

# Leading Healthcare Institution Goes CO2 Neutral While Guaranteeing Data Sanitization

## Highlights

**With Blanco data erasure solutions, delivered by Managed Service Provider Bayside Solutions through our Erasure-as-a-Service offering, a large healthcare organization received the following benefits:**

- ✓ **\$0 cost solution**
- ✓ **Cash buyback of \$1,000**
- ✓ **157 verified carbon credits, which is equivalent to driving 384,000 miles in an average vehicle**

"Going green" is an admirable goal—especially when organizations can increase security and guarantee compliance at the same time. Unlike physical destruction, secure, software-based data erasure solutions allow organizations of all sizes and industries to achieve certified data sanitization for their end-of-life (EOL) assets to not only meet, but exceed compliance with state, national and global data privacy and security regulations.



## Challenge

A U.S.-based specialized healthcare provider for minimally invasive surgery faced a data sanitization conundrum.


The company had hundreds of old end-of-life assets (specifically desktops and laptops) that were sitting around and needed to be decommissioned. Like many organizations, they did not have a solution in place to properly manage the destruction of the data on their retiring assets.

## Solution

The organization chose to access Blanco offerings through Bayside Solutions, a Blanco Managed Service Provider that leveraged our Blanco Erasure-as-a-Service (EaaS) offering to provide Blanco Drive Eraser software.

Bayside provided the onsite resources, performed the decommissioning and erasure work, and provided the customer with their data erasure certifications. In addition, our ITAD partner, CO2Neutral, provided the removal, logistics and remarketing services, which generated value for both Bayside Solutions and the healthcare organization. On top of the dollar value provided, CO2Neutral also provided the organization with verified carbon credits, which can be used to lower the business' carbon footprint.

Involved in the decision-making process were the organization's IT security engineer, security officer, help desk manager and director of IT. All parties determined that receiving professional services through a managed service provider would allow the process to run smoothly, quickly and efficiently, while also allowing for the business to earn some money back and achieve carbon credits.



We attended one of your events and liked what you had to say. We trusted your reputation and the fact that you had many certifications and could erase drives to many different standards and regulatory requirements. Following this project, we plan to continue to use Blancco for EOL laptops and desktops, as well as do similar projects for server equipment and other assets that are collecting dust.”

– Joseph Holliday, IT Security Engineer

### **About Blancco Erasure-as-a-Service**

Are you a service provider that provides desktop support in enterprise environments? PCs, laptops, and desktops are often spread throughout various locations or departments. This leads to disparate processes for erasing the data on these machines once they reach end-of-life. With Blancco's EaaS solution, you can standardize the data sanitization process across your client's infrastructure to increase efficiency, mitigate risk, meet compliance requirements and reduce total cost of ownership when it comes time to reallocate, resell or recycle, much in the same way that our partner Bayside Solutions did in this scenario. Contact us today to become a partner.

### **About Bayside Solutions**

Bayside Solutions is an industry-leading provider of staff augmentation and consulting services. Since 2001, we've built our company around a single concept—relationships. We focus on the people we serve. We're straightforward, consistent and 100 percent accountable. We deliver more intelligent solutions that help our clients and candidates thrive.

## About CO2Neutral

The CO2Neutral™ program is a practical, cost-saving option for organizations to receive financial value for their End-of-First-Life™ (EOFL™) technology while generating carbon credits. This award-winning program's process is recognized by the United Nations Global Compact and is endorsed by Intel and Microsoft.

## About Blancco

Blancco is the industry standard in data erasure and mobile device diagnostics. Blancco data erasure solutions provide thousands of organizations with the tools they need to add an additional layer of security to their endpoint security policies through secure erasure of IT assets. All erasures are verified and certified through a tamper-proof audit trail.

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.

For more information, please visit our website at [www.blancco.com](http://www.blancco.com).