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Danske

## BTR UK Case Study

### Professional IT Asset Management Project for Danske Bank

Danske is the largest bank in Denmark and a leading player in the Scandinavian financial markets. The bank offers a wide range of financial, insurance and real estate services to some 3.5 million retail customers. In addition the bank is heavily involved with the corporate, public and institutional sectors and has some 1.2 million customers using its online services.

In 2005, as part of its expansion, Danske Bank acquired The Northern Bank and The National Irish Bank giving them a strong presence both North and South of the border in Ireland and in doing so adding some 154 branches to its already extensive branch network.

#### Overview

The bank is committed to delivering the highest levels of customer service through its branch network. To ensure this the decision was made to bring the IT infrastructure in both the Northern and National Irish Bank Headquarters and branches in line with the Danske Bank standard. Alongside the rollout of new equipment this process involved the carefully orchestrated removal of a large number of desktops, laptops, servers, storage systems, printers, faxes and networking equipment which presented a headache for Thomas Sanden Andersen, Vice President particularly given the time of year the roll-out was to happen.

As many items included storage media containing confidential details of the bank's customers the project also necessitated the safe and secure eradication of large amounts of data.

BTR UK were selected as the partner to quickly, efficiently and securely remove, process and dispose of some 8000 items from some 220 sites.

*"...we required the services of BTR UK to manage the complicated logistical element not only of the removal of units from over 200 Branches and Head Offices but all of this during an Easter Bank Holiday weekend..."*

Secure storage space was at a premium for the customer and some branch premises had no storage space at all. It was therefore imperative to meet the demands of the rollout of new kit by setting and meeting aggressive schedules on collections.

#### The Project

A schedule was developed and it was agreed with the Bank to undertake the collection over 4 phases.

##### Phase 1

Involved the removal of equipment from branches where there was limited or no storage space.

##### Phases 2 & 3

Were to be completed in the same week as Phase 1 and included the rest of the collections from all other Branch and Regional Headquarters.

##### Phase 4

A final 'sweep up' from 5 additional Headquarter premises.

Danske Bank provided a list of all sites and assigned a Phase to each site and within 3 weeks BTR had commenced collections.

#### Overcoming Challenges

To deliver on time BTR UK had to overcome a number of significant challenges.

Firstly the time frames for completion meant that there was no room for error and proved a challenge in ensuring that transport was available to meet the tight logistics schedule.

Secondly the bank was keen to minimise customer disruption by undertaking the project over the Sunday and Bank Holiday Monday of the Easter weekend which meant that BTR was presented with the need to collect from a number

## Returning Value with Responsibility

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of bank branches in shopping precincts which were cordoned off for parades.

Thirdly, large projects such as these have a habit of 'creeping' and this was no exception. The quantities kept increasing and even as collection forms were being returned assets were being added. In the final reckoning the original 2736 items from 176 sites grew to over 8000 items from 220 sites. In the most extreme case, one site where the original plan demanded a single 40' lorry 3 were actually required and provided at short notice.

*"Due to the nature of the logistical requirement, it was imperative that our partner in this solution was flexible and able to accommodate change at a minutes notice. We needed a reliable proactive partner who could demonstrate the capabilities of dealing with a huge challenge. BTR UK met all of their obligations and performed over and above our expectations".*

Finally, the project included significant quantities of hazardous waste and it was vital to ensure best value for the bank that BTR implemented tailored strategies for separating and handling the different types of products.

## The End Result

Within 5 days BTR UK had uplifted some 8000 assets from 220 sites and only 3 sites required a revisit to collect items each of which were additions to the initial list.

Secure Date Erasure - The uplift included over 3000 data bearing items including desktops, laptops, servers, tapes and CDs which were securely transported to BTR's facility in Warrington where the data was irrevocably destroyed.

Hazardous waste - Also included were some 35 tonnes of hazardous waste largely made up of some 2000 CRT monitors. All of which were broken down and recycled such that the plastics are reused, precious metals recovered from the circuitry, lead recovered from the glass and the glass use in copper refining.

Returning Value - BTR recognised that there was market value in some items and with the agreement of the Bank through its dedicated remarketing arm the company was able to return a significant sum of money to Danske which helped offset the increase in disposal costs due to the higher than planned number of items.

## Meeting the Environmental Requirements of Danske Bank

By the end of the project all 8000 items were either recycled or resold with zero landfill and as an authorised holder of a Waste Management Licence BTR was able to issue Certificates of Environmental Disposal and full asset reports to show what had been disposed of by asset type and how many data bearing items had been irrevocably destroyed.

More importantly it meant that the Northern and National Irish Bank transitioned to the new system with no customer disruption and that Danske Bank met its legal and duty of care responsibilities as an ethical and environmentally friendly company.

*"We still talk about what BTR lifted out during Easter last year - that was astounding !"*

*Thomas Sanden Andersen, VP*

BTR is a specialist End of Life IT Asset management company providing a range of professional services including logistics, secure data erasure, environmental disposal, recycling and remarketing.

For further information on how BTR could assist your business, please contact the company information line :

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