

ADISA



WELCOME TO ADISA

GLOBAL CERTIFICATION
FOR ITAD AND DATA SANITISATION

WELCOME TO ADISA, THE ASSET DISPOSAL AND INFORMATION SECURITY ALLIANCE

ADISA's objective is to promote the business process of IT asset disposal as a critical part of an organisation's Data Protection strategy. We seek to do this through two rigorous certification schemes the first of which is for companies who provide ITAD services and the second for those who develop, use or resell software or hardware data sanitisation solutions.

By becoming ADISA certified you will be joining a group of companies who have a common goal to improve and drive best practice within the IT Asset Disposal industry and to provide your customers with industry leading Data Protection services.

Steve Mellings,
Founder & CEO

OVER
505 AUDITS
CARRIED OUT

OVER
3140 DEVICES
FORENSICALLY
TESTED

OVER **68**
SOFTWARE PRODUCTS
TESTED

WELCOME TO THE WORLD'S BEST ITAD SECURITY CERTIFICATION SCHEME

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WELCOME FROM ADISA

ADISA is an accreditation body offering certification to companies who provide IT Asset Disposal services and to manufacturers and developers of software and hardware data sanitisation solutions.

In the 10 years since our launch ADISA has undertaken over 500 audits in 17 countries and as a result of this experience we feel we have a good perspective on the global trends in the ITAD industry.

Internationally we have seen the asset recovery market change significantly. Commodity pricing has dropped significantly, the prices of new products and components has dropped causing the values associated with second user products to adjust down accordingly, and finally, customers are holding their equipment longer and are becoming smarter and more aware of risk posed by end of life assets.

To an outside observer, this may make the market sound unattractive, but when we consider the rise in data protection laws, increase in litigation and the changing nature of technology we can see that organisations releasing assets have more challenges to address today than at any time in the past. It is these challenges which ADISA believes the ITAD sector should focus on and seek to develop and provide solutions to help customers become better in their own asset disposal processes.

ITAD may look simple to many but there are a range of operational, technical and administrative challenges which cause many to struggle to understand and manage risk within their service provision.

ADISA's ITAD certification scheme has evolved to help measure service provider's performance against a published Standard. This Standard has over 160 separate criteria each of which has been designed to assess what processes the service provider has in place to mitigate risk within the service on offer.

ADISA certified companies view certification as a way of managing their own risk, but also as a resounding way of validating how they are protecting their customers data.

ADISA is in the process of a nine-month rewrite of the Standard with version 7.0 to be released on 1st January, 2020. This is the largest rewrite since inception and will see the Standard become genuinely international, removing UK and European bias and seeking to make it the most technically competent and market sensitive ITAD Security Standard in the world.

Whilst we defer to R2 and e-Stewards where waste stream management is concerned and recognise the huge inroads they have helped the recycling industry to achieve ethical electronic waste management, ADISA feels that the term "ITAD" is being used incorrectly. ITAD for ADISA means companies who recover IT assets from businesses and provide a range of services which includes risk management, compliance and data protection.

There are no magic wands of course, and the transition within the market is slower than many would like, but ADISA will continue to promote "ITAD" as a service industry, offering customers data protection and compliance solutions. We have helped certified organisations evolve their business into, what we feel, is a more sustainable service led industry.

This brochure released in Autumn 2019 explains our current position on the ITAD market, what we see are the challenges and opportunities and, of course, where we think ADISA certification will help an ITAD service provider within the sector.

Best Wishes
Steve Mellings
Founder and CEO.

