Dimension Data Europe – the most prolific user of the Cisco Takeback and Recycle Program in Europe

Dimension Data introduction

Founded in 1983 at the inception of networked communications with a simple vision – to do great things - Dimension Data is a specialist IT services and solutions provider that helps clients plan, build, support and manage their IT infrastructures. Today they are positioned at the forefront of networking and communications in nearly 40 countries around the world.

By continually building on their knowledge and expertise in IT infrastructure technologies, they have become a recognised global leader in the provision and management of specialist IT infrastructure solutions. They plan, build, support and manage IT infrastructure solutions that help over 6,000 clients achieve their business goals. Drawing on their experience in network integration, security, converged communications, data centres and storage, contact centre and Microsoft technologies, Dimension Data delivers a full lifecycle of IT services.

The Opportunity

According to Environstats, Europe alone is responsible for about one quarter of the world's E-Waste tonnage, but only recycled 2.2 of 8.3 million tonnes of E-Waste in 2005 (26.5% total but 25% for big appliances and 40% for smaller electronics), at a cost of Đ0.76 billion or $1.11 billion US. This means that every day a train 15 kilometres long filled with E-Waste leaves Europe's shores despite legislation that attempts to prevent exactly this. Environmental groups and journalists are focusing more and more on the end-of-life of electronics. Recently both Panorama (UK) and 60 Minutes (US), both respected investigative journalist shows, highlighted the consequences of illegal shipments of E-Waste on African and Chinese people and the environment. This is caused by the unscrupulous practices of some brokers and recyclers. It is vital that Cisco work with their partners and customers to ensure that end-of-life Cisco product is recycled in an environmentally sound manner.

As an organisation Dimension Data are a strong advocate of environmental principles and are committed to working with key vendors who are compliant with the European Union (EU) Waste Electrical and Electronic Equipment (WEEE) Directive. This Directive requires producers of electrical and electronic equipment to finance the takeback, for reuse or recycling, of their products placed on the EU market after August 13, 2005.

SUMMARY
Customer Partner Name   Dimension Data
Location   Europe
Business Challenge: · Minimise the electronic waste ending up in landfill   · Taking ownership of their environmental responsibilities
Business Results: · Adoption of the Cisco Takeback and Recycle Program   · Largest user of the Program in Europe

"Recycling such volumes from our client base is a significant achievement for us as an organisation and our collaboration with Cisco to reduce our carbon footprint, a clear win for all. Utilising such a program ensures that the product is recycled in a responsible manner ensuring it does not end up on the grey market or in landfill sites."
Commented Russell Bolan

Taking this responsibility seriously Dimension Data works with their vendors to minimise the amount of E-Waste in circulation. "It is absolutely essential to us as an organisation that the vendors we engage with have "takeback" programs in place to facilitate the returns. Cisco as our leading vendor, introduced their own Takeback and Recycle Program over two years ago that helps dispose properly of surplus products that have reached their end-of-useful-life" remarked Russell Bolan, CEO of Dimension Data Europe. The Cisco Takeback and Recycle Program decreases the costs associated with tracking, storing and managing excess or obsolete Cisco networking and IT assets. This program enables customers and partners to ship Cisco products back to Cisco, where they will be recycled in an environmentally safe manner using processes that comply with all current and future E-Waste regulations, where applicable.

"Legislative and environmental factors, combined with the desire to implement the latest technology, present many companies with the challenge of managing technology surpluses. In fact now, many companies, when they issue tenders are asking for environmental policies regarding recycling old products. By working diligently with our partners, in particular Cisco to re-use or recycle end-of-useful-life products enables Dimension Data to take legal responsibility to comply with the WEEE directive" commented Russell Bolan. He continues "we both as individuals and as an organisation have an environmental and social responsibility to maximise the use of such programs."

Cisco works with a world renowned recycler - Sims Recycling Solutions to ensure that the highest standards are met and conducts audits of their facilities as well as downstream smelters and processors. Sims Recycling Solutions (www.SimsRS.com) parent company Sims Metal Management Limited is the world's largest metal recycler with over 200 operations world wide covering metal recycling, plastics recycling, electronic waste recycling, precious metals refining, manufacturing and green energy. Aligning with such partners helps Cisco ensure only 0.5% of what is sent to the recycler ends up in landfill sites, this far exceeds any legislative targets.

Solution

Over the last twelve months, Dimension Data have been the heaviest user of the Cisco Takeback and Recycle Program ensuring that tonnes of end-of-useful-life Cisco products are kept from landfill sites.

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Benefits – The Value

The Cisco Takeback and Recycle Program provides many benefits to its customers and partners, namely decreased costs by the elimination of costs associated with storing excess, outdated, or used ICT equipment. It ensures the proper disposal of old equipment that is compliant with all environmental legislation, including Switzerland's Ordinance on the Return, Taking Back and Disposal of Electrical and Electronic Appliances; the EU WEEE Directive. And finally, accountability through a single point of contact, end-to-end visibility, and detailed reporting of product disposal upon request.

"Dimension Data's customers benefit in two significant ways through this program. Firstly with the client churn program by enabling us to assist clients to remove legacy equipment and replace with leading edge technology that they require to enhance their businesses. And secondly, it allows us to dispose of the equipment in a responsible manor. I think it is essential that Dimension Data becomes even more active in encouraging customers to return their end-of-useful-life products – and it's even free for them to utilise the program" concludes Russell Bolan.

For More Information

To find out more about the Cisco Takeback and Recycle Program visit www.cisco-returns.com.