



**MAXXUM**

Expertly guided asset disposition services.

# How Does Your Technology Disposal Vendor *Measure Up?*

*A Diedrich RPM Research Study  
Sponsored by Maxxum*

January 2016

# Foreword

We want to thank you for taking the time to provide feedback on the disposal or retirement of technology equipment.

The objective of this research was simple – we wanted to understand your world and how we can make technology disposal easier and safer given the challenges you face today. To achieve this, we contracted Diedrich RPM, a national research and marketing firm, to conduct an independent market study.

**The results reveal that organizations still engage in risky technology disposal behavior, even as data breaches continue to increase in frequency and severity.**

We are, however, pleased to note that Maxxum clients rate our services more positively as compared to other service companies, especially in the key areas of recycling, security, and compliance which are cited as the most meaningful to your organizations.

In this new age of compliance, breaches, and litigation, it's increasingly important to dispose of technology assets using a safe and comprehensive program. At Maxxum, we are committed to helping you retire your technology in a well-documented, secure, and sustainable way.

We hope you'll find this information interesting and useful as you work to review and evaluate your own technology disposal choices.

Thank you for your time and attention.

Rich Woodward  
President and CEO  
Maxxum



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# Methodology

The survey was launched in the Fall of 2015 with a goal of gathering a minimum of 100 responses from **highly regulated / risk adverse organizations** in industries including Health Care, Insurance, Medical Device Manufacturers, Financial Services, and Education. Eligible participants had to either be the sole decision maker, part of a group of decision makers, or an influencer of those that make decisions at their company regarding the disposal or retirement of technology assets for their organization.

Data collection was conducted using a mixed method approach by telephone, online communications, and email. The data was tested for statistical differences in a variety of areas; all tests were conducted at the 95% confidence level.



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# Executive Summary

## Asset Disposal

*40% of respondents stated they use disposal methods outside of a professional tech disposal service – including equipment donations and giving equipment to employees.*

**Conclusion: Risks can occur at any point when technology is not properly disposed of. Vulnerable areas include:**

- Transfer of Custody
- Lack of proper documentation
- Data loss/Data stolen
- Data Breach

**Lack of proper asset disposal can result in fines or lawsuits AND damage to your company's brand.**



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# Executive Summary

## Satisfaction

Overall, respondents feel Satisfied with their Tech Disposal Company. However, a deeper look at Tech Disposal Data reveals that **Maxxum Customer satisfaction is higher than the competition in several key areas.** (Note: Green indicates statistically higher scores.)

	Overall Satisfaction	Data privacy protection	Process and documents	Provider's certifications
Maxxum	<b>4.82</b>	<b>4.65</b>	<b>4.71</b>	<b>4.53</b>
All	4.32	4.20	4.11	4.09

	Compliance reporting	Recycling & reuse	Advisory services	Data & drive destruction	Communication
Maxxum	<b>4.65</b>	<b>4.71</b>	<b>4.53</b>	<b>4.53</b>	<b>4.76</b>
All	4.15	4.13	4.11	4.11	4.20

**Action Item: Use these attributes as a checklist to gauge your company's overall satisfaction and security levels as it pertains to asset disposition.**

Are you secure in your process, documentation, security, destruction, compliance and recycling efforts? If your company is vulnerable a breach can erode your brand and result in fines.



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# Executive Summary

## Loyalty

*Maxxum customers are more likely to state they will continue to use and recommend them.*

	Continue using (mean)	Recommend (mean)
Maxxum	<b>4.53</b>	<b>3.71</b>
All Other	4.09	2.78

**Conclusion:** Review your company's tech disposal vendors to insure you have the highest possible level of knowledge and support working for your company.



