



# Beyond Decommissioning:

Turning Retired IT Assets into Strategic Advantage

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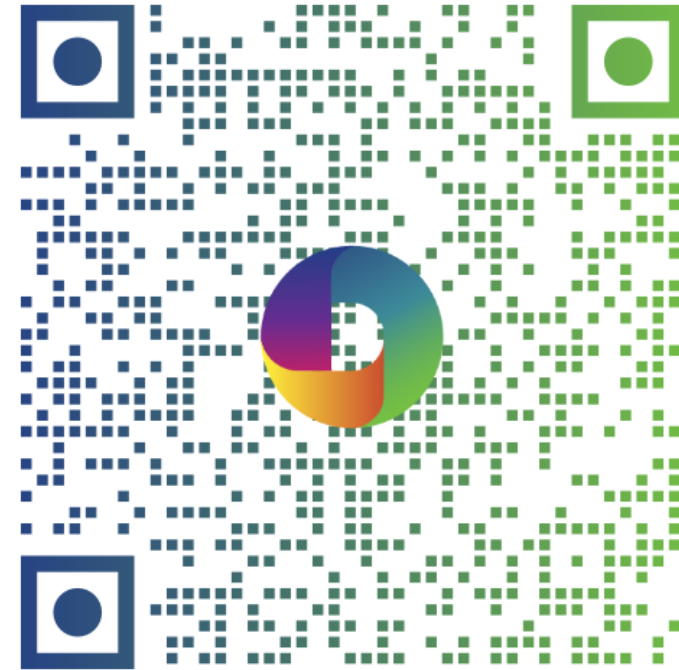


# Presenter



**Ashley Foreman**

Executive Vice President  
of Corporate Services



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# Agenda

- About Dynamic Lifecycle Innovations
- What is ITAD – Secure, Sustainable IT Lifecycle Management
- Pillars of a strong ITAD program
  - Protecting your brand & data
  - Proving ESG impact with measurable results
  - Transforming ITAD from cost to value
- Complete Market Pricing Guide

# Who We Are



## ESG Report 2023

Using our expertise to protect the planet and our customers' interests by going electronic that's what we do.

Great  
Place  
To  
Work®

Certified  
2024  
USA



### INCEPTION DATE

January 1<sup>st</sup>, 2007



### OWNERSHIP

Privately Owned



### 7 INDUSTRY CERTIFICATIONS

R2v3, NAID, E-Stewards

**\$100M**

2025 Revenue

**3**

Physical Locations

(La Crosse, WI, Nashville, TN, & Sterling, VA )

**350**

# of Employees

**475**

# of Corporate Clients

# What Is ITAD?

- IT Asset Disposition (ITAD) is the secure, compliant, and value-driven management of technology at end-of-life including removal, data destruction, resale, and recycling

## Standard

- EOL Electronic Recycling
- Multi-Channel Secondary Market Resale
- Secure Data Sanitization
- Customized Reporting and Portal Access
- Serialized Asset Tracking

## Comprehensive

- Hardware Asset Management System API
- Remote IT Hardware Services
- White Glove Onsite Services
- Full Global and Domestic Processing Capabilities
- Data Center Decommissioning

# Pillars of a Strong ITAD Program

## Maximize Data Security

Protect your data and your brand reputation.

## Achieve ESG Goals

Turn sustainability commitments into measurable metrics

## Realize ROI

Recover maximum value through resale and reuse channels

# Three Questions to Ask About Your ITAD Program

## Maximize Data Security

Protect your data and your brand reputation.



Is my current vendor certified to handle sensitive data securely?

## Achieve ESG Goals

Turn sustainability commitments into measurable metrics



Does my current vendor send materials to landfills?

## Realize ROI

Recover maximum value through resale and reuse channels



Do I receive a charge or a check for my retired assets?

