

## Case Study

# The Circular Economy Approach

With over 30 years of experience as an IT reseller and advisor, XMA is in the business of delivering transformation. Our 500 employees focus on applying the right balance of compute, data centre and print technologies, to empower connectivity, mobility, security and collaboration. Based in the U.K. and privately owned, We offer a wide range of technology services to private and public sector customers.

### The story

#### XMA, HPE and London Borough of Enfield

Enfield is a UK Local Government (Federal) agency in North London with a population of about 330K. They had been using a small local recycler for their end-of-use assets, but needed to work with a partner that could provide a secure collection service. As a governmental agency, WEEE compliant recycling is important as is strict data security.

XMA were the best company to address this situation. We were already Enfield's resource for new IT solutions but until now had not been involved in the retirement of assets for the Borough. Combining a strong commitment to the environment (both in its own business practices as well as services it delivers to customers) and deep expertise in working with governmental agencies, XMA put together a solution that not only solved the customer's immediate need but also provided extra funds back to the agency.

### The solution

We teamed with HPE Financial Services to provide a Circular Economy approach to Enfield's challenge by employing HPE Asset Upcycling Services. HPE Financial Services would take out the governmental agency's existing hardware, securely remove data, then expertly refurbish the equipment and remarket it, returning value from the sale back to the Borough. By remarketing the assets, technology is returned to the circle and there is no e-waste, both of which are tenets of Circular Economy thinking.



**“HPE Financial Services is proud to work with a company like XMA that boasts such a long history of excellence in its market. By understanding the unique needs of public sector agencies in the UK, XMA was able to deliver a smart solution that not only addressed the customer’s current technology but enabled them to invest in future technology as well.”**

Paul Sheeran, Managing Director, HPE Financial Services

## The impact

The London Borough of Enfield had the peace of mind of knowing it was working with experts in environmental regulations like WEEE and secure data removal. The Borough’s assets were taken to our Technology Renewal Center in Scotland where engineers specialize in refurbishing equipment and putting it back to use.

Moreover, this was the first time Enfield was able to monetize its retired assets. Revenue from the sale of its end-of-use assets were reinvested in new and more powerful equipment for its staff.

Upon the successful result of this engagement, XMA turned this approach into a blue-print for other customers, many of which face the same challenges. Taking a Circular Economy approach, XMA enables the reseller to differentiate the conversation and return value for ageing and unwanted technology – value that can be reinvested into our customers’ businesses.



**Hewlett Packard  
Enterprise**



**“The Circular Economy approach delivered by XMA proves that what’s good for the environment can also have positive business value. We have the potential to reinvest the funds from the sale of our used & recycled equipment to buy new, more powerful technology that boosts our productivity and enables us to better serve our staff and residents.”**

Toni Green, Computing functional tower lead,  
London Borough of Enfield

## Q&A with Andy Wright, Commercial Director, XMA

### **How does working with HPE Financial Services compare to working with other technology financing vendors?**

HPE Financial Services’ Circular Economy suite of services enables us to address customer concerns in a unique way. By adding HPEFS’ data security, environmental regulation and remarketing expertise to our sales motion we’re able to differentiate the conversation we have with our customers and distinguish ourselves from competitors.

### **How does the HPE portfolio and partner programs, trainings and executive support help you win business and grow?**

We’ve achieved Platinum Partner level with HPE and HPE Financial Services because aligning ourselves with a strong brand like HPE is important to us and allows us to bring the most robust set of offerings to our customers. XMA appreciates the ability to collaborate with HPE on joint go-to-market plans and approaches, like we have with the Circular Economy model.

### **How do you go above and beyond for your customers?**

XMA serves a wide and diverse customer base across the public and private sector, helping them to improve efficiency, ROI and cost reduction through technology. We provide customers with industry-leading solutions in the areas of networking, cloud, end-user compute, collaboration, IT services, data centre, security, print, software solutions and eCommerce. We’ve developed a four-phase engagement process to ensure we deliver unbiased solutions designed to exceed customer expectations with every experience.