Beating the Clock: Priceline's Success with SMK+'s Swift ITAD Solution

priceline

Introduction:

This case study examines an IT Asset Disposition (ITAD) project between SMK+, a leading ITAD provider and Priceline, a prominent online travel agency. The objective of the project was to securely dispose of Priceline's outdated IT equipment in a timely manner while minimizing environmental impact and maximizing potential returns through remarketing and reselling.

Priceline.com is an online travel platform that enables users to find and book flights, hotels, rental cars, and vacation packages at competitive prices. It offers tools like "Name Your Own Price" for flexible booking options and access to exclusive discounts, simplifying the process of planning and securing travel arrangements.

Pain Points:

Priceline faced the challenge of disposing of its IT assets **within 48 hours**. The company sought an ITAD solution that could meet this strict deadline while maximizing returns on its hardware and providing a sustainable and efficient process for managing sensitive data stored on the devices.

Challenges:

1. Turnaround time: Priceline faced a rapdily approaching deadline and required its old IT equipment to be disposed of within two days before the lease expired on its data center.

2. Data security: Priceline had strict data privacy and security requirements. The company needed to ensure that all sensitive data stored on the devices was securely wiped to protect customer and internal information.

3. Maximizing returns: Priceline aimed to recover value from its initial hardware investment by reselling or remarketing the retired assets, requiring efficient testing, refurbishment, and certification processes.

4. Environmentally responsible disposal: Priceline aimed to dispose of its retired IT assets in an environmentally-friendly manner, meeting the company's high standard for sustainability.

Solutions:

1. Secure ITAD process: SMK+ designed a comprehensive ITAD process that adhered to industry-leading standards and best practices. This involved securely transporting the retired equipment, managing data erasure, and ensuring environmentally responsible recycling.

2. Data sanitization: SMK+ employed rigorous data sanitization techniques, including secure erasure or destruction of data, to protect Priceline's sensitive information. This process complied with industry regulations, such as the National Institute of Standards and Technology (NIST) guidelines.

3. Equipment testing and refurbishment: SMK+'s experienced technicians thoroughly tested the retired equipment to identify any potential defects or issues. They then refurbished and reconditioned the devices to ensure they were in optimal working condition for resale.

4. Remarketing and resale: SMK+ leveraged its extensive network and expertise in the IT secondary market to identify potential buyers and market the refurbished equipment effectively. This approach aimed to maximize the return on Priceline's initial hardware investment.

Data Security · **Compliance** · **ROI** · **Sustainability** · **Partnership**

Quote From Priceline

Peter Pen
Senior Security & Compliance Engineer
Priceline

"We needed to make sure we chose an ITAD partner that could handle all the complexities involved, from meeting a quick turnaround time to ensuring the secure and sustainable disposal of our IT hardware. SMK+'s thorough data security measures, sustainable disposal practices and expertise in remarketing positioned them as the go-to partner for this project."

Results:

1. Environmental impact: Through remarketing and reselling, the partnership between SMK+ and Priceline successfully diverted the retired IT equipment from ending up in landfills, promoting a more sustainable approach to IT asset disposal.

2. Data security: SMK+'s stringent data sanitization process ensured that all sensitive information on the devices was securely wiped and certificates of erasure were provided, meeting Priceline's data privacy and security requirements.

3. Returns on investment: Through SMK+'s remarketing efforts, Priceline was able to recover a significant portion of the equipment's value. This resulted in improved cost recovery compared to traditional disposal methods.

4. Positive partnership: By sucessfully meeting Priceline's strict deadline for asset removal, SMK+ demonstrated the value of responsible ITAD practices and the benefits of working with an experienced and reliable IT asset disposition partner.

Conclusions:

SMK+'s ITAD project with Priceline successfully addressed the pain points and challenges faced during the disposal of its old IT equipment. SMK+ delivered a comprehensive solution that met Priceline's objectives, adhering to the mandated asset removal deadline, while emphasizing environmental sustainability, data security, and remarketing possibilities. The project's results showcased the effectiveness of SeverMonkey's secure and sustainable ITAD process, highlighting the benefits of choosing a reputable partner for IT asset disposition.

Our clients trust SMK+ to decommission existing equipment to accommodate new installations while providing positive ROI and detailed documentation. From coordination to value recovery, our expertise and processes promise compliance and maximize ROI while protecting your business data. SMK+ will get your product back out into the market, using direct and online sales to ensure you're getting the greatest market exposure and return on your investments.

RECYCLE
REDUCE
RE-USE

About SMK+

SMK+ is a one-stop source for new and refurbished servers, storage, and networking hardware to fit any IT budget or requirement needed for your infrastructure. SMK+ provides the products, services, and maintenance to lower your costs at every stage in the IT hardware lifecycle.

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