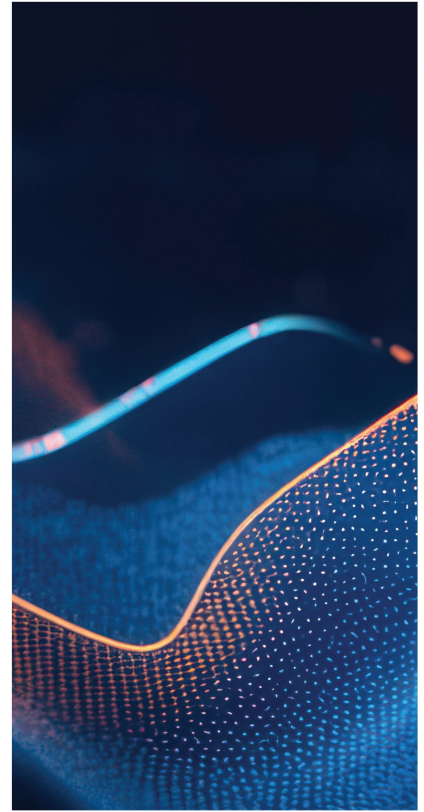
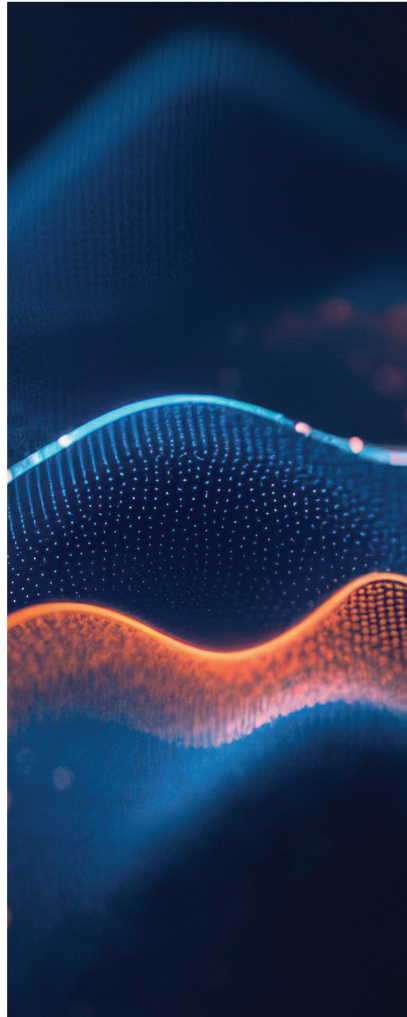


FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL DATA ERASURE
FOR USED ELECTRONICS

CUSTOMER VALUE
LEADERSHIP

BitRaser®

Table of Contents

Best Practices Criteria for World-Class Performance	3
The Transformation of the Data Erasure for Used Electronics Industry	3
BitRaser: One Brand, Two Disciplines	4
Turning Compliance into Purchase	4
Compounding Growth Across Regulation, Use Case, and Geography.	6
Conclusion	8
What You Need to Know about the Customer Value Leadership Recognition	9
Best Practices Recognition Analysis	9
Business Impact	9
Customer Impact	9
Best Practices Recognition Analytics Methodology	10
Inspire the World to Support True Leaders	10
About Frost & Sullivan	11
The Growth Pipeline Generator™	11
The Innovation Generator™	11

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. BitRaser excels in many of the criteria in the data erasure for used electronics space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

The Transformation of the Data Erasure for Used Electronics Industry

The volume of used electronic equipment entering resale, refurbishment, and recycling channels continues to rise as organizations shorten device refresh cycles, adopt leasing and subscription hardware models, and strengthen sustainability commitments that return retired assets to circulation instead of storage or landfill. Every one of these assets, from laptops and mobile phones to servers and network equipment, carries data from its previous use. If an organization transfers a device without properly destroying that data, it creates an irreversible security risk once the device leaves its custody. Data erasure exists to close this exposure, giving organizations a way to certify that a device is clean before it changes hands, whether the destination is a new employee, a reseller, a donation recipient, or a recycling facility.

