



## CASE STUDY

**Record response  
time. Maximum value  
recovery. Impossible  
request. *Game on.***

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## MISSION

A high-profile online gaming company migrating to a cloud service from a data center needed assistance to rapidly decommission, redeploy, and recycle assets securely.

## COMPANY INFORMATION

Our client is a leading online social video game developer headquartered in San Francisco, California, focused on mobile and social networking platforms.

Annual  
Revenue:

**+\$900  
million**

Employees:

**+1,700**

Total  
Equity:

**\$1.60  
billion**



## IMPACT

As a trusted partner, Apto Solutions supported a successful cloud migration along with the decommission, sanitization, repurposing, and recycling of 10,000 hard drives in record time – In Four Days! Just the migration and process of retiring the hardware would have been a win on its own, but our team went the extra mile and recovered \$4.6 million in hidden value for our client.

## APTO'S SERVICES

On-Site Services | Data Sanitization | Hard-Drive Destruction | Transparent Reporting | Value Recovery Services | Recycling Services

## OUTCOME



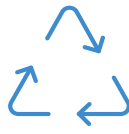
**64k**

Hard Drives  
Securely Sanitized  
and Destroyed



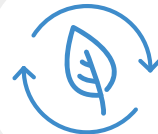
**\$4.6m**

Value Returned  
to Client



**50%**

Equipment  
Repurposed or  
Redeployed



**100%**

Circularity



**16k**

Servers  
Dismantled and  
Repurposed

## SUMMARY

### No time to lose.

The ITAD planning process can be painfully long. However, you don't have to suffer through months of RFP reviews and approvals to have a successful engagement. When an industry-leading gaming company called on us for this time-sensitive project, we learned that to execute an (almost) impossible request, all you need is a partner with the right asset disposition knowledge who can manage your unique project needs.

These circumstances led to one simple, but impossible request:

**“We have to clear over 64,000 hard drives, 16,000 servers, and we need it done yesterday.”**

### All hands on deck.

We assembled our team of experts, put our heads together and drank a lot of coffee. After draining many dry erase markers on whiteboards, we developed a detailed plan and delivered the SOW to the client within 48 hours. The client immediately approved the plan and five days later our specialized data center team was deployed to the client's site to begin work.



## Changing the status quo.

The need to clear tens of thousands of hard drives in record time was the catalyst that sparked the initial project request, and this is where many ITAD companies would have acceptably concluded the project. After a comprehensive equipment evaluation, we found that simply clearing the equipment was not the only win for this project – there was also an opportunity to repurpose half of the equipment. During the decom process, our team never stopped thinking about how to create more value for our client and the results speak for themselves. Not only were we able to repurpose half of the equipment, but we also recovered an additional \$4.6 million in hidden value. That's a lot of icing on a very big cake.

## The nitty-gritty.

To sanitize the hard drives, our team performed a secure, on-site data erasure process using a private network and existing client servers. Our specialists managed the process of removing the hardware by de-racking and packing each server on pallets for shipment back to our processing center. The client negotiated the sale of a select portion of the servers to another company, excluding the hard drives, so the equipment had to be sorted and hard drives pulled. The pre-sold servers were sorted and prepared for secure transit and the remaining servers were audited, re-configured, and tested before being redeployed to another client location.

**16,116** Servers

**257,856** Memory DIMMs

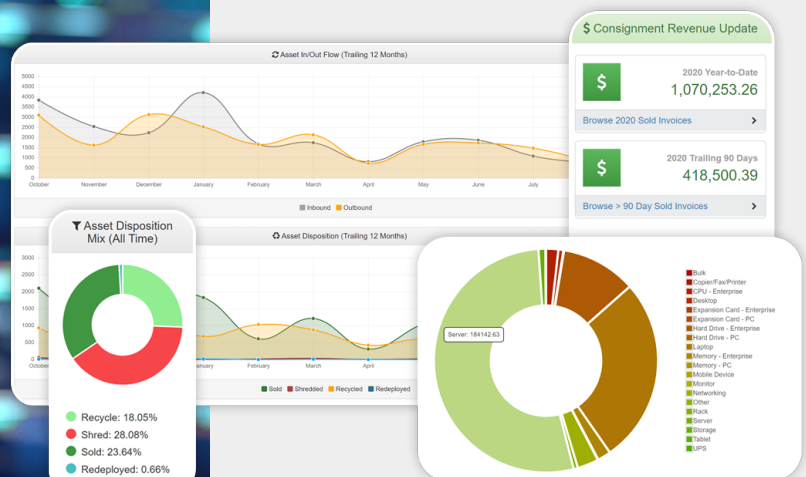
**128,928** Processors

**64,464** HDDs



## Transparency and accountability for peace of mind.

Once data sanitization was complete, customized reports with confirmation records of data wipes were provided for internal compliance stakeholders. While our team assumes transparency to be an industry-standard requirement, we acknowledge that many ITAD companies neglect this level of accountability. Taking reporting a step further, every one of our engagements includes access to our real-time reporting platform, Apto Pulse, where you can keep an eye on the entire ITAD process and generate reports on the fly.



## Delivering success in record time. How fast is fast?

Our team completed this sanitization, challenging decommission, and redeployment project in just four days. While this is an extreme case by any reasonable standard, we hope it helps you understand the type of ITAD company Apto Solutions is. Our greatest asset is our people and our team of experts is standing by ready to help you with your next IT asset destruction project.



## Circular and Responsible.

Concluding this case study without talking about the importance of Circularity just wouldn't feel right. Our team, along with our client, take pride in knowing the efforts associated with this project resulted in a 100% circular disposition.

Creating a sustainable Circular Economy is a core principle at Apto. Over the last year, we've made significant strides innovating in this space by simplifying and refining the complicated multitier downstream process. These innovations allow us to provide unprecedented transparency, improved data tracking, verified supply chain traceability, and other top-secret goodies. We call the new process Circular Transformation™ and are excited to share all the details with you!

To start planning your next IT Asset Disposition, please reach out to one of our experts today.

**CONTACT US**

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