

Case Study - 2

The Customer

PGA Tour

Industry

Professional Sports
Entertainment

The Numbers

Employees: 1,000

Volunteers: 100,000

Events: 120

Charitable donations 2.14 B

Donated: 500 laptops

Cost: \$0.0

Local Impact

- ✓ 500 Laptops provided to at risk children in NE FL
- ✓ Parent & Student workshop
- ✓ Computer science classes

Services Include

- Secure Data Destruction
- Certified & documented
- Detailed asset tracking & reporting
- Out of state pick-up & secure transportation
- Focus on asset donation
- E-Steward Certified

Company Profile

The PGA Tour is the organizer of the main professional golf tours played primarily by men in the US and North America. It organizes most of the events on the flagship annual series of tournaments also known as the PGA Tour, as well as PGA Tour Champions and the Korn Ferry Tour, as well as PGA Tour Canada, PGA Tour Latinoamérica, and PGA Tour China. The PGA Tour is a nonprofit organization headquartered in Ponte Vedra Beach, Florida, a suburb of Jacksonville.

PGA Tour tournaments generated \$190 million in charitable impact in 2018, breaking records for charitable donations while supporting more than 3,000 charities.

The Challenges

The PGA Tour needed to manage the secure disposition of IT assets associated with supporting tournament events. Because of the nature of these events and the use of these assets, the Tour needed to ensure that all data and Tour related markings were removed, while also recovering embedded value in manner that was fully transparent. The goal was to recover sufficient value to offset any costs, using the remaining laptops to support local charities in a manner consistent with their mission of charitable giving.

The Solution / How It Works

Working together, Urban Mining designed a program that reflected The PGA Tour's internal objectives and their deep commitment to supporting charitable giving.

Urban Mining's approach included proper logistics, secure chain-of-custody methods to ensure compliance, security and sustainability, and detailed reporting.

The final program met the Tour's security needs while maximizing the value of its retired assets to provide funding for the refurbishing and distribution of their retired assets to at-risk children through a local organization in support of STEM education and job development.

