

Channel Partner

Maximising Value Return for a Channel Partner's End Client with Unused IT Equipment

Channel partners are often tasked with delivering cost-effective and efficient solutions to their end clients, particularly when managing surplus IT equipment. One leading Channel Partner needed a quick and straightforward approach to maximise value return on unused IT inventory for their client, without the complexities of traditional IT Asset Disposal (ITAD). The challenge was to unlock capital tied up in new but unused IT assets while maintaining a seamless client experience.

Challenge

A leading Channel Partner approached Astralis with a unique challenge. Their end client had purchased a significant consignment of new IT equipment, which remained unused and still in its original packaging. The equipment's value was rapidly depreciating, tying up capital and taking up valuable storage space for the end client.

The Channel Partner needed a quick, straightforward solution to maximise the value return for their client without the complexities and compliance requirements associated with traditional IT Asset Disposal (ITAD), as there was no data risk involved. They required a flexible approach that could generate revenue for their end client with minimal administrative overhead.

Solution

This project was delivered under Astralis' Essential Tier, specifically designed for situations where speed, simplicity, and value maximisation are key. The Essential Tier provides a flexible and efficient approach, ideal for handling equipment with no data-bearing risk.

Key actions included:

- ▶ **Direct Purchase and Valuation:** Astralis acted as a broker and provided a set purchase value for the entire consignment after a detailed market valuation. This allowed the end client to immediately unlock capital tied up in the unused equipment, delivering immediate financial benefit.
- ▶ **Equipment Collection:** Although equipment is usually delivered to Astralis under the Essential Tier, in this particular instance, we provided added value by arranging the collection directly from the end client's site. This ensured a seamless and convenient process for both the end client and the Channel Partner, reducing logistics complexity.
- ▶ **Streamlined Process and Quick Turnaround:** By leveraging our Essential Tier service, Astralis ensured a fast and efficient transaction, minimising administrative overhead for the Channel Partner and allowing them to maintain a positive client relationship.
- ▶ **Maximising Value Return:** Utilising our industry insights and strategic resale channels, Astralis maximised the resale value of the equipment, achieving optimal returns for the end client in the secondary market.

Results

The project delivered impactful and measurable outcomes:

- ▶ Immediate capital return on unused inventory, enhancing the end client's financial position.
- ▶ 100% inventory clearance with no risk of data leakage, maintaining compliance and security for the end client.
- ▶ Fast transaction turnaround, enabling the Channel Partner to provide a quick and efficient solution for their client, strengthening their client relationship.
- ▶ High value return through strategic resale, maximising the financial benefit for the end client.

"Working with Astralis was straightforward and efficient. Their flexible approach allowed us to provide our client with a seamless solution that maximised value without the complexities of traditional ITAD. Astralis helped our end client turn unused inventory into immediate capital."

– Account Director, Channel Partner (Anonymised)



Conclusion

This partnership demonstrates Astralis' capability to provide flexible and efficient solutions for Channel Partners under our Essential Tier service. By acting as a broker and streamlining the resale process, Astralis maximised value return for the end client while maintaining a seamless and hassle-free experience for the Channel Partner.

Astralis' strategic approach to lifecycle management allows Channel Partners to deliver added value to their clients, unlocking capital and enhancing financial returns. Our tailored services provide the flexibility needed to handle situations where speed and simplicity are paramount, empowering Channel Partners to meet their clients' needs efficiently and effectively.

Get In Touch

Find out how Astralis can maximise value return on unused IT equipment for your end clients with our flexible and efficient Essential Tier services. Get in touch today to learn more about partnering with us.