



Case Study for Device Recycling

In 2009, David Edmondson and Ron LeMay saw both a troubling trend for our planet, and a significant missed opportunity. Millions of mobile phones worldwide were being “retired” into desk drawers and eventually discarded, when consumers purchased newer models, despite the fact that these discarded devices still had significant residual value. What the founders created was a business model that created a second life for used advanced mobile technology, that reduced e-waste exponentially and created economic opportunity for all who participated in this life cycle. The creation of HYLA Mobile marked the launch of this new model.

HYLA Mobile (formerly known as eRecyclingCorps), is one of the world’s largest providers of trade-in and re-use solutions for mobile devices, processing over 25 million used devices in the last five years. The company runs trade-in programs for network operators (including AT&T, Verizon and Orange) in over 16,000 retail stores. The operator’s customers are offered instant store credit that can be applied to the purchase of a new device or an accessory when they trade-in their used device. With this model, HYLA has delivered over \$200 million USD in trade-in value to consumers since 2009.

HYLA Mobile is able to repurpose 95% of the mobile devices it collects to give them a second life in other markets. These devices provide high quality, secure and affordable mobile communications to consumers who may not have access otherwise. Only 5% of devices that HYLA handles are not repurposed, which has enabled them to divert nearly 11 million pounds of e-waste from landfills to date.

“It is imperative that we make certain that the devices coming in through our system are lawfully traded. Our customers depend on it and Device Check is an integral part of this process.”

- Kelly Carnago, Chief Carrier Operations and Sales Officer, HYLA Mobile

With this level of economic, societal and environmental impact, HYLA is truly living up to its vision of being “Mobile Reconsidered”

While incentivized device trade-in and resale has become an economically viable and socially responsible standard, stolen devices are a threat and a challenge to the industry. If an electronics recycler discovers stolen devices in their trade-in stream, it hurts their reputation and increases costs and losses.

So how does HYLA Mobile manage this risk?
They utilize GSMA Device Check.

Quick Facts: HYLA Mobile

- Headquarters: Farmers Branch, Texas (USA)
- Founding member of the Device Renewal Forum
- Certified to R2, RIOS, ISO 14001, and OHSAS 18001
- Collected over 25 million mobile trade-ins globally
- Diverted nearly 11 million pounds of e-waste from landfills
- Delivered over \$200 million USD in device trade-in value to consumers
- Distributed over 22 million used devices into secondary markets



Device Check



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When a mobile device enters the HYLA trade-in program, the unique International Mobile Equipment Identifier (IMEI) is run through the GSMA Device Check database. This data, provided by network operators from around the world, identifies any device that has reported as lost or stolen and may be blacklisted on a participating operator's network. Using this information, HYLA removes these phones from its product stream

"It is imperative that we make certain that the devices coming in through our system are lawfully traded," says Kelly Carnago, Chief Carrier Operations and Sales Officer for HYLA Mobile. "Our customers depend on it and Device Check is an integral part of this process."



Confirming a phone's title is important to maintain the reputation of HYLA's operator clients and improve the satisfaction of their customers, however the GSMA database is only as good as the information reported to it. In other words, if consumers do not report their devices as lost or stolen, their operator and GSMA cannot stop the flow of those devices.

"Device Check provides assurance that the devices being traded are not lost or stolen – giving our partners and their customers peace of mind." said Tracy Transmeier, VP of Strategy and Development for HYLA.

In addition, the information in Device Check allows HYLA Mobile to confirm the make and model of the phone so the retail location may validate the device information and make a fair offer of store credit to the consumer. Transmeier continued, "Device Check also offers an additional safeguard that delivers not only an accurate value to customers but also lessens the negative impact of inventory discrepancies."

While HYLA Mobile is achieving their goal of being "Mobile Reconsidered", GSMA Device Check helps them do it in a responsible and more profitable manner.

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Want to learn more about GSMA Device Check?

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Or email us at DeviceCheck@GSMA.com**