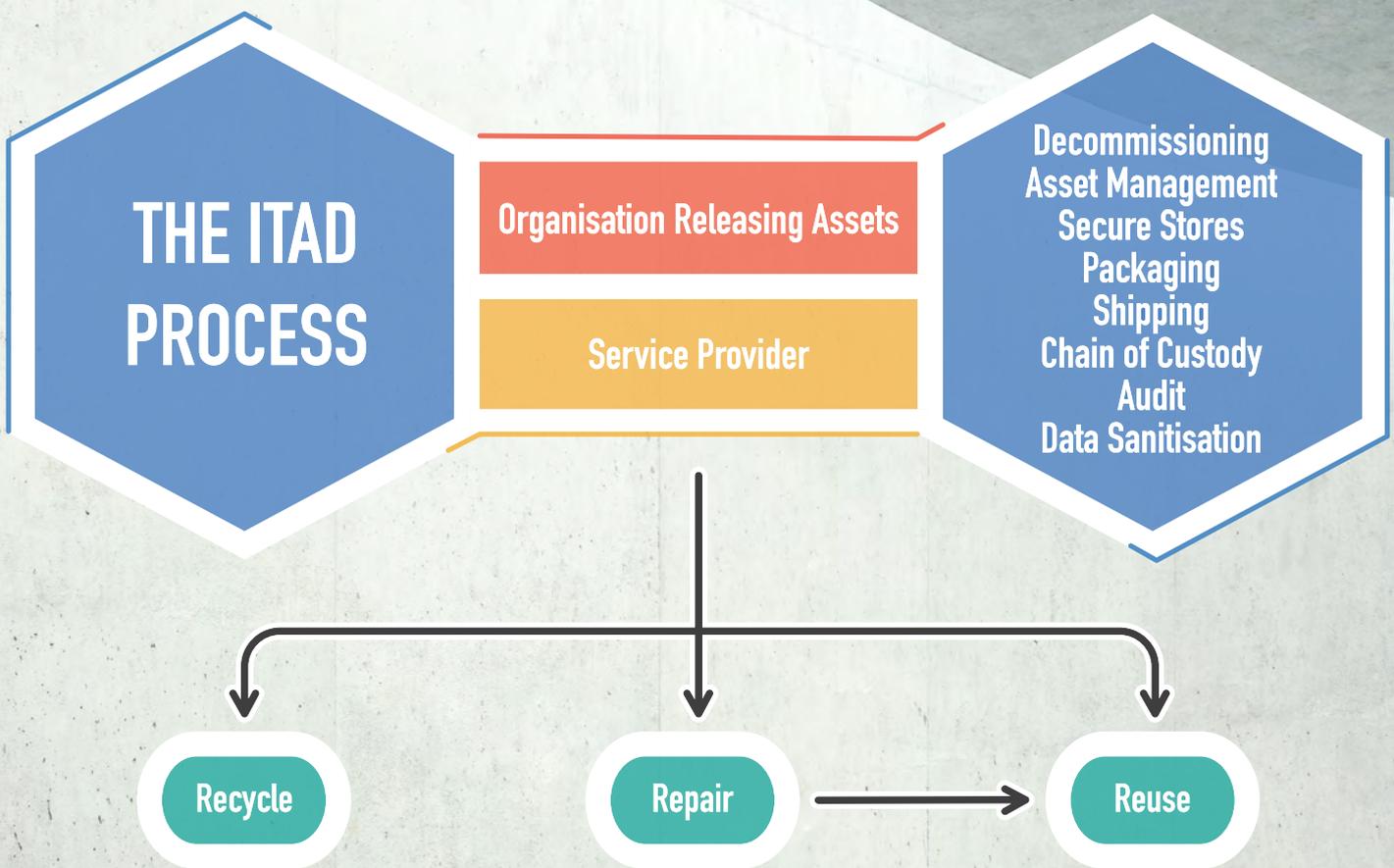
WHAT IS ITAD?

The term ITAD stands for IT Asset Disposal or Disposition and has been used to describe the part of the recycling industry which has focussed on the process of recovering IT assets from organisations for processing. This processing typically includes data sanitisation and recycling or brokerage.

