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**IT ASSET
DISPOSITION**
EDITION

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**EWASTE
RECYCLING
WITH
END-TO-END
TRANSPARENCY**

R3eWASTE



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EWASTE RECYCLING WITH END-TO-END TRANSPARENCY

By Justin Smith

IT assets and equipment do not keep running forever, making it necessary for companies to dispose of them from time to time. However, organizations have to be mindful of decommissioning their IT assets in a safe and eco-friendly manner as electronic components contain materials and chemicals that are hazardous to the planet. But in order to do so, companies reach out to multiple vendors offering bespoke e-waste recycling services that are neither transparent nor offer clients a clear understanding of sustainability goals. Consequently, organizations keep seeking a completely trackable and zero-landfill recycling operation that would allow them

to attain a complete overview of their recyclables while maximizing recovery value from those assets. Measuring up to this expectation with unmatched competency is R3eWaste—a company that leverages a groundbreaking software suite to holistically provide a responsible outlet for an organization’s end-of-life devices.

“A CIO can now implement a system to track and report on, your entire recycling spectrum, globally, by location, down to the Lb to final disposition whilst simultaneously tracking carbon footprint all in real-time,” says Graham Wollaston, CEO of R3eWaste. The Arizona-based organization offers full-spectrum nationwide

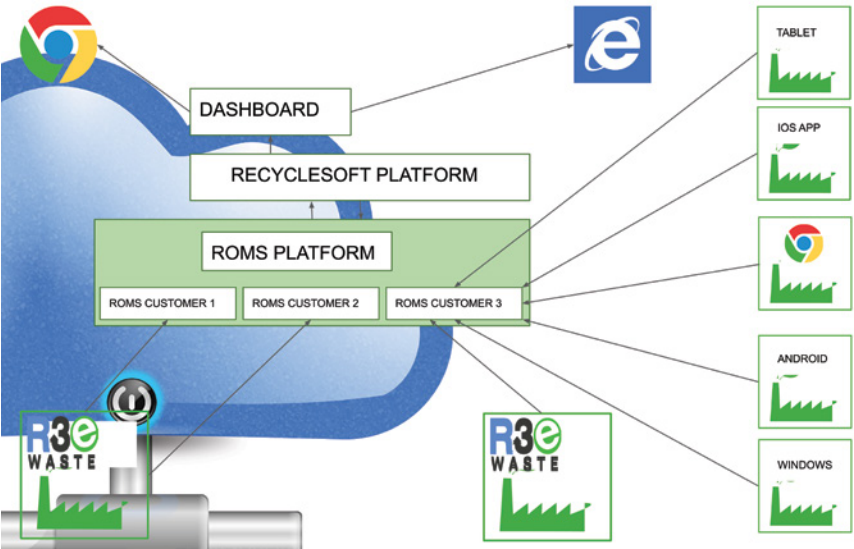


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ITAD and electronics recycling services to large and small companies, government agencies, and municipalities alike, helping them adopt an eco-friendly approach to asset disposition.

UPHOLDING TOTAL CLARITY

At the core of helping customers gain a holistic view of the entire lifecycle of their disposable and recyclable assets is R3eWaste’s Recycling Operations Management System (ROMS) software. R3eWaste’s leading-edge software suite has been built over the course of 20 years (and 5 iterations) with the synergistic effort of development teams across Algeria, the Czech Republic, China, and India. The first-of-its-kind proprietary web-based software is used to specifically log and track electronic waste from the moment it arrives in R3eWaste’s facility to its final destination. It also comes with a personalized dashboard that provides clients with a drill-down of all of their recycled materials by category and a customized visualization of those items.



Whenever a customer uses ROMS, each pickup is identified with its company of origin and is sorted and separated with scales under each Gaylord box containing the devices. The scales are directly linked to ROMS that continuously update the inventory status. As soon as the data is fed into ROMS, it notifies the status of each item to the clients through a dashboard program. Subsequently, clients are able to track how their items get recycled, repurposed, or resold in real time while individually identifying the items eligible for resale.

In the case of clients owning multiple facilities across several countries, they just need to input the details of all their recyclables and their particular downstream processor in geolocated apps bundled with ROMS. Once the downstream processor in that particular country downloads the app, the clients are readily able to determine the particular location of equipment,

downstream processor, the specific individual who is picking up the equipment, or even the delivery location of the items to be recycled. Empowered by this feature, clients can further filter their searches to track the live status of recyclable items across all facilities in a country, state, or even a single recycling facility. Once they are aware of their equipment’s whereabouts, clients can easily sign the bill of lading for the shipment.