# Protect Your Data. Protect Your Brand.

- **30% of data breaches occur during end of life decommission**
  - Single breach can cost millions in fines
  - Breaches also damage your brand and result in lost trust with your customers

## How can you prevent this?

### Certifications

Choose partners with robust security certifications (NAID, R2v3) and certifications for your industry (HIPPA)

### Vertical Integration

Working with a partner who controls every step of the process in house to reduce risk

### Vendor Visits

Visit your vendors facility to verify security practices and cultural alignment



# Prove Sustainability with Verified Data

- **Scope 3 emissions account for over 75% of a company's GHG**
  - ITAD can reduce Scope 3 emissions through verified carbon reporting
  - Avoided landfill and reuse tracking supports ESG reporting

## How can you positively affect your sustainability goals?

### Carbon Reporting

Require monthly or quarterly carbon reporting from your vendor

### 3<sup>rd</sup> Party Verification

Confirm that all reports are third party verified through a reliable source

### Carbon Insets

Explore the emerging carbon inset market to explore further opportunity to reduce emissions

# Turn Asset Retirement into Revenue

- **99% of major organizations receive a check, not a charge**
  - Every retired asset holds recoverable value, through full resale or component harvesting
  - Fair revenue share should offset or eliminate logistics and recycling costs

## How can you improve your return?

### Review Pricing

Utilize business reviews to ensure pricing conforms with industry standards

### Analyze Valuation & Resale

Understand how your vendor evaluates and grades assets as well as their resale channels

### Optimize Revenue Share Model

Align between fair market value and consignment models to maximize return

# Market Pricing Guide

## Baseline Customer Profile

- Annual Assets Disposed: **10,000**
- Laptop Refresh Cycle: **2-5 years**
- Desktop Refresh Cycle: **3-5 years**
- Server Refresh Cycle: **4+ years**
- Mobile Device Inclusion: **Yes or No**
- Resale % Mix: **15%+**

## Resale Revenue Share

**70%**

## Baseline Market Pricing to Expect

### Vendor Facility Services

Serial No. Recordation	\$0 to \$5.00/unit
NIST HDD Erasure	\$0 to Charge \$5.00/unit
NIST HDD Shred	\$0 to Charge \$5.00/unit

### Client Facility Services

Serial No. Recordation	Charge \$-\$\$\$\$ per unit by quotation (dependent on volume/location)
NIST HDD Erasure	Charge \$\$\$\$\$ per unit by quotation (dependent on volume/location)
NIST HDD Shred	Charge \$\$\$-\$\$\$\$ per unit by quotation (dependent on volume/location)

### End-Of-Life Recycling

Monitors	\$0 to \$.30/lb
Laptop/Desktop/Server	Free of Charge
Mobile Devices	\$0 to \$5/lb if battery present
Networking Equipment	Free of Charge
Printing Device/Peripherals	\$0 to \$.30/lb

### Domestic Logistics

Pre-Palletized by Client	Free of Charge or negotiate lower rate based on volume (Lower 48 states)
White Glove (Package + Ship)	Charge \$\$\$-\$\$\$\$ (Dependent on volume/location)
Remote Device Retrieval	Charge \$40/box

# Three Questions to Answer About Your ITAD Program

## Maximize Data Security

Is my current vendor fully certified to handle sensitive data securely?



## Achieve ESG Goals

Does my current vendor send materials to landfills?



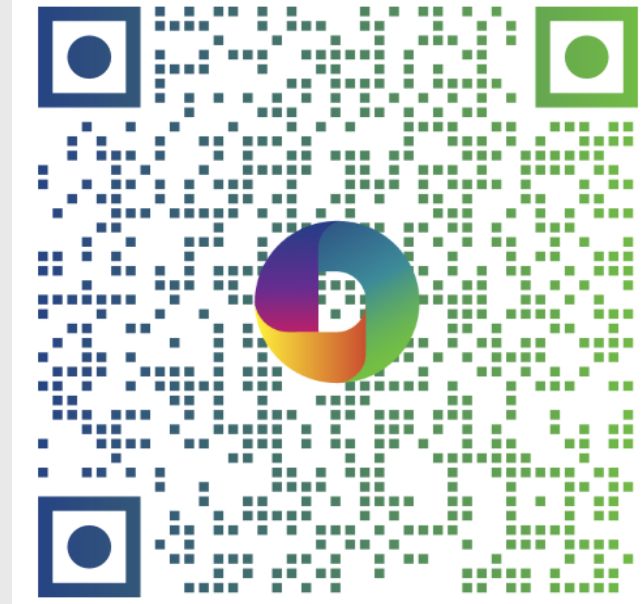
## Realize ROI

Do I receive a charge or a check for my retired assets?



# Any Questions?

- Visit us at  
**Booth 550**  
to learn  
more



**Download The  
ITAD RFP Toolkit**

# Thank You