



# Data Storage Media Media Trade-up Program



The principals of The Data Media Source, Inc. have been in the data media market for over twenty years. Beginning as a computer media dealer in the Silicon Valley in the early '80's, we offered to our customers the unique service of refurbishing their round reel tape for their own reuse. This developed into simply buying back used tape and offering cash or credit toward new tape. Today The Data Media Source, Inc. is the largest buyer in the country of both new and used inventories of excess and obsolete data media, buying nearly \$5 Million worth every year.



Our current trade-in program provides our customers with a way to dispose of their legacy formats (i.e. DLTIII, DLTIV, AIT1, LTO1, etc.) while obtaining credit toward the purchase of newer formats (i.e. SDLT, AIT3, LTO3, etc.). This creates added flexibility in an already stretched IT budget. For our dealer customers, our trade-in program allows them to reduce the cost of new media by factoring in the credit that the customer would receive. This can be critical when entering into extremely competitive bid situations. Even when not facing a pricing issue, this service provides an added level of customer service by providing a solution for the customer when faced with the problem of storing used/obsolete data media. In fact, it's a solution that they may not have even realized existed.



## The trade-in process is easy:

1. The used or obsolete media is identified (this can be done by the customer or DMS)
2. The customer identifies what media format and brand they would like to receive
3. A trade-in value is assigned based on current market pricing
4. Used/Obsolete media is shipped to DMS' secure warehouse (San Jose, CA) and inspected
5. New media (or rebate check) is shipped out to the customer by DMS



## In addition, we simplify the process by providing:

- Customer service and Market knowledge
  - Industry referrals
  - Secure logistics including sealed containers
  - Secure data destruction (DoD standards) and Certified Letter of Data Destruction for your records
  - Onsite data destruction if required
  - Detailed inspection and audit process for your records
  - Our ability and desire to stock large quantities of obsolete product
- (we do not rely on remarketers in order to buyback the media)

