthen your customer relationships, and deliver measurable ESG impact?**

Book a consultation with Dynamic Lifecycle Innovations to explore how white-labeled ITAD can unlock new revenue and sustainability value for your logistics business.

**Book a Consultation →**