ADISA's viewpoint is that ITAD should be viewed as a business process which encompasses a range of activities concerning the physical asset, with the primary objective of protecting that which resides

on that asset. These activities are a critical part of information security and as such forms the final part of the overall data protection plan.

Many of these activities are done in house before releasing to a service provider and at face value are very straightforward. However, these activities are often undervalued by the organisation releasing assets, so risk is allowed to persist within this process which leads to regulatory nonconformance and potential data breach and brand damage.



This is of course, a very simple illustration of an ITAD process and there are many variations of ITAD within each organisation and their supply chain. One thing which is a constant is that for ADISA, ITAD means asset management with a strong technical understanding of all media types encased in a robust service delivery mechanism to ensure that operational variations take place only within permitted parameters. Service providers need to understand and excel in these areas if they are going to provide an ITAD service which is the final part of each organisations data protection plan.

INDUSTRY CHALLENGES

WHAT AM I OFFERING?

The organisations who currently operate in the ITAD industry have a range of different backgrounds. Some come from material recycling and waste management whilst others have come from product brokerage and resale. The one thing which we have seen in every global market is that the historic driver for being in the sector was either to gain access to material commodity or access to assets to sell. It is from this background which the industry has grown, and these business drivers have shaped the sector. The initial objective from those in the sector led to a business model where the sales process was based largely on how much revenue will be returned to the company releasing the assets rather than the positioning of a service which their customers can benefit from.

This has seen many business models become unsustainable as the ability to generate revenue from material and products has been squeezed leaving the revenue from many transactions to no longer be sufficient to cover the acquisition and processing costs.

ADISA promotes ITAD as a service industry and when certified members position their services successfully with their customers, the value of that service becomes clear and therefore a cost can be attributed. If the customer is benefiting from a service and is paying for that then the upside of revenue recovery can be used to offset that cost or, in many cases, exceed the cost into a positive position for the customer.

This is of course easy to say and when we present this vision to the industry we always hear, "but our customers don't care," and this is the next challenge...

PERCEPTION

A major challenge which we at ADISA see is to realign the perception of this business process within the customer mindset. Terms such as "scrap" and "recycling" conjure images of rubbish and of items which are no longer valued or cared for. If we communicate using such terms with our customers their understanding of the value which we bring will be at a level far lower than the true value. After all, anyone can just collect rubbish... can't they?

It is the responsibility of thought leaders within the sector to help raise awareness of the implication of bad asset disposal, and for each salesperson, they need to help their customers see the process in a different way. They need to highlight that whilst the physical process might concern the removal of old redundant equipment, the logical asset – data – is still of huge value. To mistreat that asset will lead to regulatory nonconformance and an increase in risk of data breach leading to potential litigation and regulatory fines. Whilst this pitch may have been impossible to make only a few years ago, data protection is now a boardroom concern at every organisation and each employee is well aware of the implication of bad data management. We are seeing at ADISA an increase in the customer awareness of risk to data and it's critical that the ITAD process is highlighted as being part of this.

To change perception, we have to fully understand the industry ourselves and help customers appreciate that ITAD service providers are not the refuse removal companies, they are an essential part of each organisation's information security strategy.

We've just won a new contract and they were very impressed with our compliance knowledge and how we implement the standards. I felt really proud today of what we have achieved together.

"Thank you ADISA. We definitely couldn't get into these types of corporates without ADISA Standards and your support."

Darrel Arjoon
Managing Director
Reuse Technology Group

KEEPING THINGS SIMPLE

The industry is very quick to use acronyms and reference standards as a means of proving credibility or knowledge. When used correctly this is a fantastic way of evidencing to customers why your service should be used ahead of others. However, there are far too many instances where the Standards are incorrectly referenced and where acronyms are used without understanding them. This causes confusion not only in the industry but more importantly for the customers.

We see too many grand statements made about capabilities, but these are all too often not borne out by service or product delivery. With customers being none the wiser, success often follows the, "who shouts the loudest" ideology but in an industry where this is prevalent it really is a race to the bottom as quality diminishes far too quickly and price becomes King.

