



# GDT PROVIDES EXPERT ANALYSIS ON MILLIONS OF DECOMMISSIONED ASSETS TO A CONSUMER GOODS COMPANY

**Industry:** Consumer Goods

**Headquarters:** United Kingdom

**Number of Employees:** 173,000

**Valuation:** \$69 billion



---

## CUSTOMER OVERVIEW

Our customer is a consumer goods company that specializes in a wide range of products from health food to everyday household care products. Our customer emphasizes the importance of sustainability for its business success and strives to grow as an innovative company making a difference in the world.

## CHALLENGES

Our customer had millions of assets that had been decommissioned all around the world and was unaware there was great value in these ghost centers. The company needed to find a single point of contact to step in and analyze the value of these assets. The company also needed assistance in managing logistics and warehouse products along with eventual data destruction, decommissioning, and remarketing of its IT assets.

## SOLUTION REQUIREMENTS

Before granting GDT access to global locations, our customer gave the GDT team access to two of the data centers located in Atlanta, Georgia, as a test run. This enabled them to assess how GDT handled the tasks at hand.

## OUR SOLUTION

GDT stepped in and tackled the project with exceptional results, handling everything from logistics coordination to asset valuation to decommissioning and data destruction. All of the steps were done in one visit which removed the hassle of multiple, time-consuming, and costly visits. GDT's ability to fully handle our client's needs seamlessly from start to finish proved to be a significant advantage for our client.

## BENEFITS OF SOLUTION

GDT saved our customer's time and money with an easy, hassle-free solution. With the two Atlanta data centers, GDT was able to generate almost \$1 million in sales from remarketing, warehousing, reporting, and auditing all of the assets in question. This freed up significant space, supplied a single point-of-contact for all jobs, and provided our customer with a reliable resource for future asset disposition jobs. Almost 70% of proceeds were sent back to our customer. Because of the success from the trial data centers, our customer has entrusted additional data center decommissioning projects to GDT.



"GDT enabled us to remove unnecessary steps in our decommission process. They "streamlined" the onsite requirements of ours and completed data destruction, fair market value assessment, and equipment removal all in one visit. We have recouped hundreds of thousands of dollars in remarketed proceeds as a result."

**- Consumer Goods Company**  
(Our Customer )

## CONTACT US

999 Metromedia Place

Dallas, TX 75247 | T: 214.857.6100

E: [SoftwareAndSupportServices@gdt.com](mailto:SoftwareAndSupportServices@gdt.com)