Corporate Strategy: Blancco Bets on the Drive, Not the Device, as It Chases a Recover-First IT Market

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Blancco is repositioning its erasure and diagnostics business around the physical drive rather than the device category, a shift executive Tzvika Shahaf says reflects where the IT asset market is actually moving in 2026.

In an interview, Shahaf, who joined Blancco earlier this year, laid out a company strategy built on three pillars: data-bearing drives, data center decommissioning, and mobile devices. He described 2026 as a record year for connected IT assets, with the installed base approaching 22 billion devices by year-end, a figure he tied directly to AI training and data center buildout demand outpacing supply. That imbalance, he said, is what has pushed the market from a “destruct-first” default toward what he called a “recover-first” model, in which retired hardware is refurbished, harvested for parts, or redeployed rather than scrapped.

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