

Evolving Software Issues with Mobile Device Data Eradication

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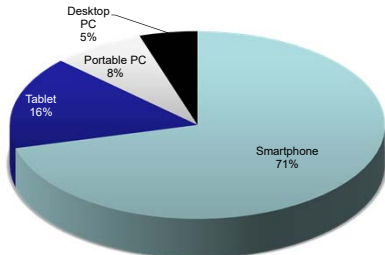
Scope of Mobile Market

- Mobile is growing rapidly
 - 2.45 billion units shipped in 2016
 - 207.1 million smartphone users in the U.S.
- Flattening IT market
- Mobile is both the present and the future

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Industry Overview

Projected Market Share of Connected Devices for 2017



Device Type	Market Share (%)
Smartphone	71%
Tablet	16%
Portable PC	8%
Desktop PC	5%

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Recycling

- Mobile
 - 130 million devices discarded annually in U.S.
 - 14-17% recycled
 - 57% of American device owners have idle cellphones in their homes
- Collection mechanisms
- Traditional vs. buyback
- Carrier trade-up

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Processing Challenges

- Testing
- Repair and refurbishment
- Reverse logistics
- Property rights
- Data security
 - Challenging and becoming more difficult
 - Mobile device unlocking

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Data Erasure Challenges

- Data leaks are a company's worst nightmare
- Kill switches added to devices to lock and secure stolen or lost devices
 - Android FRP
 - Apple FMIP
- Devices intended for refurbishment and remarketing require data sanitation and destruction
- Data – What stays and what goes?

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Overcoming FRP and FMIP

- Device locks render mobile assets useless
- OEMs not willing to help
- FRP more easily to overcome than FMIP
- Should FMIP devices be processed?

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Additional OS Challenges

- Multiple versions of software platforms across multiple types of devices
- Discontinued operating systems
- User locks
- Data and file protection
- Device encryption

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Erasure Verification

- Is it erased?
- Resets
- Network active devices
- Rooting
- Cloud services – UDI
- Quality control

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Questions

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