If the industry is to evolve it needs to not follow the pack and be prepared to stand up as a transparent and professional sector. This means being precise on its claims and to deliver the services which customers need. When ADISA hears that customers don't care, then what we translate that as meaning is that there is great opportunity to educate and help customers along their own learning path.

This is the value that an ITAD service provider can bring and through ADISA certification and training we can empower businesses and individuals to achieve this.

COMPETITION

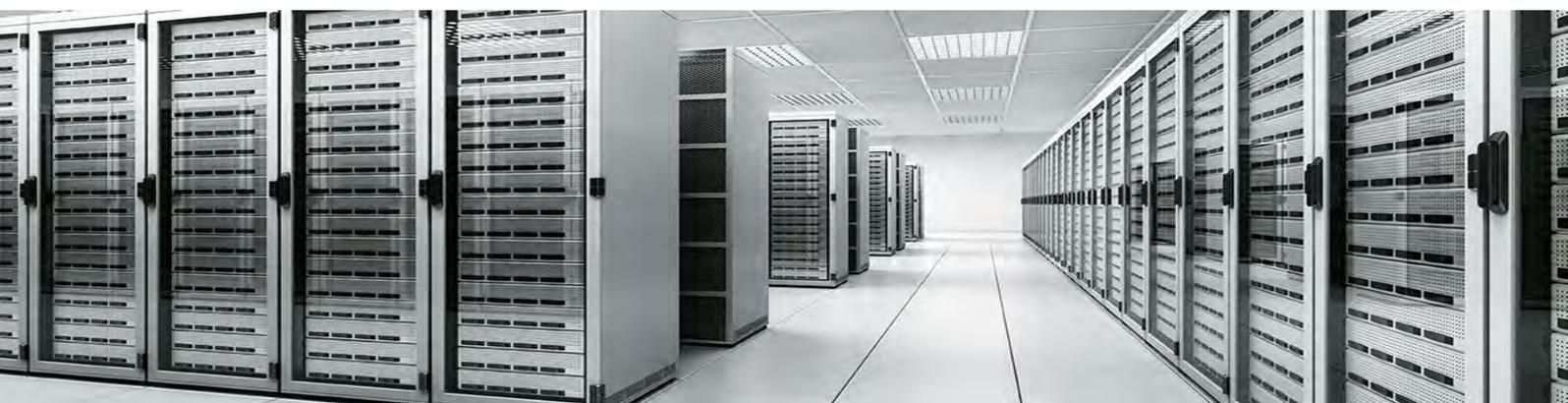
With low perceived barriers to entry and a price-led sales process, this industry attracts new entrants and with that significant competition. With no discernible way of helping identify good quality services and with a customer all too unaware of risk, this means a smart website and some good selling will win business.

It's a long-standing industry complaint that there are too many people doing the same thing cheaper or for free but doing it not as well. The reality is that to do ITAD right takes a huge amount of skill and experience, with the technical competence of ITAD operations being some of the most capable in the IT industry.

Competition is good as it keeps an industry healthy, but where the quality of the service is not the same, then price led competition tends to reward those with the lower cost base and the ability to operate with slimmer margins. Within the ITAD sector, unless we are able to clearly distinguish service qualities between operators then price competition will be the only metric which customers will have.

ADISA is not a trade association, we don't have an agenda to represent all of the sector, what we want to do is provide an independent measurement of quality against the best published security standards. ADISA certification will help organisations provide assurance to their customers that their service isn't the same as a typical ITAD.

**THE BIGGEST CHALLENGE THE INDUSTRY HAS IS TO DECIDE WHAT ITS CORE PURPOSE IS.
ARE YOU THERE JUST TO BUY EQUIPMENT OR ARE YOU SELLING A SERVICE?
TO HELP ANSWER THAT LET US LOOK AT THE CUSTOMER PAIN POINTS.**



KNOWING YOUR CUSTOMER

The opportunity for ITAD is based on the expansion of data within the customer's business and the different interfaces that employees are now using to do their jobs and increase their productivity. When you look at the growth of storage devices and the volume of data being created then anyone who isn't in the data industry wants to be.

