Business Model Case Study Description

IT-Lyftet – Computers

Company: Distanssupport i Väst / IT-Lyftet
Location: Göteborg, Sweden
Type: Independent remanufacturer
In reman: Since 2010
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Product
Computers

Core Sourcing
Distanssupport i Väst / IT-Lyftet collects used computer-equipment from private and public organisations for reuse purposes.

Business Model

Value chain
The company collects used computer-equipment from private and public organisations, reconditions it, data wipes all information and resells it to new customers. As part of its business, the company also teaches people how to remanufacture computer-equipment. All profits are donated to Barncancerfonden – The Swedish Childhood Cancer Foundation – a non-profit organisation dedicated to preventing and combating cancer in children. In this way, Distanssupport i Väst / IT-Lyftet encourages their customers to transform what they consider “scrap” into refurbished products and donations to promote childhood cancer research.

Remanufacturing process
The first step in Distanssupport i Väst / IT-Lyftet’s equipment remanufacturing is an ocular inspection to reveal potential damages to the frame. If okay, this is followed by an external cleaning process, e.g. cleaning the frame and removing identification stickers. This is followed by an internal inspection process that includes removing dust and a visual inspection of the hardware in order to locate potential damages and to check vital components, e.g. capacitors.

The next step is to delete information on the hard drive, which is done with a secure wiping program followed by a functionality test. The previous owner of the hard drive can, if wanted, follow up the information deletion process. Each machine’s or hard drive’s serial number is traceable along with the results of the reconditioning.

This step is followed by tests of memory, graphics, USB functionality, and network connectivity. If needed, components are replaced. Following this process, complete computers are assembled from the refurbished equipment, software may be installed, and documentation for the remanufactured computer is assembled. The latter is connected to the computer’s unique serial number.

Economic Benefits
• Used computer-equipment is no longer taking up space in the previous user’s storage room.
• Municipalities, businesses and private persons can buy computer-equipment for a much lower price as compared to new products.
• Money is raised to finance childhood cancer research.
• Distanssupport i Väst / IT-Lyftet earns money by educating people about how to remanufacture computers.

Environmental Benefits
Fewer computers need to be produced, conserving natural resources.

Social Benefits
• More people can afford and access computers, e.g. people with low incomes.
• Via Distanssupport i Väst / IT-Lyftet, people receive practical remanufacturing training and work experience, which may lead to future job opportunities.

Advanced Materials Recovery
Lesser computer production has a positive effect on needed use of advanced materials.