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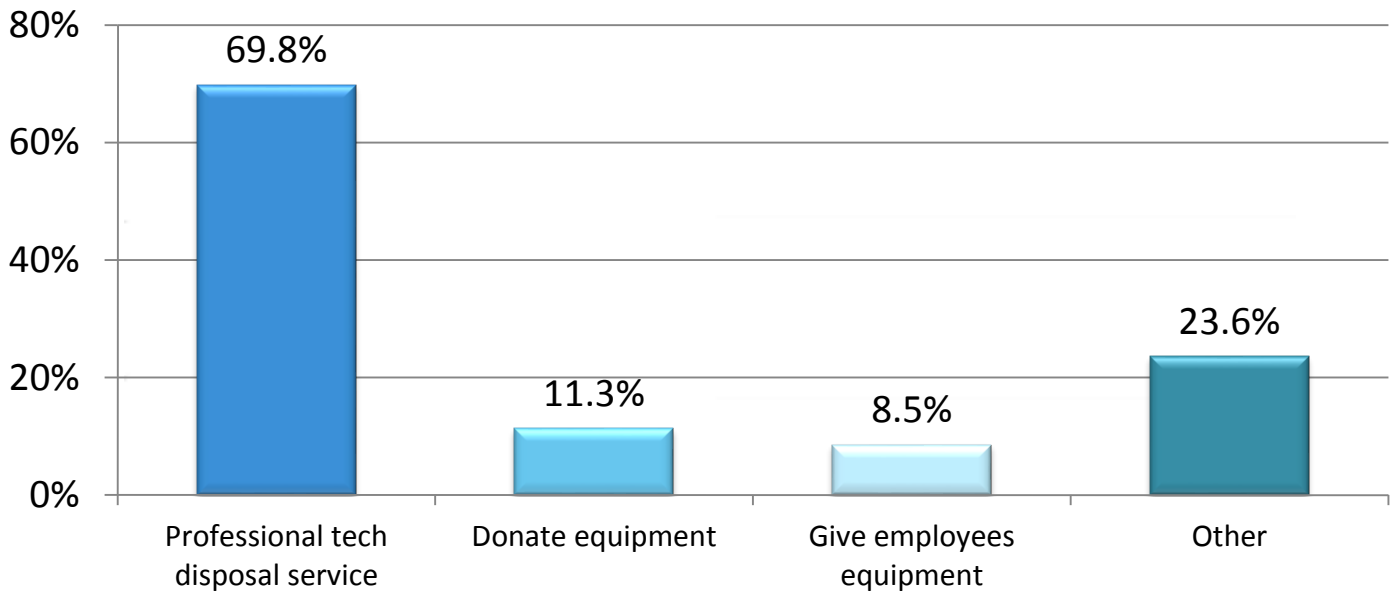
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# Respondent Profile

## Asset Disposal

*Over 40% stated they sometimes use disposal methods outside of a Professional Tech Disposal service – including equipment donations and giving equipment to employees.*

