IntelliTAD #15: ITAD Messaging Watch

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The latest edition of *IntelliTAD: ITAD Messaging Watch* examines how major ITAD and lifecycle-services firms are repositioning themselves beyond traditional disposal and compliance narratives. Across the sector, the language used in ITAD corporate communications involves:

- asset upcycling,
- capital recovery,
- AI infrastructure refresh,
- lifecycle optimization,
- governance visibility,
- and enterprise modernization.

This issue analyzes recent messaging developments and positioning signals of the first half of May 2026, from companies including HPE, Iron Mountain ALM, ERI, Sage Sustainable Electronics, Sims Lifecycle Services, Blancco, HOBI International, and Securis.

Among the key findings:

- HPE is increasingly framing ITAD through “asset upcycling” and financial optimization language.
- AI infrastructure turnover and hyperscale decommissioning are becoming more prominent industry narratives.
- Basic “secure disposal” messaging is becoming less differentiating on its own.
- The ITAD sector still trails more mature B2B sectors such as cybersecurity and cloud infrastructure in messaging sophistication, buyer segmentation, and quantified proof.

The report also introduces a structured Messaging & Positioning Maturity Assessment framework, benchmarking ITAD communications against broader enterprise technology sectors and assigning indicative maturity scores across the market.

Produced every two weeks as part of the IntelliTAD research program, *ITAD Messaging Watch* is designed for executives, investors, strategy teams, and lifecycle-services providers tracking the evolution of enterprise ITAD positioning and market narratives.

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