Whilst Data Protection laws have been in place for many years the lack of enforcement has led many organisations to pay lip service to data protection, but this approach has changed over the past few years. A rise in data breaches has seen litigation take place leaving many organisations with costly lawyers' fees, settlement figures and significant business remediation projects. These costs and the advent of the General Data Protection Regulation in Europe, where potential regulatory fines are frightening, has now seen the business process of data protection elevated to a boardroom level, thanks to the potential balance sheet implication.

Data is also a valued commodity and we've seen an increase in activity from threat adversaries exploiting any avenue to seek access to and steal data. Whether they are state sponsored, organised crime, hackers, journalist or opportunist, their capabilities have been enhanced with the ability to share techniques and flat pack exploits on the dark web.

This has seen the general approach to information security, and to broader data protection activities, become critical to organisations. Many are now realising just how exposed they are, not just to a network attack, but also to indirect attacks from their supply chain, both up and down streams. Basic business processes are not governed by policies which are fit for purpose and even when they are, they are implemented badly leaving the cold comfort of a policy to offer next to no practical defence.



Into this environment we overlay the ITAD business process.

With most focus on “live data” ITAD has gone largely unnoticed and many organisations carry on regardless as the attitude of, “we don’t have a problem with that area,” is great until they do have a problem.

Customers like solutions not just highlighting problems and the ITAD sector is well placed to identify a problem and provide a solution. The problem is data protection on redundant assets. The solution is that we CAN apply asset management and physical security to move assets around, and we CAN apply technology solutions to overwrite or destroy media to ensure data is not able to be recovered.

ITAD is the end point of data protection and is unique. It is the ONLY data protection process which is able to directly generate revenue to offset the cost of the service... ITAD should be a good news story for all organisations.

At ADISA, we see ITAD as a data protection, security and compliance service industry NOT scrap and waste management. The opportunity is to position ITAD as the last part of the technical countermeasure in the data protection process. It is where the physical asset is managed accurately and professionally from point of decommission through to the point where the data has been sanitised. All of this with a compliance wrap around such that the customer is not only able to provide internal assurance but also evidence which can be used as a defensible position against litigation and regulatory action.

The opportunity for ITAD service providers is to seamlessly blend into internal ITAM and ITAD programmes and provide the expertise necessary to save the customer from themselves and to provide a service which should never make the headlines.



“I use an ADISA certified company because of the quality of service and confidence they give me where the protection of my data is concerned. I appreciate the oversight of this process that ADISA offers during their auditing of my supplier. Via their free monitoring service, I am proactively informed of my supplier’s audit performance and receive an audit summary report which can be used as part of my own compliance. I’ve not come across any other certification which is so proactive, with others only offering a self-service portal or nothing at all, which I find as a customer, offers two different levels of frustration.”

Information Security Officer.
Private Bank.

THE ADISA VALUE PROPOSITION

WHEN TRUST IS A RISK TOO FAR

For many companies, the problem with data protection starts from within: apathy, lack of essential knowledge, the absence of central ownership and poor policy implementation, leads to a data protection landscape of indifference.

When we add to that, external pressures such as changing technology, ambiguous government guidelines, unregulated suppliers and an over-populated, ultra-competitive supply chain leading on price rather than quality, and it begins to resemble what it is – a minefield.

This is why ADISA was created. We are focussed exclusively on the business process of IT Asset Disposal and our certification schemes are designed to provide independent validation of the quality of an ITAD service or sanitisation tool.

We audit ITADs throughout the world and test overwriting solutions for the industry leading vendors, this experience gives us a unique knowledge and perspective on the ITAD sector.