**How do you handle the disposal of technology assets in your company?  
(Please choose all that apply.)**

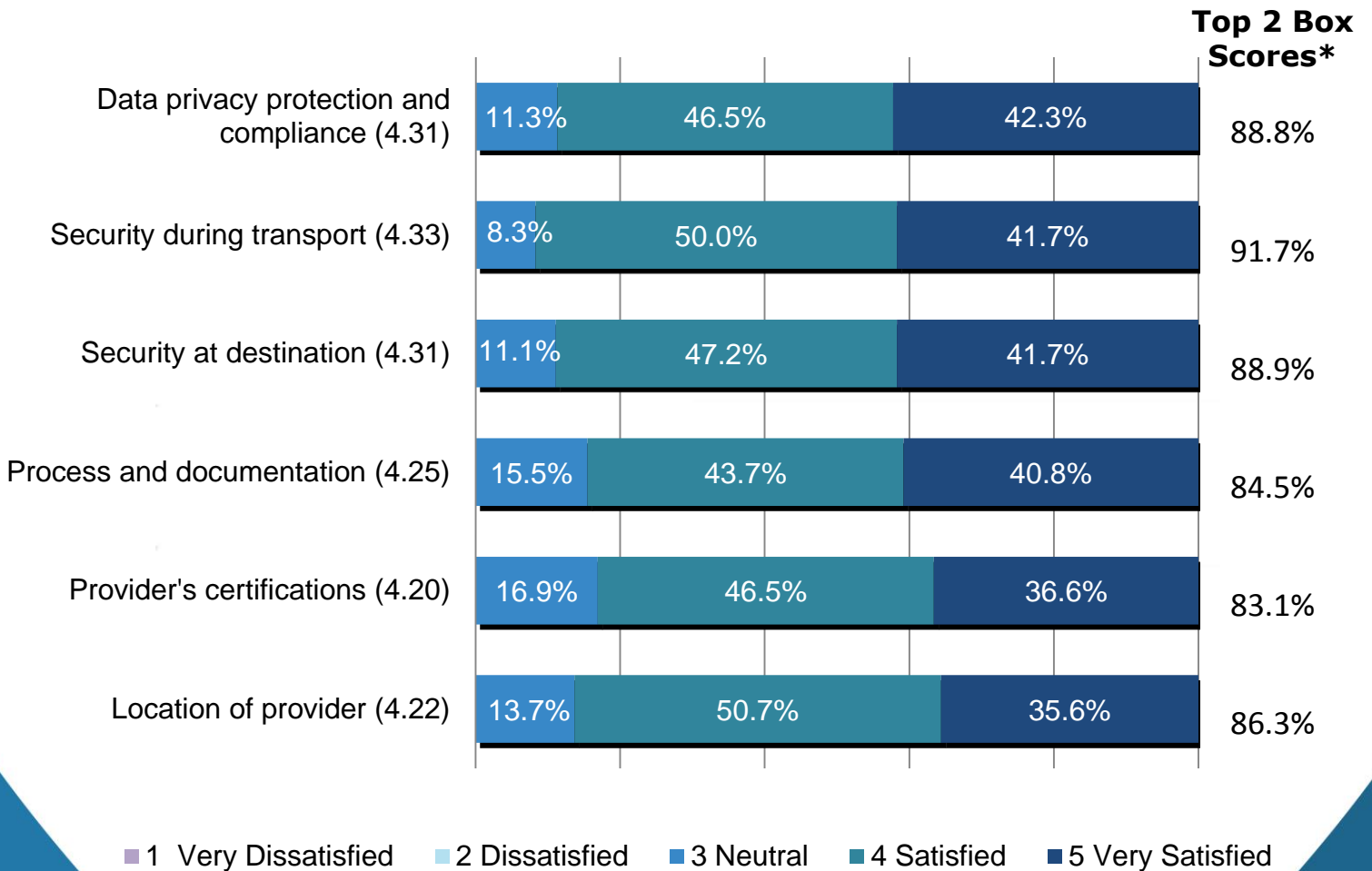




# Satisfaction with Current Providers

*In general, companies feel satisfied with their Technology Disposition service.*

