

## HOW TO SELL THE ONEPAK CERTIFIED SOLUTION for Environmental Providers

The #1 Scanning/Packing/Shipping/Tracking  
Technology for Leading Companies



### HOW TO UPSELL TO *EXISTING* CUSTOMERS

#### 1. Reduce Claims & Disputes

**Challenge:** Disparity in quantities of assets picked up.

**ONEPAK Certified Solution:** ONEPAK Certified validates per-piece inventories at pickup. All assets are uniquely identified with a barcoded asset tag, and that tag plus other serial numbers, the asset type, make, brand, and condition are electronically recorded onsite. The customer signs off on the quantities of each type of asset as well as pallet count before it leaves the premises.

**Bonus:** ONEPAK provides to your facility an electronic ASN of assets picked up, offering an immediate validation of inventory, faster settlement of value to customers, and the ability to potentially remarket components before the shipment even arrives at your dock.

**Challenge:** The customer disputes the condition of assets picked up.

**ONEPAK Certified Solution:** Any asset in poor condition that shows visible damage is photographed digitally and that image is matched in the database to that asset's unique ID number. These photos are visible to the customer both onsite and online. Notes, conversations with customer, driver and customer signature are matched to that asset and job online. Who can dispute that?

**Challenge:** Assets are damaged by poor packaging.

**ONEPAK Certified Solution:** ONEPAK (co-branded your company) provides certified training for all of its drivers and technicians to ensure compliance with top level SOP packing. Our SOP demands the highest quality of packing materials and procedures to reduce damage and loss in transit.

#### 2. Increase Security & Higher Level of Accountability

**Concern:** Loss during transit.


**ONEPAK Certified Solution:** With ONEPAK Certified's asset-level tracking, you will know the exact count by asset type that left the customer's premise. You will know the driver or onsite packing manager's name from the ONEPAK Certified data. By using ONEPAK's Certified IT asset packing, you will know that the onsite packing was performed by a trained and certified IT Asset Handler, and you will know which cross-dock facilities each load passed through. The Certified service includes machine shrink-wrapping at an approved facility to further reduce the chances of damage or loss, and a Standard Operating Procedure that kicks in when a loss is reported.


OnePak Portal - Job Details: ONPK0807-001593


File Edit View History Bookmarks Tools Help

https://www.onepak.com/portal/job\_detail.php?jid=ONPK0807-001593&nw=1

Pallet Photos



<b>Tracking Information</b>		<b>Tracking Number</b> 5443201		<b>Category Analysis</b>	
<b>Directions</b> Get Directions		<b>Location Map</b> Show Map		<b>Category</b>	<b>Count</b>
<b>Expected Asset Count</b> 166		<b>Actual Asset Count</b> 194		CPU	96 (49.48%)
<b>Difference</b> 0		<b>Total Pallets</b> 5		Monitor	89 (45.88%)
<b>Total Assets:</b> 194		<b>Length of Time Job Took</b> 157 minutes		Extras	9 (4.64%)
<b>Average Time per Asset</b> 1.37 minutes per asset		<b>Name of Driver</b> LOPEZ		<b>Total Assets:</b>	194
<b>Name of Customer</b> GARRETT		<b>Signature</b> 		<b>Brand Analysis</b>	
<b>Assets Retrieved</b> Show Assets in New Window		ONPK00034451 Monitor Dell Good		<b>Brand</b>	<b>Count</b>
		ONPK00034452 Monitor Dell Good		Dell	162 (83.51%)
		ONPK00034453 Monitor Dell Poor		Gateway	26 (13.4%)
				Apple	5 (2.58%)
				NA	1 (0.52%)
				<b>Total Assets:</b>	194
				<b>Cosmetic Grading Analysis</b>	
				<b>Condition</b>	<b>Count</b>
				Good	183 (94.33%)
				Fair	10 (5.15%)
				Poor	1 (0.52%)
				<b>Total Assets:</b>	194



Done

**Concern:** The information black hole – where’s my stuff?

**ONEPAK Certified Solution:** With ONEPAK Certified, the day’s pickup data is uploaded *that same day*. The customer will be emailed a link to their job in your private-labeled online portal (partially shown here), where they will see asset-level information about the pickup, and will be able to click on a tracking number to view the status, photos, signatures and all pertinent information of their load in transit.

