



# AMI

## AMI Case Study: BT Ireland



### The Customer BT Ireland

- Operates across Northern Ireland and the Republic of Ireland
- The leading communications provider to consumers and small and medium businesses (SMEs)
- Leading networked IT services partner of government and major businesses and are responsible for providing regulated wholesale network services

### The Challenge

With the introduction of the WEEE Directive in 2007 and the need to adhere to data security legislation and regulatory requirements placed on organisations when managing confidential data, BT Ireland are aware that legislation places a clear responsibility on them to dispose of their electrical equipment responsibly using a licensed and regulated recycling company.

BT Ireland and their clients require a fully accredited ITAD (IT Asset Disposal) partner that ensures their IT equipment is disposed of legally, securely and in an environmentally responsible manner.

### The AMI Solution

By working with AMI, BT Ireland have the peace of mind that they are working with a reliable, 100% secure, fully accredited and environmentally responsible service provider. Security is focused on at every level of the AMI service offering:

- Security Cleared Personnel (BS7858)
- GPS Tracked and Geo-Fenced Vehicles
- Secure, approved, licensed facilities
- Using CESG approved data erasing software
- Compliance with all environmental legislation and data privacy laws
- Detailed Asset Tracking
- Fully Auditable Process



# AMI

## AMI generating revenue back to BT Ireland

AMI's solution offers so much more to BT and their clients than just IT Asset Disposal. In a climate of increasing costs and substantial pressures on revenue streams, customers are naturally looking for more ways to make the most of the value of their IT assets.

AMI generates revenue back to BT Ireland by unlocking the value in their end-of-life IT equipment through our remarketing service 'Re-Using IT'. AMI pride ourselves on our ability to get the greatest value for each device, choosing a route that will provide the highest possible return in order to maximise the client return.

As one of less than 15 UK companies certified as a Microsoft Authorized Refurbisher (MAR), AMI use this partnership to ensure all items chosen for resale will have the operating system upgrade to Windows 7 to increase the return value for our clients. The remarketed IT assets are tracked from the initial collection at a customer site through to the onward sale with our bespoke asset tracking system which delivers a comprehensive audit trail for each individual ICT Asset.



## AMI: your partner of choice for peace of mind, secure IT Asset Disposal

### Safely

Safety is at the core of the AMI service. From the initial safe handling of your IT equipment (by our fully trained staff), to the privacy of our service (collections completed in un-marked vehicles), to the contribution towards a safer environment (by extending the life of IT Assets before disposal), we ensure our service follows strict safety procedures.

### Securely

Security is at the forefront of AMI. We continually undergo stringent audit processes to ensure we remain a fully licensed and regulated ITAD (IT Asset Disposal) company. As the only Blancco Gold Level Partner in Ireland we guarantee that your data is in safe hands until the permanent erasing process has taken place.

### Simply

AMI's local service provides our customers with a straight forward, revenue generating solution to the often complex challenge of ICT Asset Disposal. Our entire process is managed fully by AMI on behalf of our customers, reducing risk and providing our customers with total peace of mind that their IT equipment is disposed of legally, securely and in an environmentally responsible manner.

## From the customer's mouth

"BT Ireland have worked with AMI for over 10 years, providing disposal and ancillary services to a wide variety of Public and Corporate Sector clients. AMI have become the natural fit disposal partner for BT and a number of our clients and consequently has our exclusive and unreserved support.

AMI have consistently invested heavily both in their personnel and technology and consequently we believe they have the widest range of highly qualified disposal services people in Ireland allied to a flexible and customer focused approach to each and every engagement.

We work with very security conscious customers in DFP, Local Government and the NHS and we have never received a single complaint about the disposal arrangements provided by AMI; in fact it is fair to say that AMI have helped us consolidate our relationships with these organisations.

AMI have also been innovative and diligent in their approach to unlocking the value in old ICT assets and they have managed to make a number of our contracts both highly lucrative for BT as well as the clients themselves.

AMI have a wealth of experience in selling a wide range of ICT equipment to the market whilst never taking their eye off the key elements of secure disposal and clear asset trails. We have an excellent account manager who continually ensures that BT and the clients realise the most revenue and profit from our disposal arrangement.

We are confident that AMI will continue to offer BT best-in-class disposal services and I would highly recommend them."

**Justin Tohill,**  
ICT Sales Manager, BT Ireland

**Safely Collecting, Securely Erasing, Simply Re-Using IT**

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