

 mobile recell

# Asset Recovery FAQ



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# General Asset Recovery



# General Asset Recovery

## What is asset recovery?

Asset recovery is the process of reclaiming corporate-owned IT assets to maximize the value of those assets through employee purchase programs, reselling, or responsible recycling.

Historically, asset recovery has been a very manual process: tracking asset possession, data erasure, and asset disposition across various spreadsheets.

Mobile reCell, the only software-driven asset recovery solution for corporate-owned IT assets, enables a sustainable, secure, and automated path to repurpose, reuse, and recycle IT assets. Mobile reCell's software is configured to meet the needs of each customer and provides complete visibility into asset tracking, processing, resale, employee purchase programs, and a secure chain of logistics.

## What is an asset recovery rate, and how is it calculated?

An asset recovery rate is the percentage of assets recovered out of assets eligible for recovery. The asset recovery rate is calculated by dividing the number of assets recovered by a program by the total number of assets eligible for recovery within the program and then multiplying that number by 100.

For instance, if 950 assets were recovered for a company with 1,000 assets eligible for recovery, the asset recovery rate would be calculated by dividing 950 by 1,000, which equals 0.95. To get the percentage, multiply 0.95 by 100, which is 95 percent.

Typically, the asset recovery rate is calculated for a specific project or over a specified period of time, such as one year.

Using the traditional methods of asset recovery, a company can expect asset recovery rates of around 30 percent.

On average, Mobile reCell's customers achieve an asset recovery rate of around 95 percent—approximately three times the industry average.

# General Asset Recovery

## What kinds of equipment is eligible for asset recovery by Mobile reCell?

All of the following equipment is eligible for asset recovery. The secondary market value of the recovered assets will vary based on market demand and conditions.

- Cell Phones / Smartphones
- Desktop PCs
- Laptops
- Personal Wearables
- Tablets
- Computer Memory
- Data-Bearing Equipment (Computers, Servers, Hard Drives, SANs)
- Hard Drives
- Cables & Accessories
- Computer Power Supplies
- Credit Card Terminals
- MP3 Players
- Power Supply Units
- Scanners
- Wi-Fi Hotspot Devices, Aircards

## What happens if our assets have no marketable value?

Regardless of marketable value, all recovered assets are processed according to the highest environmental, legislative, and data security standards.

Any asset with no marketable value is harvested for parts and/or precious metals to be reused before it is sustainably recycled by our e-Stewards and R2 Certified processing partner, Ingram Micro.

# Data Security



# Data Security

## What do I do about data on my assets?

*When your company has Unified Endpoint Management (UEM) managed profiles on its assets, we recommend you leave the assets enrolled during transit. Data will remain secure because asset access is managed through the UEM profile. Once the asset is safely received by Mobile reCell and begins processing, we will ask you to unenroll the asset.*

*When your company does NOT have Unified Endpoint Management (UEM) managed profiles on its assets, we recommend the user in possession of the asset performs a factory reset to ensure all corporate data is erased. It is important to remove corporate data from the asset prior to transit because unsecured, unmanaged assets are vulnerable to breach if intercepted in transit.*

## What does HIPAA require of me when I'm disposing of assets with protected health information (PHI) access?

The US Department of Health and Human Services (HHS) guidelines for the Health Insurance Portability and Accountability Act (HIPAA) require data destruction to meet or exceed the [NIST 800-88 Media Sanitation Guidelines](#). As long as these requirements are met, the asset can be reused. Under the most strict circumstances, a customer may choose to destroy the asset entirely.

Personal Health Information (PHI) disposed of in accordance with this guidance is not considered "unsecured" PHI and, therefore, would not be subject to HIPAA breach notification requirements (see 45 C.F.R. §§164.400-414). PHI is considered to have been disposed of in a secure manner when the media on which the PHI is stored or recorded has been destroyed in one of the following ways:

- Paper, film, or other hard copy media have been shredded or destroyed such that the PHI cannot be read or otherwise cannot be reconstructed. Redaction is specifically excluded as a means of data destruction.
- Electronic media have been cleared, purged, or destroyed consistent with NIST Special Publication 800-88 Revision 1, Guidelines for Media Sanitization such that the PHI cannot be retrieved.

## What is Mobile reCell's process for data sanitization?

Every asset sent to Mobile reCell receives an ADISA Level 1 certified and NIST-compliant cryptographic data sanitization and erasure.

Once the asset has been processed, a Certificate of Data Destruction is issued. The certificate helps your company remain compliant with data sanitization requirements and regulations.

# Data Security

## What are your processing certifications?

Our third-party processing partner holds the following certifications. If you have questions about a specific certification, please [contact us](#) to discuss it in detail.



**e-Stewards** provides end-to-end accountability to prove that e-waste recycling is performed with core objectives of data security, health and worker safety, responsible export practices, and zero use of prison labor, dumping, or incineration.



**ISO 9001:2015** sets the criteria for a quality management system based on a number of principles including a strong customer focus, the involvement of top management, the process approach, and continual improvement.



**ISO 14001:2015** sets the criteria for an environmental management system (EMS) and maps out a framework to follow in order to set up an effective EMS and ensure that environmental impact is measured and improved.



**ISO 27001:2013** sets the criteria for an information security management system (ISMS) to help organizations manage the security of assets that process or store critical and private information on finances, intellectual property, employee details, and clients / third parties.



**ISO 45001:2018** replaces ISO 18001 and is the new international standard for occupational health and safety management. It focuses on the occupational health and safety management system, monitoring occupational risks to workers, and offering resources and objectives to support the safety needs of employees.



