

Toshiba launches secure and environmentally compliant IT asset recovery programme for mid-size and corporate customers



21 November 2016, Neuss, Germany – Toshiba Europe GmbH has today announced the launch of a [asset recovery programme](#) , giving customers an easy, secure and environmentally friendly way of removing their excess or end of life IT equipment. Toshiba will work with a leading industry partner to provide the pan-European service, which also rewards customers for their participation through money-back incentives.

Customers taking advantage of the new initiative will be able to enter a wide range of equipment into the programme, with the service welcoming all PCs regardless of vendor, as well as tablets, servers, and more. The programme, designed to further its support for the mid-size and corporate, but also SMB market, ensures that all equipment runs through a certified data wipe process for complete security while every effort is made to ensure unwanted hardware is re-used where possible or if not, recycled in a compliant manner.

Recent Toshiba [research](#) , which involved a study of 400 senior IT decision makers from medium and large organisations in the UK, France and Germany, found that data security is a top priority for European IT decision makers, with 54 per cent highlighting it as a key area of investment this year. There is a growing challenge faced by businesses in securely removing surplus equipment, with it essential that all data – from intellectual property to financial details and personally identifiable information – is appropriately and fully eradicated during the process in order to reduce the risk of a data breach. In the midst of new European-wide data protection initiatives and the growing proliferation of devices within businesses, Toshiba's asset recovery programme will take this concern out of the customer's hands.

“The launch of our Toshiba asset recovery programme enhances our customer proposition, providing businesses with a simple, reliable and secure way of removing their IT equipment, and at a time when data security is a major concern for many companies,” said Maki Yamashita, Senior Vice President, PC & Solutions EMEA, Toshiba Europe GmbH. “Our service promises customers total peace of mind by ensuring that all data is destroyed via a 3-pass data wipe, before the solution is recycled or resold in a compliant and environmentally friendly manner. The initiative signals another step in our strategy to get closer to our end-users, and meet their evolving IT estate management requirements.”

Further to the service providing guaranteed security and compliance, there are also flexible remuneration offers available with three service options: Buyback, Revenue Share, or Cash Back Offer. Toshiba will provide consultancy with customers on an individual basis to determine which programme suits their needs best, dependent on factors such as company size and the number of units they wish to trade-in. While the initiative is predominantly aimed at mid-size and corporate businesses, the Cash Back option is suited to SMBs as it offers customers a rebate for each unit they enter into the asset recovery programme when purchasing new Toshiba laptops. There is also no limit on the number of devices customers are able to exchange within any of the programme options.

The asset recovery programme is available now in 22 European countries. The initiative closely follows the launch of the [Toshiba Business Support Portal](#) and [Platinum Support Service](#) , which were also extensions of the company’s growing end-user service offering.

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Toshiba Corporation, a Fortune Global 500 company, channels world-class capabilities in advanced electronic and electrical product and systems into three focus business fields: Energy that sustains everyday life, that is cleaner and safer; Infrastructure that sustains quality of life; and Storage that sustains the advanced information society. Guided by the principles of The Basic Commitment of the Toshiba Group, “Committed to People, Committed to the Future”, Toshiba promotes global operations and is contributing to the realization of a world where generations to come can live better lives.

Founded in Tokyo in 1875, today’s Toshiba is at the heart of a global network of 550 consolidated companies employing 188,000 people worldwide, with annual sales surpassing 5.6 trillion yen (US\$50 billion). (As of March 31, 2016.)

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