**Thinking of your technology disposition service, how satisfied are you with the following?**

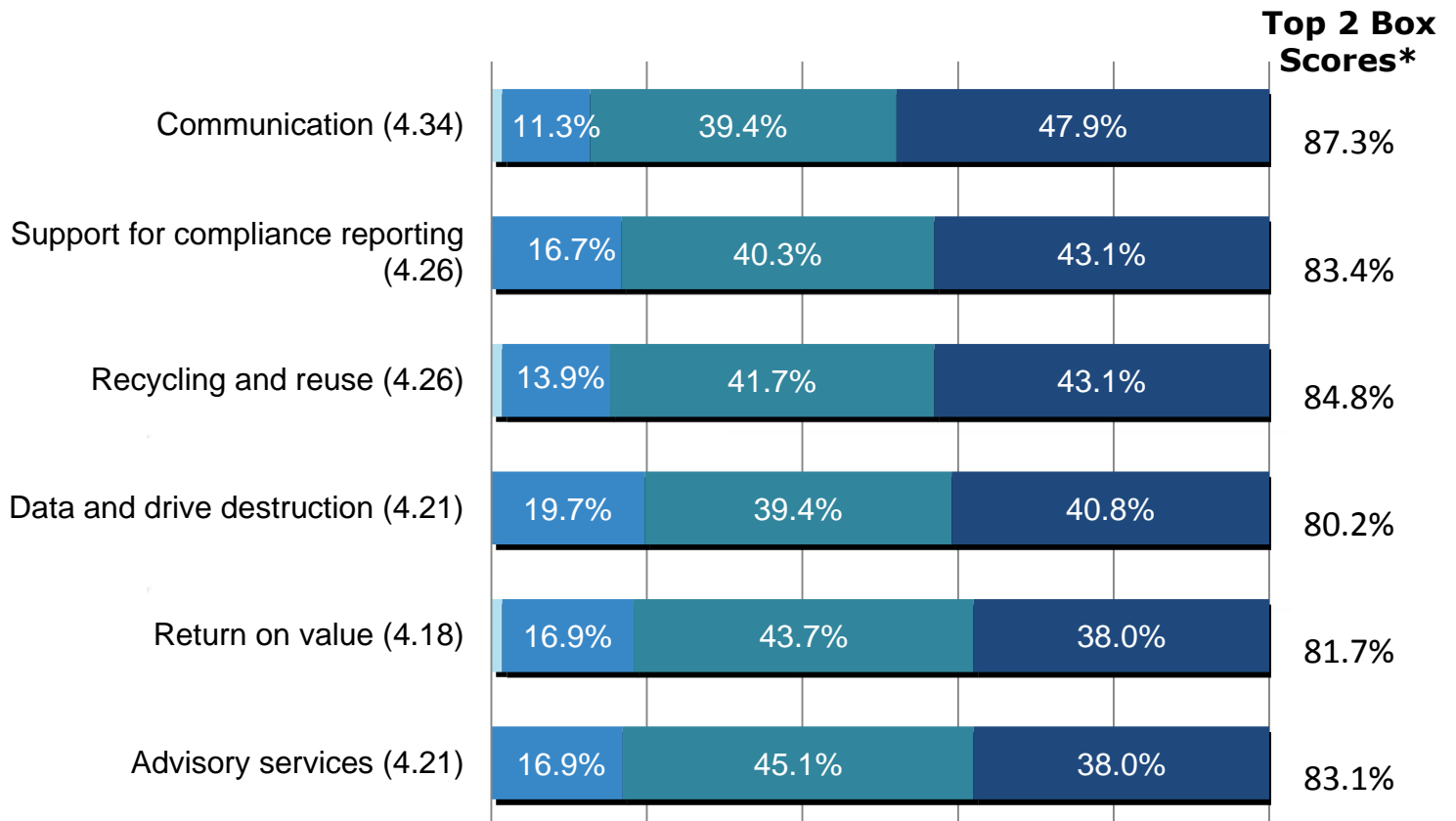


\* Top 2 Box Scores include Satisfied and Very Satisfied scores.