Having written policy for government and consulted for leading global corporations, ADISA's team are well placed to speak with authority on the problems your customers are facing.

We are not a, "jack of all trades" but we try to be master of one.

OUR PHILOSOPHY

The ITAD process is full of risk both operational and technical. The ADISA philosophy is to identify where risk might exist in the process and to assess countermeasures which are in place to mitigate that risk.

For those providing the service, The ADISA Asset Recovery Standard was written to offer pragmatic risk management for both the ITAD service provider itself and for the ITAD customers. Each criterion within the Standard is used to assess risk and to look at ways that risk is mitigated via a rigorous audit process. ADISA looks for repeatable processes such that the ITAD is able to evidence to their customer that they are managing their risk in a controlled way – ALL THE TIME. ADISA promotes re-use and through the Product Certification Scheme run from our own Research Laboratory, tools able to perform media overwriting are assessed and promoted as being fit for purpose, permitting the ITAD to destroy only as a last resort.

"As the leader of the industry in Greece, we are always looking for new ways that will help us stay on the top. When we've come across to ADISA a few years ago, we were delighted that such standard existed, as it would have helped us to differentiate in our market. Indeed, after being members for 9 consecutive years, ADISA has become an important certification for all our customers and partners. Moreover, it helps us win business and educate our marker on the risks of using non-certified companies."

Antonis Sioulis
ITAD Compliance & Policy Director

DEVELOPMENT

The ADISA Asset Recovery Standard was developed in 2010 with a steering group containing security officers from global institutions, OEM's, software vendors, IT forensics experts plus representatives from the ITAD and recycling sector. When launched there was no other Standard which could compare for assessing risk within the ITAD process. Over time the Standard has evolved and in 2019 version 7.0 is being written in conjunction with a steering group of leading ITAD operators and industry experts from many different fields. This re-write will take the ADISA Standard further on and reflects the growing change in technology and threat capabilities.

A written Standard is only as strong as the audit process and ADISA auditing is done in house with our own team of industry experts and forensic scientists. This ensures our auditing is consistent, fair and credible and protects the ADISA Standard from any auditor bias or variation despite the wide range of geographic locations audited.

ADISA is currently going through the application process with the Independent Commissioners Office (The ICO) to have our current Standard (v7.0) recognised by them under article 42 of the General Data Protection Regulations (GDPR). ADISA are also making plans to follow this with an application for UKAS accreditation



OPERATIONAL ASSESSMENTS

Unannounced visits to ITAD facilities to see what's happening when they are least expecting a visit. Physical barrier penetration testing, social engineering and visual inspection are all tools our audit team use to assess compliance.



FORENSIC ASSESSMENTS

ADISA has tested over 3000 devices at ITAD facilities worldwide. These tests include magnetic hard drives, solid state drives, mobile phones and networking equipment and are designed to assess whether the core objective of the service provider has been achieved – data eradication.



TECHNICAL SUPPORT

The ADISA Research Centre is focussed on IT forensics and data sanitisation. Working with the world's leading overwriting software companies, the ARC is able to offer guidance and support to members on questions such as the handling of hybrid drives, BIOS locked laptops as well as presenting white papers to assist in the sales.

ADDITIONAL MEMBER'S BENEFITS

ADISA provides support to our certified members on marketing material, promotional events and other services to help build awareness of ADISA so those companies holding certification will be able to evidence to their customers the benefits of their service. Here are some of the services and resources that ADISA offers its members.



CARSON

ADISA members can offer their customers reports for their own compliance needs through CARSON, the ADISA online auditing tool. These reports will be real time and aligned to articles in GDPR.

ADISA MARKETPLACE

The ADISA marketplace is an exclusive online auction platform for ADISA members to sell their refurbished IT equipment directly to commercial consumers. The marketplace offers members a large volume of buyers and a lower seller's fee than other online auction platforms.



