



## CNE DIRECT TECH GUIDE

# Don't Let Risk Turn Valuable IT Assets Into Liabilities

Upgrading your IT infrastructure is a major step for your organization. New technology means added capabilities, increased scale and improved efficiencies. Refreshing your data center or updating your fleet of client devices comes with its own set of challenges, however. When it's time to bring in the new, the success of your project can hinge on what you do with the old.

IT improvement projects result in millions of tons of serviceable electronic equipment being taken offline every year. Those assets still have value, but only if they are handled properly. Gone are the days when used IT gear could be stuffed in a closet, hauled to a dumpster or dragged to the nearest landfill. Potential liabilities involving data security, the environment, regulatory compliance and risk management can threaten your business and limit your ability to recoup IT investments from used and surplus equipment.

CNE Direct helps the world's most recognized brands get maximum value from their IT storage assets, securely and responsibly. Our proprietary processes and uncompromising commitment to security, quality and the environment guarantee you maximum value from your IT assets without the risk and uncertainty.

Every storage drive we handle is securely wiped of all existing data to exacting NIST 800-88 standards.

In this whitepaper, we'll examine the challenges — and opportunities — presented by IT lifecycle management and discuss effective IT Asset Disposition (ITAD) strategies that can be employed to extract value from old electronics equipment while safeguarding data, meeting regulatory requirements and protecting the organization's brand.

## A Better Way to ITAD

**CNE Direct specializes in recovering value from IT storage assets. We make the disposition of your used and surplus technology equipment simple, secure, environmentally responsible and financially beneficial.**



## Your Challenge:

### Eliminate Security Risks of Data Stored On Used IT Gear

Every device in your organization, from the heftiest server to the lowliest printer, sports built-in data storage. When removed from service, they remain a trove of corporate data. Effective disposal of IT assets means ensuring internal hard drives are handled properly and that sensitive corporate data is erased beyond recoverability.

Safeguarding critical information and customer records on unused equipment not only protects your brand but keeps your business compliant with the growing list of regulations governing data handling and storage decommissioning. You need a holistic process that covers every aspect of ITAD from chain-of-custody monitoring and data erasure through compliance auditing and disposition reporting.



## Our Solution:

### Bullet-Proof Security In All Phases of ITAD

Every step of the CNE Direct process is purpose-built with the security of your data and the integrity of your brand in mind.

Because we handle all phases of the ITAD process, your equipment is never out of our control as it moves through our secure facility for analysis and refurbishing or recycling. Every storage drive we handle is securely wiped of all data to exacting NIST 800-88 standards or physically destroyed in our own on-site shredding area.

CNE Direct was named  
to the Inc. 5000 list of  
Fastest-Growing Private U.S.  
Companies four years in a row.

Whether your business falls under the jurisdiction of PCI DSS, the Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), Fair and Accurate Credit Transactions Act (FACTA), Federal

Information Security Management Act (FISMA), or the Sarbanes-Oxley Act (SARBOX), CNE Direct can supply meticulous Settlement Reports and Confirmation of Disposal records detailing the receipt, processing, destruction or disposition of each device to certify your compliance.



## Your Challenge:

### Ensure Environmentally Responsible Handling of Used Equipment

Improper handling of electronic waste is a growing global problem. Despite social and legislative efforts to curb the dumping of hazardous materials, the EPA estimates only about 12 percent of the world's e-waste is being properly disposed. The rest is being trashed and buried where it will continue to adversely impact the environment for generations to come.

The dire numbers have resulted in stepped-up enforcement, increased fines and greater social stigma attached to those who fail to handle their used electronic equipment responsibly. Finding an environmentally friendly way to handle your used and surplus IT equipment lets you avoid embarrassing and costly transgressions, but staying abreast of the rapidly changing guidelines across multiple jurisdictions can be costly and time-consuming. You need expert help.



## Our Solution:

### Demonstrated Commitment to the Environment

At CNE Direct, keeping electronic waste out of the environment is part of our DNA. Our no-compromise “Zero-Landfill Policy” guarantees that every piece of IT equipment you entrust to us is either sold for reuse or safely destroyed and recycled at R2 and ISO 14001-compliant facilities in our area. Period. No landfills ever.