# Satisfaction with Current Providers

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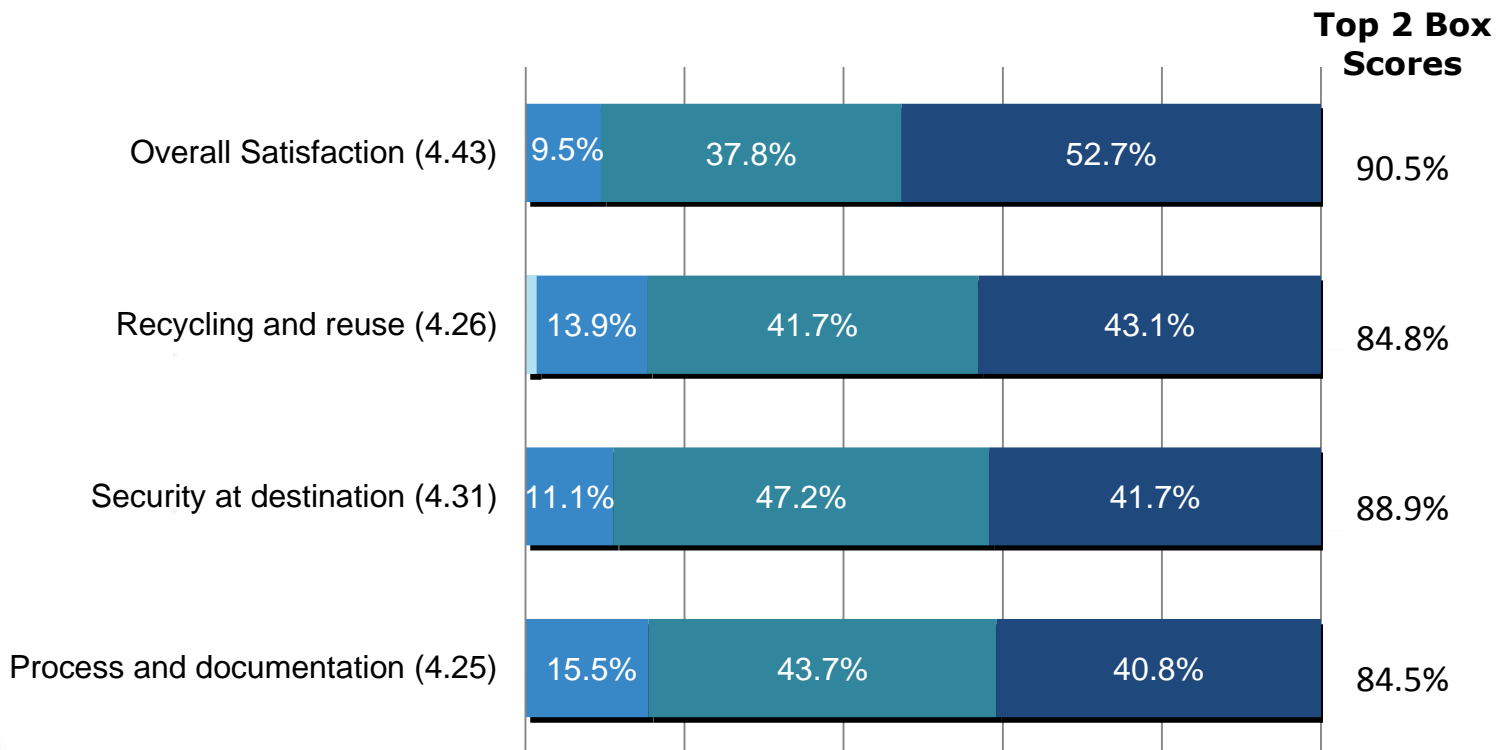
■ 1 Very Dissatisfied   ■ 2 Dissatisfied   ■ 3 Neutral   ■ 4 Satisfied   ■ 5 Very Satisfied

\* Top 2 Box Scores include Satisfied and Very Satisfied scores.

# Key Drivers

*Recycling, Process & Documentation, and Security at Destination* are the most important elements of Overall Satisfaction.

**Overall, how satisfied are you with your technology disposition service? / Thinking of your technology disposition service, how satisfied are you with the following?**



■ 1 Very Dissatisfied   ■ 2 Dissatisfied   ■ 3 Neutral   ■ 4 Satisfied   ■ 5 Very Satisfied

\* Top 2 Box Scores include Satisfied and Very Satisfied scores.

# Satisfaction Scorecard

A deeper look at the data reveals Maxxum clients rate Overall Satisfaction, Process and Documents, and Recycling and Reuse more favorably than the competition. *Process and Documents* and *Recycling and Reuse* have the most impact on overall satisfaction (key driver). (Note: Green indicates statistically higher scores.)

	Overall Satisfaction	Location of provider	Security during transport	Security at destination	Data privacy protection
Maxxum	4.82	4.35	4.59	4.53	4.65
All Other	4.32	4.18	4.25	4.24	4.20