Regulation is reshaping this market from a discretionary best practice into a compliance obligation. Standards such as ISO 27001 and privacy frameworks such as the European Union's General Data Protection Regulation (GDPR), the Health Insurance Portability and Accountability Act (HIPAA) in the United States, and a growing set of national data protection laws now hold organizations accountable for what happens to personal data even after the device carrying it leaves the organization's direct control. Sector-specific standards (such as the Cybersecurity Maturity Model Certification 2.0, a United States Department of Defense Cybersecurity framework applicable to defense industrial base contractors, vendors, and subcontractors) layer on top of these general privacy laws, requiring auditable proof that erasure took place, not just an internal assurance that it did. Information Technology (IT) asset disposition

providers, refurbishers, and enterprise IT departments increasingly treat certified erasure as a prerequisite for resale or donation rather than an optional step, and buyers of refurbished equipment are beginning to expect the same proof before they trust a device's history.

Demand is also broadening beyond the traditional end-of-life disposal moment that once defined data erasure. Devices now require erasure whenever they change hands within an organization, when a leased asset returns to its owner at the end of a contract, when a project team disbands and its equipment is redeployed, or when a data center decommissions and its server capacity is reallocated. This expansion turns erasure from a single event tied to disposal into a recurring control applied throughout a device's working life, and it is drawing interest from a wider set of buyers, including government bodies, financial institutions, and mid-sized businesses that previously left the responsibility to whoever handled disposal. As device lifecycles continue to shorten and hardware continues to change ownership more frequently, erasure is moving from a niche compliance task toward a standard operating requirement across the electronics ecosystem worldwide.

BitRaser: One Brand, Two Disciplines

Launched in 2016, BitRaser, a brand of Stellar Information Technology, serves organizations that need secure, compliant, and verifiable ways to wipe data from storage devices before the devices change hands or go out of service. Stellar built BitRaser as a distinct market-facing identity structured mostly for business customers, with proprietary software and underlying research that all come from Stellar itself, a company with more than three decades of data recovery expertise behind it. Tested and certified by the United States Department of Homeland Security, the National Institute of Standards and Technology and Common Criteria, BitRaser is also HIPAA compliant.

This reversal of expertise gives BitRaser a structural advantage no purely erasure-focused vendor can claim. Stellar is one of the few data recovery companies in the world that also builds and sells data erasure technology. This dual capability lets BitRaser validate its own erasure claims using the same forensic techniques it applies when recovering lost data for its core customer base. This combination of decades-long recovery credibility and in-house erasure validation is the foundation of BitRaser's competitive advantage.

Turning Compliance into Purchase

BitRaser's customer acquisition process runs efficiently because regulation and reference end users do much of the work that would otherwise require an expensive sales effort. Data protection regulation is tightening across most of BitRaser's markets at once: the European Union's GDPR has required auditable erasure for years, Canada's data protection law PIPEDA, India's Digital Personal Data Protection Act and other state level laws in the USA like California Consumer Protection Act are pushing global corporations toward the same standard on their own timeline, and similar disclosure and retention rules are moving through other jurisdictions BitRaser sells into.

Each of these regimes generates inbound demand that BitRaser converts rather than manufactures. Progress Software, an American public software company with operations across 16 countries, illustrates how that plays out on the ground. The company, which supports its enterprise customers with critical software solutions, needed a secure, auditable way to erase data from decommissioned devices while

meeting compliance requirements such as GDPR. It had a manual process of formatting devices and reinstalling operating systems and lacked verifiable proof of data erasure. Through an automated, GDPR-compliant erasure solution, BitRaser enabled Progress Software to generate tamper-proof evidence of data destruction and certificates of erasure for every data-wiped device. This eliminated manual effort, standardized data erasure across locations, and improved operational efficiency for Progress Software. It also enhanced the company's confidence in demonstrating secure data erasure during audits.¹

Similarly, iteam, one of Norway's fastest-growing IT solutions providers, switched to BitRaser after its previous wiping tool outpriced what it delivered, and its cloud console made license and report management harder than it needed to be. BitRaser's certified erasure engine met iteam's GDPR obligations directly, and the company's purchasing manager credited the switch to cost-effective, compliant erasure paired with responsive follow-up from BitRaser's staff, the kind of account-level result that makes a prospect in the same region or industry easier to convince without a lengthy sales process.²

