



CASE STUDY

Adapting to a 'New Normal': A Hedge Fund's Successful IT Refresh Project

MISSION

Equip a world-leading hedge fund with tools for remote employees to easily access when returning used IT equipment to Apto Solutions safely and securely with minimal impact on business operations.

COMPANY INFO

An American based asset management firm focused on delivering unique financial insight to sophisticated institutional clients hosting pension funds, endowments, foundations, foreign governments, and central banks.

Annual
Revenue:

**\$400
million**

Employees:

1,500

Total Assets
Under Mgmt

**\$140
billion**

IMPACT

During the Covid-19 pandemic, our clients needed an efficient way for remote employees to refresh their IT equipment. The development of Apto's Mail-in-Box program provided a way for remote workers to return used IT equipment to Apto safely and securely with minimal impact to regular business operations.

With Apto's partnership with UPS, returning a computer or mobile device is as easy as an Amazon return and as simple as one, two, three...



KEY BENEFITS TO THE CLIENT

Considering the 'New Normal' of remote workers and employee's preference, there was a need to provide various options for equipment return. Offering returns with shipping flexibility helped promote 1,200 units with \$200k in total equipment value to be returned.

Available return options: 1) Use the provided QR code and drop-off at a UPS store, 2) Print the return label & drop-off at a UPS store, or 3) Schedule an at-home UPS pickup.

APTO'S SERVICES

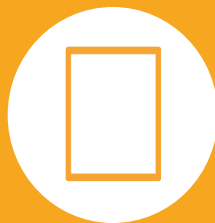
- Mail-in Box Program
- Value Recovery
- Secure Recycling
- Transparent Reporting

PROJECT OUTCOME



1,200

iPhone Refresh
Program



409

Surface Pros
Refresh Program



1,200

Remote Employee
Equipment Refresh



\$200k

Total Value of
Equip. Returned



100%

Transparency

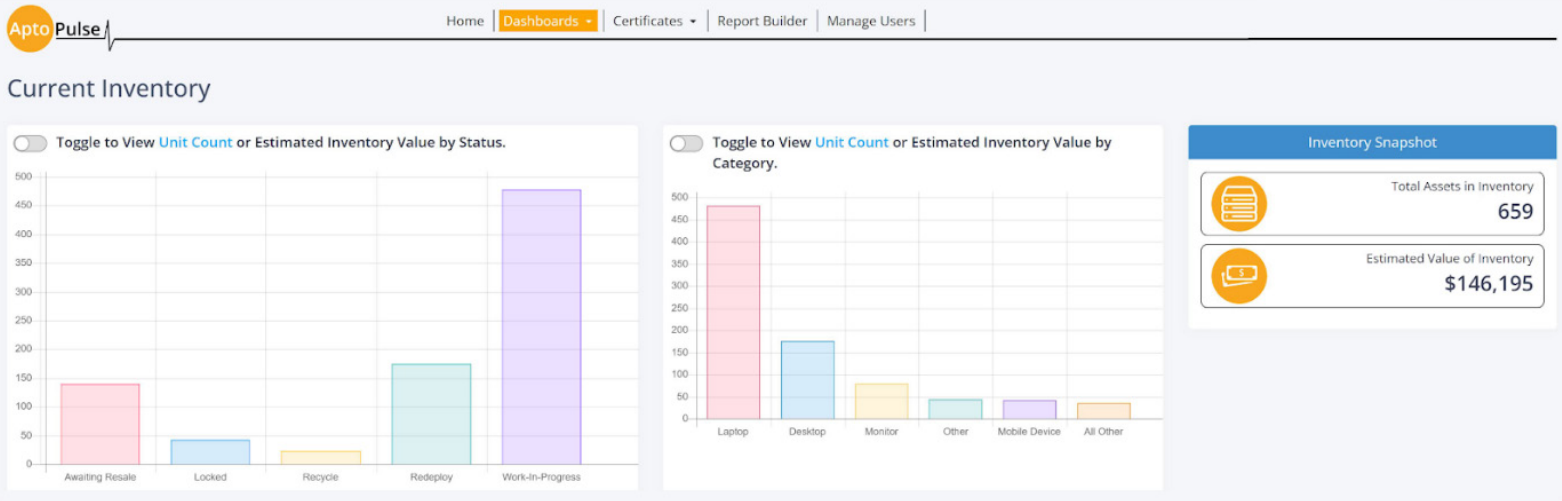


PROJECT SUMMARY

Due to the Covid-19 pandemic and mandatory lockdowns, the client suddenly experienced the majority of their workforce working remotely. A new strategy had to be developed to support the growing number of remote employees when the time came to trade-in or replace their IT existing equipment.

It was important for the client to track returned equipment and have a way to quantify the project results. Utilizing the tailored reporting features in Apto Pulse, the client had full visibility into each step of the hardware disposition process as pieces of IT equipment were returned and process at our facility.

Once data sanitization was complete, customized reports with confirmation records of data wipes were provided for internal compliance stakeholders.



Taking reporting a step further, every one of our engagements includes access to our real-time software, **Apto Pulse**, where you can keep an eye on the entire ITAD process and generate reports on the fly.

Conclusion

The success of this project was measured the simplicity of the return process and the client's ability to track and account for each piece of IT equipment as it was returned and recorded in the Apto Pulse Client Portal.

Revolving around the 'New Normal' of a remote/hybrid workforce, Apto's partnership with UPS provided a secure and reliable method for the client's employees to conveniently start the return process on-line, print a shipping label at home, and return IT assets on their own time.

As the client transferred responsibility of managing Mobile Device Management (MDM), BIOS (basic input/output system), and activation locks to our facility, this freed up their IT resources to focus attention on other projects.



Inventory Snapshot



Total Assets in Inventory

5,382



Estimated Value of Inventory

\$739,679



Circular and Responsible.

Concluding this case study without talking about the importance of circularity within the ITAD industry just wouldn't feel right. Our team, along with our client, take pride in knowing the efforts associated with this project resulted in a 100% circular disposition.

Creating a sustainable Circular Economy is a core principle at Apto. Over the last year, we've made significant strides innovating in this space by simplifying and refining the complicated multi-tier downstream process. These innovations allow us to provide unprecedented transparency, improved data tracking, verified supply chain traceability, and other top-secret goodies. We call the new process Circular Transformation® and are excited to share all the details with you!

To start planning your next hardware disposition project, please reach out to one of our experts today.

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