The members area of the ADISA website boasts a wealth of information and literature including white papers, marketing material, surveys and articles on relevant subjects. This fantastic resource library is exclusively for our members who can access it for free for both research and reference.



All ADISA members are invited to our annual conference which offers them a chance to enhance their business by learning from industry experts and networking with their peers.

ADISA also hosts an annual members meeting where ADISA and our members can learn from each other, as well as invited experts, to jointly improve our businesses.



The ADISA Research Centre (ARC) is conducting continuous research in the areas of data sanitisation and data security keeping ADISA and its members at the forefront of this ever-evolving field.

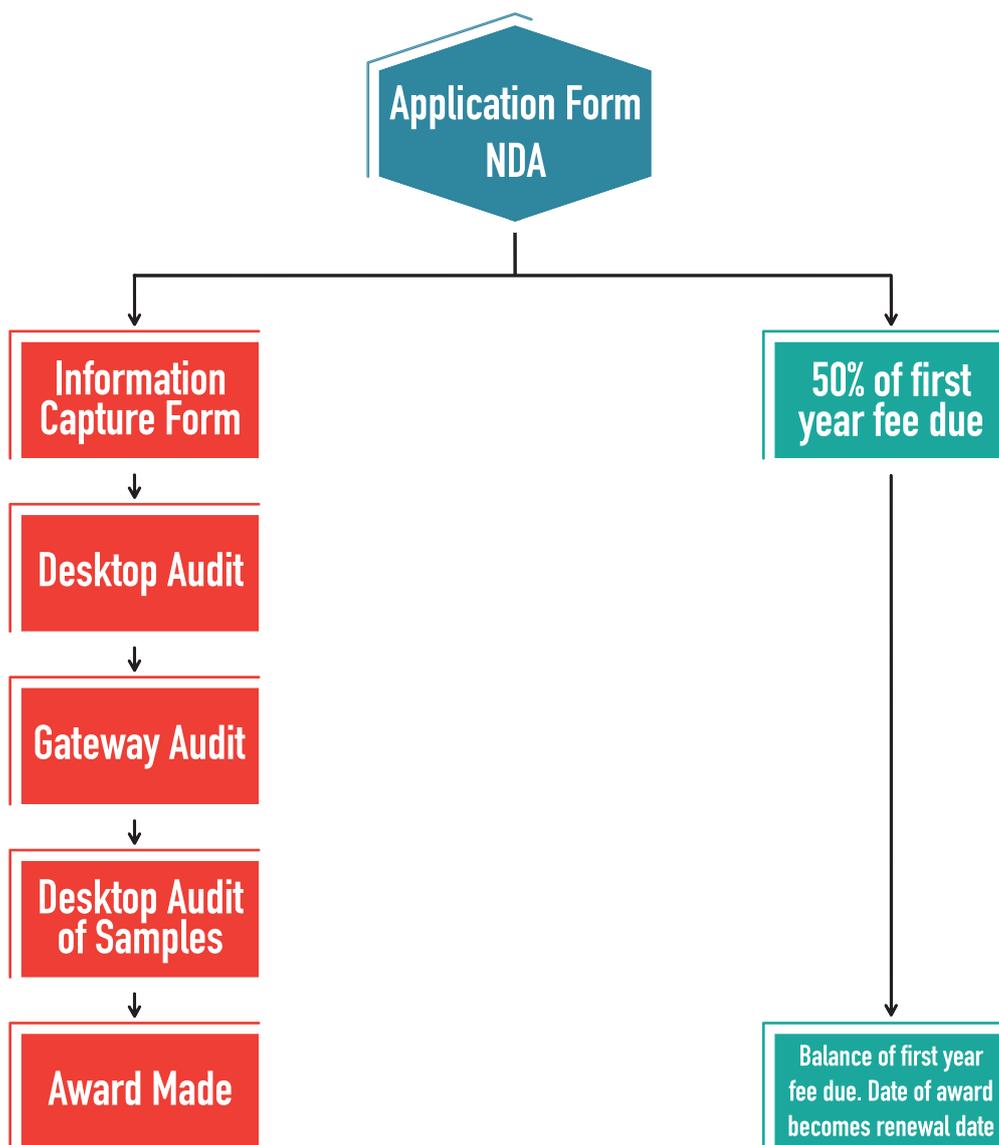


ADISA offers a range of training courses both face to face and online. Members can choose between paid and free courses to gain knowledge and ideas that can be applied practically to their business. With a range of courses each individual can choose their own learning path based on their role and area of interest.

HOW TO BECOME CERTIFIED

ADISA is an evidence-based certification scheme and so we audit extensively which includes a range of on-site and off-site assessments. For new applicants we call the process “onboarding” and your first audit is called your “Gateway Audit”. It’s carried out slightly differently to audits moving forward, as both companies need to become familiar with each other to ensure we work effectively together.

Figure 2 shows a basic flow diagram for onboarding a new applicant. An application form is required to be completed alongside a Non-disclosure Agreement to protect the applicant as the disclosing party. The next stage is the completion of another form, but this will require a host of documentation to be submitted for review. This is the first part of the audit process and results in a desktop audit so ADISA fully understands the client engagement process, the paperwork used during collections and has copies of all key paper documents such as polices and insurances.



“We wanted to join ADISA to raise our standards internally, and for our suppliers/customers. This has definitely been the case, and additionally the ADISA team has been very helpful in assisting with specific knowledge and experience to get certain customers bought into what we are trying to accomplish.”

Mick Payne
Operations Director
Techbuyer

The first desktop audit ensures that all paperwork aspects are compliant with the ADISA requirements. Any GAPs at this stage are identified and remediation implemented.