**R2 Responsible Recycling 2013** is an internationally-recognized certification that demonstrates our compliance with ITAD-industry standards for process, safety, and electronics repair and recycling practices



## How do you ensure a secure chain of custody for recovered assets?

Assets are most vulnerable before they leave your end users (or facility) and while in transit. Mobile reCell has API integrations with FedEx to create detailed records of when an asset changes hands from the end user or facility to the FedEx transport.

Once an asset arrives at our processing facility, you still have end-to-end visibility into where your asset is in the processing workflow through Mobile reCell's software.

At the end of the processing workflow, each asset is assigned a Certificate of Data Destruction and, if applicable, a Certificate of Equipment Recycling. These certificates help your company remain compliant with data sanitization and asset disposition requirements and regulations.

# Environmental Sustainability



# Environmental Sustainability

## Is e-waste regulated?

There is [no federal law on electronics recycling](#). Therefore, many states have passed e-waste recycling laws.

Currently, 25 states have electronics recycling laws. The [National Center for Electronics Recycling \(NCER\) website](#) details information on state regulations and links to the laws.

The National Center for Electronics Recycling (NCER) is a 501(c)(3) non-profit organization formed in 2005 that is dedicated to the development and enhancement of a national infrastructure for the recycling of used electronics in the United States.

## How can my company help keep e-waste out of landfills?

There are many ways your company can help keep e-waste out of landfills. Here are just a few ideas:

- *Use Cloud Services:* Moving to cloud storage allows companies to reduce the number of physical electronics devices required, including servers and hard drives.
- *Sell into a Secondary Market:* Many electronic assets still have life in them long after we have stopped using them. Selling these retired assets into the secondary market will allow someone else to benefit from using the asset while providing your company with usable capital for retired assets.

*Recycle Responsibly:* Using an R2 Certified e-waste recycling company can make the process of disposing of your e-waste easier and worry-free.

## Does Mobile reCell have a zero-landfill policy?

Mobile reCell subscribes to the idea that we—people—can make strides to enable a circular economy—a zero-waste economy that extracts the maximum value and use from all products and materials. The current consumption economy of “take, make, use, and throw away” is not sustainable for the planet.

When it comes to recycling electronic assets, Mobile reCell adheres to the strictest standards its third-party processor holds, which means no materials end up in a landfill. Every piece of each electronics asset recovered by Mobile reCell is resold, reused, or recycled.

## Does Mobile reCell have a zero-incineration policy?

Mobile reCell adheres to the strictest standards of R2 certification—the most environmentally sustainable certification its third-party processor holds. In compliance with R2 standards, no materials end up in an incinerator.

# Working with Mobile reCell



# Working with Mobile reCell

## Where is Mobile reCell located?

Mobile reCell is headquartered in Fishers, Indiana, and the company has employees across the United States.

## How big does my company have to be to work with Mobile reCell?

Mobile reCell's core customer base includes enterprise and mid-market companies. However, we do have the ability to support companies with corporate-owned mobile programs of all sizes.

## Can I ship my assets to Mobile reCell?

You are welcome to ship assets to Mobile reCell using your own packaging. However, one of the most popular features in our software is the ability to print a shipping label (including tracking information) tied to specific assets.

## How do I ship my assets to Mobile reCell?

Within Mobile reCell's software, you can request packaging supplies and/or prepaid shipping labels for both individual and bulk asset return shipments.

If you do not have access to Mobile reCell's software, please [contact us](#).

## Do I have to collect all of my organization's assets and then ship them together to Mobile reCell?

No, Mobile reCell's experienced Customer Experience Team will help you design a successful asset recovery program to ensure you recover as many assets as possible.

Most of our customers prefer to allow Mobile reCell to collect retired assets on their behalf—especially if their employees or end users are broadly dispersed.

## How much does it cost to use Mobile reCell?

It doesn't cost anything to get started with Mobile reCell. There are no upfront costs, and in nearly every recovery program, Mobile reCell's engagement results in a cash-positive solution.

# Working with Mobile reCell

## What is Mobile reCell's experience with reselling or remarketing assets?

Mobile reCell's software provides full transparency into the asset testing and grading process, enabling you to understand the true value of your idle assets and retired assets.

Our established marketplace of ready-to-purchase buyers generates the highest possible return for your mobile asset investments and inventory by matching customers with the right assets based on grade, value, and asset type.

## What are you doing differently from our current vendor to drive such a high rate of recovery (95%)?

Mobile reCell is delighted our customers typically experience an asset recovery rate nearly 3X the industry's average.

How do we do it, you ask?

There are three primary components driving our high recovery rates:

- From our very first call with a customer, we set each asset recovery program up for success. We actively participate in the design of the program, and we share our expert knowledge and best practices to ensure program success.
- Our software increases the visibility into the end-of-lifecycle process for our customers. Suddenly, they can see what happens to an asset once it's been commissioned. They can track which end users are compliant during asset recovery and quickly identify who has not been compliant. Then, they can take action on those tracking, processing, and compliance reports within the software platform.
- Automation of manual asset recovery processes also enables high recovery rates. To optimize the recovery process, it is incredibly important to find efficiencies and a reliable data source for determining when an asset is rendered unused and eligible for recovery. We work with our customers to identify this data source and create automated workflows custom to their asset recovery program.

All of these things combined give you the best possible recovery rate for a program.

## How can I get started?

Please [contact us](#) to get started.