**Nationwide Consistency.** By using only Certified IT Asset Handlers equipped with the ONEPAK Certified solution, you can guarantee consistent high quality standards for onsite data capture and packaging anywhere in the Continental U.S.

## HOW TO ATTRACT MARQUIS CUSTOMERS

### LEADING COMPANIES NEED LEADING TECHNOLOGY TO ATTRACT HIGH PROFILE CUSTOMERS



#### WHO NEEDS the ONEPAK Certified SOLUTION?

**IT Asset Managers within financial institutions, healthcare, OEMs & retail organizations.**

More than half of financial institutions, health-care and retail organizations cite **data security** as their primary reason for choosing an IT disposal provider.

#### WHY?

Prove Compliance to Legislation

Minimize Risk of Data Loss

Protect Private Data in Transit

Keep OEM Brand and Assets out of Landfills

#### **Financial Institutions/Credit Card/Retail Organizations**

- The **Gramm-Leach-Bliley Act**, requires financial institutions to protect the privacy of consumers' personal financial information. But it also applies to *credit reporting agencies, banks, credit card companies, auto dealerships and a range of retail establishments that accept consumer credit cards.*

#### **Healthcare/Insurance/Legal Providers**

- The **Health Insurance Portability and Accountability Act (HIPAA)** requires any entity handling "protected health information" to protect patient data. The rule applies to *health plans, health care clearinghouses, and to any health care provider or service firm which stores or transmits health information in electronic form, which includes insurance companies, and entities that perform claims processing, data analysis, utilization review, and billing, legal, actuarial, accounting, consulting, data aggregation, management, administrative, accreditation, or financial services.*

#### **OEM's, Large Companies**

- The **Sarbanes-Oxley Act of 2002** requires *public companies (like most OEM's) and their accounting firms* to ensure the security of company information and the assets that store that information. This includes protecting data storage assets while in transit.

## **IT Asset Managers**

IT Asset Managers are often held accountable for implementing the “internal IT controls” needed to protect their companies from exposure to lawsuits. Data loss through missing or stolen I.T. assets may result in identification theft or fraud, translating into potentially millions of dollars in liability for a lost computer or hard drive with sensitive data.

## **HOW ONEPAK CERTIFIED SOLVES THESE CONCERNS**

ONEPAK Certified...

1. **Validates per-piece inventories** onsite at pickup
2. **Captures serial numbers of data storage assets** like CPUs, servers and laptops
3. **Sets the Highest Standard of inventory tracking real-time online**
4. **Sets the Highest Standard of proper IT packing and palletizing in the industry**
5. **Provides end-to-end chain of custody** and reporting help companies prove they took steps to reduce risk
6. Includes an Online tool to **facilitate online archiving and downloading of certificates of destruction.**

## **ADDITIONAL SALES OPPORTUNITIES using ONEPAK Certified**

1. Market **Special Handling Services** featuring this white-glove onsite service combined with state-of-the-art scanning/data capture technology.
2. **Combine scanning with your onsite hard drive data wipe** service for complete assurance of secure data.

## **OTHER PRODUCTS ONEPAK PROVIDES FOR YOUR CUSTOMERS:**

**PalletPak** - A Gaylord box and pallet in a complete kit. ONEPAK ships it out on demand, your customer fills it with used electronics, and ONEPAK picks it up and delivers it to your facility when it's full. You sell it as a pre-paid service, and ONEPAK handles it.

**SecurePak** - ONEPAK ships to your customer a Secure Lock Box for hard drives with optional LoJack in Transit. Your customer tracks it online.

**Less than 10 Box Program** - Complete shipping kits sent on-demand for individual IT assets in remote locations: CPUs, laptops, flat panel, and laptop MultiPak ships up to 10 laptops safely.