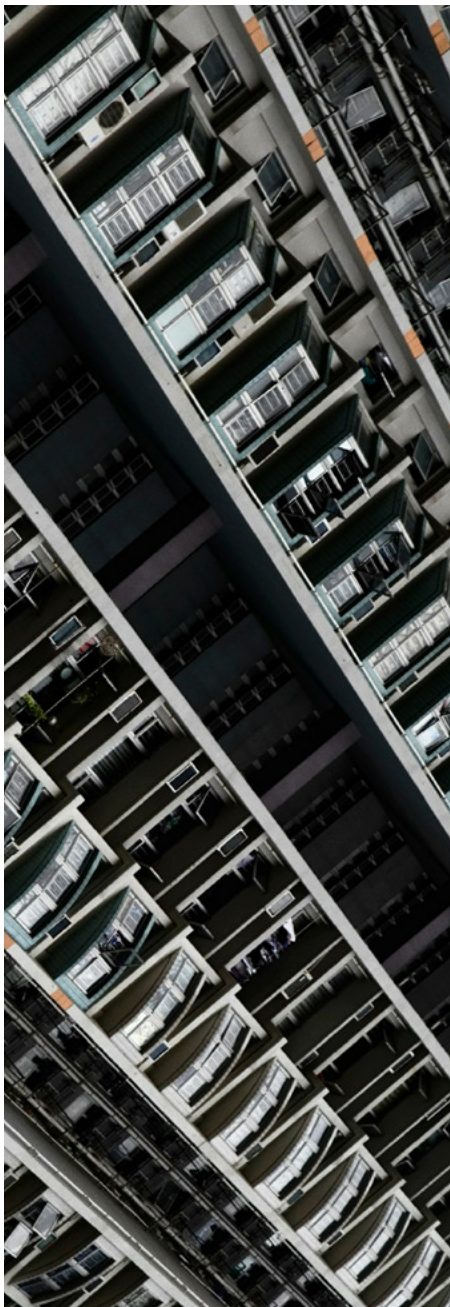


# ERI Incorporates Blanco's Data Erasure and Mobile Diagnostic Tools to Enhance Operational Efficiency



Today, ERI is the largest fully integrated IT and electronics asset disposition provider in the United States. The company's large-scale operations require highly efficient and highly secure solutions across a wide range of products. And, because ERI is also committed to minimizing the environmental impact of the e-waste it processes, that means enabling reuse and resale whenever possible.

Blanco's range of products, boot options, flexible APIs and ease of use have proven to be a perfect fit in supporting ERI's efficiency and integration processes—so much so that, since 2015, ERI has continued to add to the number of Blanco solutions-based tools it uses. What began with ERI incorporating [Blanco Drive Eraser](#) as part of its desktop and laptop data erasure toolkit has since expanded to ERI using additional Blanco solutions for servers, LUNs and high-volume mobile processing.

## Challenge

ERI sorts, processes and recycles over 275 million pounds of e-waste annually. This monumental task demands the utmost efficiency to ensure a smooth operation. To handle that much volume, the company requires an array of technological innovations, including a scalable and uniform solution that could easily integrate into their existing systems. To add to the complexity of the challenge, ERI has eight facilities spread across the U.S. These vary in size and capabilities, and each uses different machines and systems.

ERI is a very public-facing company whose position as a sustainability and data protection thought leader is recognized across multiple industries. Given its unique situation and justifiably high expectations, choosing technology solutions and innovation partners are not decisions that are made lightly. In the case of its relationship with Blanco, ERI required a solution that would quickly and easily merge with its existing operations and technological innovations. ERI also needed a solution that would maintain its high standard of data protection in keeping with ERI's strong global reputation.

## Solution

ERI chose to incorporate Blanco's product suite, including Blanco Drive Eraser (BDE) Blanco Server Edition, Blanco Mobile and [Blanco LUN](#), into its existing systems because the tools Blanco offered were in-sync with ERI's strengths, such as flexibility and efficiency.

Blancco products appealed to ERI due to their ease of integration into ERI's existing systems. For example, Blancco's tools are able to function smoothly alongside ERI's proprietary in-house tools, including TrackTech and MyTrack Tech, ERI's internal and customer-facing management systems. Also, since ERI uses several types and sizes of equipment at its different facilities, it required from Blancco a system that could be easily adapted to work as an enhancement of current processes.



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– John Shegerian  
ERI Co-Founder and Executive Chairman

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"We have a growing amount of technological advancements running in multiple recycling facilities across the country. Blancco's programs have integrated into our operations seamlessly, while Blancco's APIs have allowed us to import data into our tracking systems and reduce the amount of manual data entry required," said John Shegerian, ERI Co-Founder and Executive Chairman. "We always look to team with innovation-driven partners and Blancco has been no exception."

ERI has also utilized Blancco's array of boot options to help reduce the need for unnecessary server and networking infrastructure costs. Blancco's software, for example, eliminates the need for PXE booting. Blancco's streamlined program decreased training time for employees as well.



Given that new electronic devices are constantly being introduced to the market and subsequently recycled, ERI is always exploring new opportunities within the recycling industry. When ERI expanded its operations to include mobile processing in early 2018, it chose again to integrate tools provided by Blancco.

ERI has made [Blancco Mobile Diagnostics and Erasure](#) (BMDE), coupled with Blancco's highly efficient Mobile Workflow, key parts of its technological infrastructure. These solutions map business processes and rapidly manage a high volume of mobile devices securely and with accurate diagnoses, all with minimal human interaction or error.

Not only does ERI use a multitude of Blancco products, but as the company continues to grow, it plans on incorporating Blancco data erasure and diagnostic solutions as part of its operational tool kits both for larger projects and day-to-day production.

## About ERI

ERI is the largest fully integrated IT and electronics asset disposition provider and cybersecurity-focused hardware destruction company in the United States. ERI is [certified](#) at the highest level by all leading environmental and data security oversight organizations to de-manufacture, recycle and refurbish every type of electronic device in an environmentally responsible manner. ERI has the capacity to process more than a billion pounds of electronic waste annually at its eight certified locations, serving every zip code in the United States. ERI's mission is to protect organizations, people and the environment. For more information about e-waste recycling and ERI, call 1-800-ERI-DIRECT or visit <https://eridirect.com>.

## About Blancco

Blancco is the industry standard in data erasure and mobile device diagnostics software. Our data erasure software provides thousands of organizations the tools they need to enable sustainable data sanitization processes across the widest array of IT assets. By focusing on erasing and reusing assets instead of physically destroying them, organizations can improve their security posture and address corporate social responsibility requirements, while also ensuring compliance with local and global data privacy requirements.

Blancco data erasure solutions have been tested, certified, approved and recommended by 15+ governing bodies and leading organizations around the world. No other data erasure software can boast this level of compliance with the rigorous requirements set by government agencies, legal authorities and independent testing laboratories. All Blancco erasures are verified and certified, resulting in a tamper-proof audit trail.

With Blancco Mobile Solutions, organizations can achieve real-time valuation for mobile devices with a simple tool that enables consistent, accurate and measurable diagnostic testing, in-store or remotely via a customer-facing app, with workflows purpose-built for buy-back/trade-in, mobile insurance and returns reduction.

Additionally, mobile processors can achieve operational excellence while maximizing profits with Blancco Mobile Diagnostics & Erasure—a purpose-built solution that streamlines diagnostics, erasure and grading processes to prevent unnecessary touchpoints and increase efficiency.

For more information on what Blancco can do for you, [contact us](#) today.