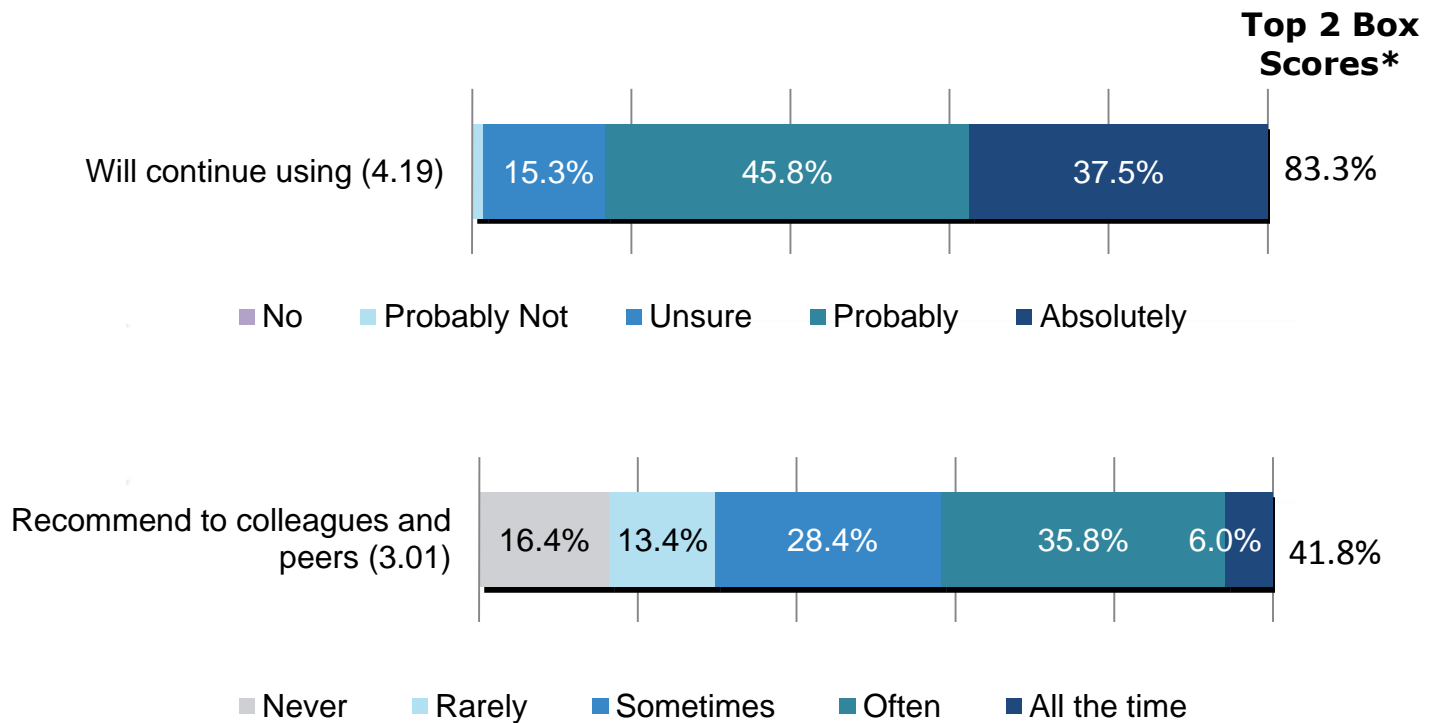
Process and documents	Provider's certifications	Return on value	Compliance reporting	Recycling & reuse	Advisory services
4.71	4.53	4.41	4.65	4.71	4.53
4.11	4.09	4.11	4.15	4.13	4.11

Data & drive destruction	Communication	Current Provider Confidence
4.53	4.76	4.47
4.11	4.20	4.29

# Loyalty

While companies state they will continue to use their current technology disposition provider, they do not often recommend them to others.

**Will you continue using your technology disposition service? / Do you recommend your technology disposition service to your colleagues and peers?**



\* Top 2 Box Scores include Satisfied and Very Satisfied scores.

# Loyalty Scorecard

## Word of Mouth Index (WOMI)

	Will use again (Top 2 Box Scores)	Recommend (Top 3 Box Scores)	WOMI
Aggregate	83.3%	70.2%	75.9%
Maxxum	88.2%	94.1%	100%
All Other	81.8%	62.0%	67.5%

The WOMI (Word of Mouth Index) measures how often respondents in the Top 2 “will use again” Scores will recommend the company to others (top three “recommend” scores). These are generally considered “advocates” of the brand.

**Maxxum’s WOMI score is excellent** – as respondents in the top box scores also recommend the service – these customers are happy and considered “advocates” of the brand. (Low WOMI scores are signs that customers may feel trapped and are looking for alternatives.)



