



Case Study for 12,000 device buybacks

Client's Challenge: Government customer plans to upgrade its 12,000 smartphones.

Initial Discovery Call and Assessment:

1. The rollout and deployment would be set up in stages over 3 months.
2. The plan is to use the money from the buyback program to subsidize its accessory purchases as a 2nd phase IT project.
3. The customer has limited resources to take on this large deployment.
4. The customer wants its end users to send back the devices but is not sure how to track this.
5. The customer has security concerns about the data on its devices as most are.

Recommended Solutions:

1. To consolidate the (2) IT projects into (1) project, we offered, in good faith, to supply the accessories upfront to be part of the initial shipment. We sent all the accessories to the wireless carrier fulfillment center with return shipping labels and instruction sheets.
2. To address the limited resource issue, we offered an ongoing tracking report so the main point of contact can see in real time which of its end users have sent their device back.
3. Security is our #1 priority, so we offered a tour of our facility to be conducted over video or in person. Additionally, we will provide certificates that show each device is fully data wiped using a level 3 encryption, whether it has value or not.

Final Outcomes:

1. Our company provided free UPS shipping labels for bulk orders. Since this project was being conducted with each end user, both parties agreed to split the shipping cost. The Mobility Marketplace deducted \$10 for each individual shipment and the cost of the accessories from the final payout. The customer was happy that there was no need to create budget dollars to pay for the initial accessories and shipping.
2. Due to the customer's limited resources, 75% of the devices came to us as "paperweights" because of the customer's 3rd party MDM application installed on each device. Once we ran them through our data wiping software and gathered the required IMEI/Serial numbers, we worked with the customer to get these removed and then reran each device to maximize the customer's payout at no charge.
3. Due to a few delays by the customer, the project was completed in 6 months with a savings to the customer of more than \$500,000.
4. The customer received a final report with detailed data for each device, including inbound tracking for each device, cost center, employee ID, \$ value etc.