



## Customer Success Story Top National Healthcare Organization

# Enhancing ITAD Efficiency, Security, and Sustainability

A top national healthcare organization sought a new IT asset disposition (ITAD) provider due to data security concerns with their previous vendor. The search for excellence in ITAD services led them to Dynamic Lifecycle Innovations, initiating a partnership that not only aimed to resolve data security issues but also to enhance environmental sustainability and return on investment (ROI) through effective IT equipment processing.

“

*[The Dynamic team] is phenomenal. The team is always willing to help and even helps us with on-site waste fairs. Unbelievable.*

### CHALLENGES

#### Security of Sensitive Data

A national healthcare organization was facing challenges with their ITAD vendor, including:

- **Data Security Concerns:** A server containing the customer's data was found listed on an e-commerce site, indicating lapses in data handling by the previous ITAD vendor.
- **Environmental Responsibility:** The customer needed an ITAD provider that aligned with their sustainability goals, ensuring responsible recycling and landfill avoidance.
- **Efficiency and ROI:** Maximizing the resale value of IT equipment while ensuring data security was paramount.

### THE SOLUTION

#### Planning and Logistics

Dynamic Lifecycle Innovations presented an end-to-end ITAD solution that included:

- **Secure Data Destruction:** Implementing rigorous data sanitization processes to mitigate the risk of data breaches.
- **Sustainable Recycling Practices:** Leveraging R2v3 and e-Stewards certifications to ensure environmentally responsible recycling and reuse of electronic waste.
- **ROI Enhancement:** A transparent resale process for decommissioned IT assets, boosting the customer's ROI on disposed equipment.

## CONCLUSION

**Cultivating a Successful ITAD Partnership**

The collaboration between the national healthcare organization and Dynamic Lifecycle Innovations has set a benchmark in the ITAD industry for data security, environmental sustainability, and customer service excellence. This case study exemplifies how strategic partnerships can drive significant improvements in operational efficiency and ESG performance, paving the way for a sustainable future.

**Results****Expanded Coverage**

Starting from the customer's location in the Midwest, the partnership expanded to cover campuses across the Southeast and Southwest United States.

**Community Engagement**

The partnership not only focused on internal efficiencies but also extended to community involvement and education about sustainable ITAD practices.

**Environmental Impact**

Dynamic's carbon calculator and sustainable practices helped the customer significantly reduce scope 3 emissions, aligning with their ESG goals.

**Exceptional Service**

The customer experienced unparalleled customer service, including same-day pickups and responsive support, setting a new standard for their vendor relationships.

**About Dynamic**

Dynamic Lifecycle Innovations is a global leader in IT asset disposition, data security, and electronics materials recovery. We specialize in delivering secure, sustainable, and value-driven solutions for nationwide healthcare and global Fortune 1000 organizations. Our customized service packages safeguard sensitive data, simplify complex logistics, and maximize value recovery, all while helping organizations achieve their sustainability and ESG goals.

**Learn More About Dynamic's Solutions**

Schedule a consultation with one of our corporate service specialists today at [www.thinkdynamic.com](http://www.thinkdynamic.com).

**95**

Net Promoter Score

**9.98**

Customer Effort Score

**9.34**

Customer Satisfaction