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# Loyalty Scorecard

Maxxum customers are more loyal with a **Word of Mouth Index of 100% (WOMI)**, translating to more advocates and **happier Maxxum customers**.  
 (Note: Green indicates statistically higher scores.)

	Continue using (mean)	Recommend (mean)
Maxxum	<b>4.53</b>	<b>3.71</b>
All Other	4.09	2.78

	Will use again (Top 2 Box Scores)	Recommend (Top 3 Box Scores)	WOMI
Maxxum	88.2%	94.1%	<b>100%</b>
All Other	81.8%	62.0%	67.5%



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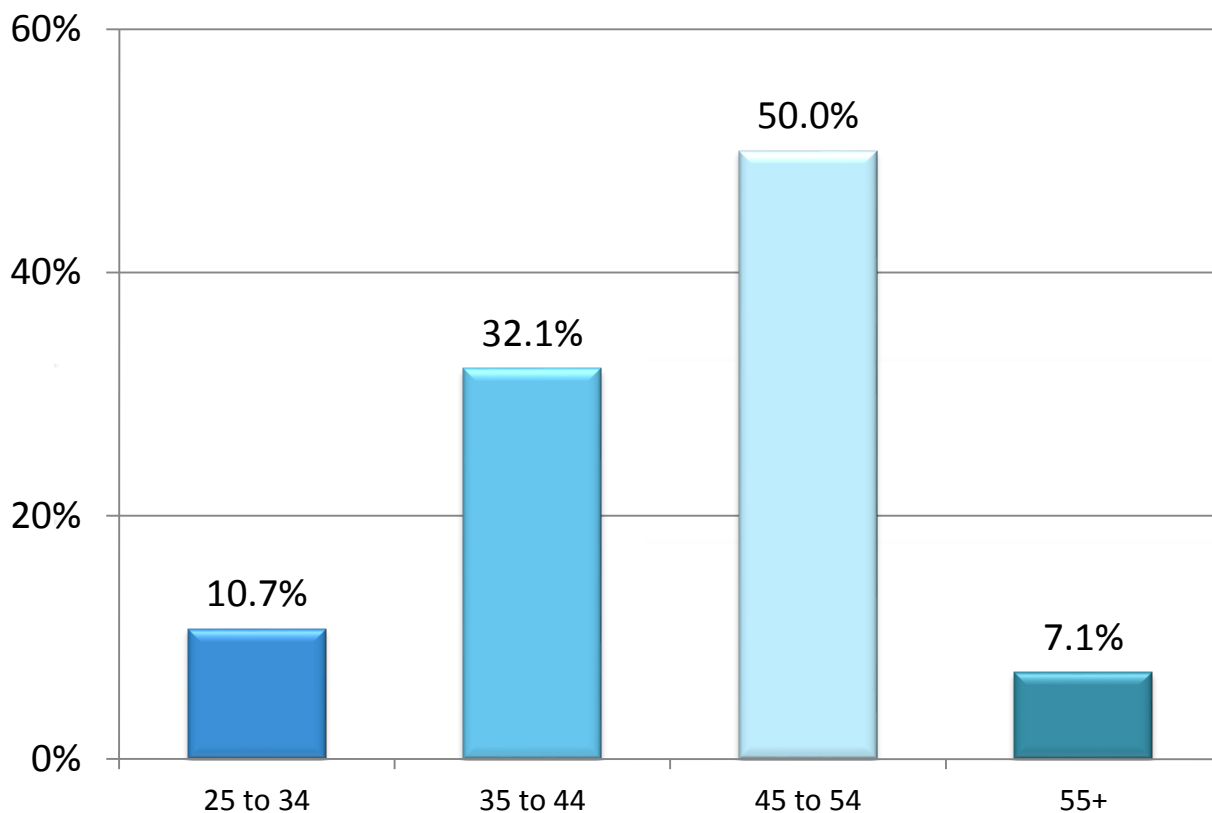


