

Case Study 1

The Customer

Florida Blue

Industry

Healthcare

The Numbers

Employees 8,500

HDD Processed Annually 3,000

Total Annual Cost: \$18,000

Total Rebates: \$48,000

Donated to 501c3: \$15,000

Held on reserve: \$15,000

Local Impact

- ✓ \$15,000 donated to STEM2 of NE Florida
- ✓ Supported funding to put 500 computers in the hands of at risk students.
- ✓ Zero landfill / no local waste

Services Include

- On-Site Data Destruction
- Certified & documented
- Detailed asset tracking & reporting
- Local & national pickups and service
- Employee buy-back program
- E-Steward Certified

Company Profile

GuideWell Mutual Holding Corporation (known publicly as Florida Blue - FLBL) is a mutual insurance holding company primarily focused on health insurance in Florida. By health insurance premiums written, it is 10th largest in providing health insurance in the United States with about \$15b in annual health insurance sales.

FLBL has more than 8,000 employees, with offices throughout the state of Florida, focused on insurance, health care delivery and health care administration. FLBL is committed to the wellbeing of its employees, and those in the communities in which they work and live.

The Challenges

Florida Blue needed to manage the disposition of its retired IT assets in a manner that insured the highest levels of data security and risk mitigation. At the same, they had become acutely aware of the environmental issues associated with electronics recycling. Florida Blue's goal was to recover sufficient value from its retired IT assets to offset costs associated with data destruction and responsible recycling. The company also sought to fulfill audit requirements and demonstrate industry-leading data security by adopting a structured IT asset management program.

The Solution / How It Works

Working together with Urban Mining's team, FLBL designed an asset management program that met their disposal needs while maximizing retired asset value in a way that was secure, efficient, and environmentally friendly.

Urban Mining implemented an on-site, client monitored data destruction program, a client portal to monitor & track retired assets, and a turnkey employee buy-back program, allowing FLBL associates to purchase FLBL refurbished equipment at a discount.

And, with Urban Mining's focus on maximizing recovered value, FLBL rebates from the sale of refurbished IT assets exceeded the cost of data destruction and recycling charges. With costs covered, FLBL was able to work with UM to identify opportunities to use these excess funds to support locally based community programs.