Our team of experts is constantly monitoring global and regional legislation, and we're committed to meeting or exceeding even the most stringent environmental requirements. We also rigorously check all of our partners for environmental compliance to ensure your assets are responsibly handled at every stage of the ITAD process.

## CERTIFICATION

CNE meets the industry's most rigorous certification standards.

- **R2** – The EPA-approved Responsible Recycling Practices Standard (R2) certification demonstrates our commitment to responsible electronics recycling.
- **ISO 14001** – We adhere to International Organization for Standardization guidelines for environmental management systems, auditing, labeling, performance evaluation and life-cycle assessment.
- **OSHA** – Adherence to Occupational Safety and Health Act policies governs hazardous substance handling, employee safeguards and detailed internal safety procedures.

When you choose CNE Direct, you'll be working with a partner with a strong legacy of environmental stewardship that is committed to doing its part to protect your reputation and the earth we all share.



## Your Challenge: Recover Maximum Residual Value From Your IT Assets

You've made significant investments in your IT infrastructure over the years. When it comes time to upgrade, your outdated equipment should represent more than just a cost center. Handled correctly, the residual value of your technology assets can help you pay for your next generation of IT.

Thriving secondary markets exist — particularly in emerging countries in Asia, the Middle East, Africa and Latin America — for refurbished IT equipment. Systems integrators, white-box manufacturers and IT distributors in these developing regions continue to generate strong demand for HDDs, SSDs and other IT components.

To leverage that market and extract maximum residual value, you need an ITAD partner able to refurbish the highest number of units possible; one who also has ready access to a global clientele of buyers willing to pay top rates for large lots of high-quality refurbished electronics.



## Our Solution: High-Yield, High-Quality Refurbishing and Resale on a Global Scale

At CNE Direct, we're experts in storage media value recovery. We bridge the divide between sellers of used and surplus IT storage assets and buyers of high-quality refurbished technology components.

Our trusted processes and uncompromising standards combine to get you the highest value for your assets while protecting your brand's reputation. We guarantee it. Our facility is optimized for handling IT storage media and keeping as many drives as possible out of the shredder and headed to market instead. Only CNE Direct employs a proprietary, two-stage repair cycle that allows us to repair, refurbish and resell nearly every unit we receive.

And our international reach and deep global relationships across Asia, Europe and the Americas allow us to connect sellers and buyers of used and surplus electronics at a scale that guarantees the best value and top quality for all parties.

# Decommission IT Assets With Confidence

Taking IT infrastructure out of service introduces risk to your organization. Along with the piles of used electronics come concerns about data security, regulatory compliance and environmental liability. The loss of critical corporate information or the improper disposal of hazardous e-waste can result in fines, damage to your brand, loss of customer confidence and worse. Don't let these risks threaten your business or reduce the residual value of your legacy IT investments.

By partnering with CNE Direct, you get an ITAD specialist driven to deliver maximum asset recovery of your used and surplus IT storage media while keeping your business safe, secure and compliant. We're trusted by major OEMs and ODMs, component makers, service providers, enterprise IT organizations, carriers, content providers and other ITAD partners around the world to make the environmentally responsible disposition and purchase of high-quality used and surplus technology goods more secure, less complex and more beneficial for all of our clients.

For more information about any of our offerings, please visit [www.CNEdirect.com](http://www.CNEdirect.com) or contact your CNE representative at (877) 741-8686.

## About

CNE Direct helps the world's most recognized brands realize maximum value recovery from their storage assets, securely and responsibly. Founded in 2002 with a bold new vision for IT asset disposition, CNE is a storage asset value recovery specialist focused on making the environmentally responsible disposition and purchase of high-quality used and surplus technology goods more secure, less complex and more beneficial for all partners. Our superior ability to rehabilitate IT storage media and our reputation as a trusted supplier to distributors around the world translate to maximum investment recovery for OEMs and ODMs, component makers, service providers, enterprise IT organizations, carriers, content providers and other ITAD partners. Headquartered in Peabody, Mass., CNE Direct can be reached at (877) 741-8686 or on the web at [www.CNEdirect.com](http://www.CNEdirect.com)