# Business Demographics

## Respondent Age

*50% of respondents are between 45 and 54 years old.*

**Please indicate your age -**



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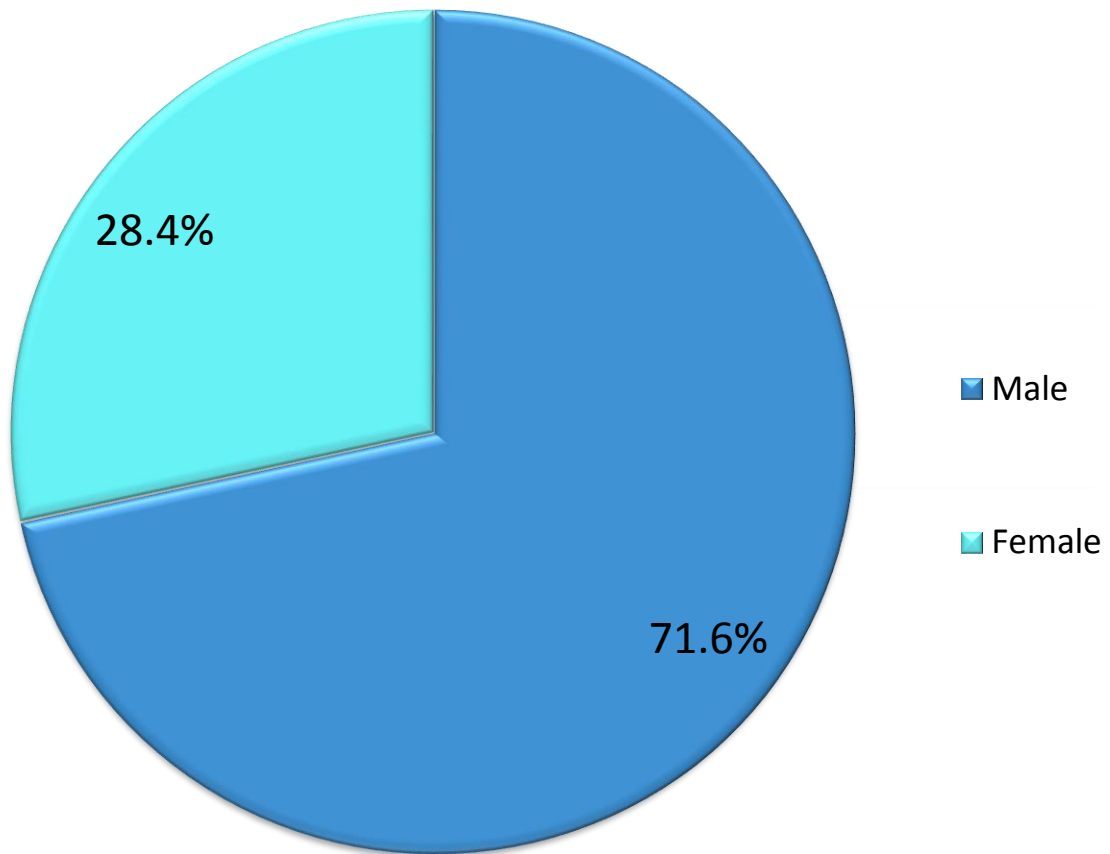
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# Business Demographics

## Respondent Gender

72% of respondents were male.

### What is your gender?



# Conclusion

Data breaches, whether lost or stolen information, can damage your brand as well as result in fines or lawsuits. Through this research, we were able to identify key areas of vulnerability for companies. Our hope is that you'll use this research to review your company's current technology disposal vendors' processes to avoid putting yourself or your company at risk.

- **Asset Disposal – Don't be part of the 40% of respondents who stated they use disposal methods outside of a professional technology disposal service** – including equipment donations and giving equipment to employees. Risks can occur at any point when technology is not properly disposed of.
- **Overall Satisfaction and Security Levels** - Gauge your companies overall satisfaction and security levels as it pertains to asset disposition. Be confident and secure in your process, documentation, security, destruction, compliance and recycling efforts.
- **Knowledge and Loyalty** - Review your company's tech disposal vendors to insure you have the highest possible level of knowledge and support working for your company.

We are here to help; take advantage of our no-cost gap analysis to understand the risk that may exist in your company. Don't wait – call or email Maxxum today to take advantage of this offer.

Sincerely,  
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