Based on these bills of lading, they have the option to switch between the metrics for recycled items to demonstrate a sharp decline in their carbon footprint. For instance, if R3eWaste, as their downstream processor, picks up 1,000 servers from the client’s facility, they can convert the measuring units of collected

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equipment in pounds to the carbon footprint that is transferred to R3eWaste, ultimately reducing the carbon footprint level for the client. Subsequently, when the sustainability officer at the particular company sets out to buy a new batch of servers, they can opt for the ones with a lighter carbon footprint and stay ahead of the company’s sustainability goals.

ROMS accepts a wide range of inputs such as facility power usage (with its source, coal to solar), vehicle fleets and

their power source, along with tree planting or other carbon reduction programs in order to help a company gain a complete picture of their global (or regional) carbon footprint. What’s more, the companies can also feed employee commuting metrics into ROMS to gauge their employees’ carbon footprint and accordingly incentivize EV usage or ride share.

In addition to exceptional electronic recycling services, R3eWaste offers safe and free-of-cost data destruction services to prevent any serious breach of confidentiality that can lead to financial liability and legal consequences. The company emulates a 4-Step Data Wipe process using its proprietary data wiping software and takes complete legal responsibility for the hard drives the moment they are collected. As a standard practice, the process is interfaced with ROMS on all data-bearing devices. At the initial stage, the data in each sector is replaced by a character, which is then substituted by its component in the second pass. The third pass is where each memory address on the hard drive is filled with zeros. This is followed by the final stage, where each memory address on the hard drive completes a zero-sum check and is available for resale once all the drivers are thoroughly wiped and tested.

GETTING COMPANIES THEIR MONEY BACK

Striding past the boundaries of regular e-recycling service providers who never share the proceeds from the resold commodities with the customer, R3eWaste believes in paying the client’s fair share back to them. The dashboard program ensures their clients enrolled in their program know exactly how much revenue return to expect from refurbished and resold assets. Whenever a downstream service provider resells them, the ROMS—which maintains a database of revenue gained from any resold items—shows the end customer who bought it and the amount they paid. That amount is then shared with their clients. “We are the only company with the resources and technology to meet all of an organization’s recycling needs across the board while sharing the revenue from the commodities and resale with them,” states Wollaston.

Further substantiating the company’s exceptional services is a slew of success stories where R3eWaste has consistently



carried out ITAD and recycling projects for manifold companies by helping them save money, generate revenue, and protect the environment at the same time. One such occasion is when R3eWaste partnered with a county for a full-spectrum recycling project. The county was finding it tough to dispose of their items through the incredibly expensive process of auction and had to allocate a lot of manpower for listing and categorizing the items. Adding to their woes, the company was paying nine different downstream service providers to handle the full spectrum of their recycling process, ultimately costing them loads of money and hence negative revenue. With R3eWaste stepping into the picture, the client started getting all their equipment recycled by a single recycler and reported through a cutting-edge software suite that resulted in huge cost savings along with revenue generation. What’s more, the client has been using ROMS to meet some of their regulatory requirements where they directly use the system to automate bills of lading generation for any universal waste item for presentation to any compliance inspectors or a regulatory body.

STEPPING BEYOND CORPORATE ERECYCLING

Apart from taking end-to-end responsibility for a company’s disposable IT assets, R3eWaste offers electronics recycling services for residential drop-offs as well, where the customers are able to dispose of all standard electronic components, data center equipment, computers, printers, cell phones, batteries, and UPS devices for recycling at the residential drop-off situated behind R3ewaste’s electronics recycling center in North Austin. Having opened its 10,000 sq. ft. sprawling electronics recycling center, the company is now being touted as an industry-leading electronics recycler for the residential community across greater Central Texas and is simultaneously establishing mutually beneficial relationships with other recyclers in the region.

Moving ahead, R3eWaste is gearing up to provide its services across every state within the next four years. With immediate plans to expand into Washington and Illinois, the company is looking to open its establishments along the East Coast as well. “Driven by our ambitious growth plans, we want to empower C-suites of any company to get a hold of their entire electronic recycling spectrum and contribute to the social, economic, and environmental well-being of our planet,” says Wollaston. [CR](#)