The next stage is a physical site audit which is where an ADISA auditor attends site and assesses the practical aspects of the operations against all parts of the ADISA Standard. This will include a physical security assessment, processing segregation, sample and forensics. Sampling is where assets are selected at random from the processing facility and will then be used for the final part of the audit.

Any issues identified with the physical aspects of business operations are noted by the auditor and suggested remediation will be made on the audit document. Any corrective actions will need to be agreed and implemented before the site can be approved.

The samples taken are then used to conduct a desk top audit of the business itself. Copies of collection documentation, audit documents and customer agreements will be requested. These will be assessed against a range of ADISA requirements.

Once this process is completed a final audit document with award and notes will be presented to the applicant. If this is a pass, the applicant will become ADISA Certified and if there are actions required before a pass can be awarded, these will be listed, and timelines agreed. Evidence of implementation may be required which could include photographic evidence and/or site revisit.

Once certified, the company will be deemed as an ADISA member and will have access to all aspects of support for their business. To remain certified the company will then move to the perpetual audit programme which is a mix of unannounced and scheduled audits covering operational, physical security and forensic tests. These take place at least twice per year.

The most important things to remember about ADISA is that our certification should be “business as usual” for all ITADs who are part of the scheme. If the onboarding process is done well your standard business processes should be compliant, and in this regard, you should never fear an audit and never view the audit process as part of your own internal compliance and performance assessments.

**WANT TO LEARN MORE?
CONTACT MEMBERS@ADISA.GLOBAL**

“When we considered how best to engender confidence and assurance in our ITAD services to potential corporate and educational customers, we decided that not only did we need to attain an extremely high, professional and industry-specific standard, but that we should be able to demonstrate our accountability to that standard. Most certifications demonstrate that you were, at one point in time, compliant and you may need to brush up for your next annual renewal. To be accountable to unannounced audits and checks means you have to maintain those standards at all times. It's harder, but that's what I would want to see if I was looking for an ITAD. The ADISA standard does exactly that and I believe 100% that we made the right choice when we chose ADISA certification for The Bookyard.”

**Nick Gillard
Managing Director
The Bookyard Ltd.**