The BitRaser Partner Program adds a second acquisition channel by giving resellers exclusive deal registration on a lead for a set period, which keeps partners motivated to bring in new accounts instead of competing with Stellar's own sales team for the same customer, and every renewal driven by the ownership and service strengths above adds to retention without requiring new acquisition spend.³

Two examples illustrate the strength of care quality across BitRaser's pipeline:

Use Case #1: EDI

EDI, a Canada-based IT asset disposition and electronics recycling company operating since 2010, turned to BitRaser to replace a higher-cost solution while meeting Responsible Recycling and ISO 27001 compliance standards across Windows, macOS, and Android devices.⁴ Beyond the technical fit, EDI specifically credited BitRaser with prompt and reliable assistance throughout implementation and operations, noting that this responsiveness helped the company maintain consistent, transparent, and compliant data wiping across its operations.

Use Case #2: IQ-EQ

IQ-EQ, a Luxembourg-based fintech that provides administration, asset, and advisory services to investors and works with several of the world's largest private equity firms, faced strict regulatory requirements around handling and disposing of highly sensitive investor data. To meet those demands, IQ-EQ was offered 24x5 free support that was responsive and excellent at all stages, from requirements gathering through consulting, deployment, and technical support, and the company's IT regional support leader went on to praise the swift, responsive nature of the service directly.⁵

¹ <https://www.bitraser.com/CaseStudy/progress.php>. Accessed September 2026.

² <https://www.bitraser.com/CaseStudy/iteam.php>. Accessed July 2026

³ Frost & Sullivan Discussion with BitRaser (June 2026)

⁴ Ibid.

⁵ Ibid.

This level of responsiveness reflects a support structure built to stay accessible regardless of a customer's size or location. BitRaser backs its software with multiple direct channels, including email support for quick query resolution, a formal ticketing system for tracking issues, and a dedicated technical support phone line, alongside a self-service layer of step-by-step deployment guides, a searchable knowledge base, and a frequently asked questions library so customers can resolve common issues without waiting on a queue. The company also reports an aggregate Net Promoter Score above 80, a figure that reflects sustained satisfaction across its customer base rather than a handful of favorable case studies.⁶

BitRaser's brand advantage compounds because purchasers experience it as reliable and build loyalty around it instead of treating it as a commodity purchase. The product markets itself as India-built, and Stellar's offices in Katy, Texas and Netherlands, Europe alongside its Indian base give the brand credibility with multinational buyers without diluting its position as a homegrown alternative to international entrants. This reputation, combined with the fact that BitRaser is the only erasure product from a data recovery company able to validate its own erasure claims, gives the brand a positioning competitors cannot copy quickly.

Frost & Sullivan considers BitRaser a brand that users do not just use but stand behind. This distinction rests on how rarely the three pillars of ownership, service, and reputation reinforce each other this cleanly in a single company. A licensing model that removes pressure to rush usage, a troubleshooting record that holds steady regardless of a customer's size or location, and a reputation built on a credibility no competitor can replicate all point toward the same outcome: a customer base that renews out of confidence rather than habit.

Compounding Growth Across Regulation, Use Case, and Geography.

"Frost & Sullivan considers BitRaser a brand that users do not just use but stand behind. This distinction rests on how rarely the three pillars of ownership, service, and reputation reinforce each other this cleanly in a single company."

-Ana Dominguez
Best Practices Research Analyst

Operational efficiency shows up in how one core platform, BitRaser Drive Eraser, supports every deployment scenario a customer might need, from a single laptop to an enterprise-wide rollout, without requiring a separate product for each. The software is delivered digitally in two main variants that anchor either end of that range. The USB variant handles up to 100 drives at a time, suited to smaller jobs or offline sites, while the Network Cloud variant scales to 65,000 drives erased simultaneously over PXE boot, suited to

large-scale enterprise rollouts.⁷ A small business and a large enterprise therefore run the same certified erasure engine rather than a scaled-down version at the low end. Deployment flexibility extends further through a Microsoft Installer package, which lets IT teams push BitRaser out for remote wiping across Windows endpoints, and through direct integration with enterprise resource planning and asset management systems such as Makor ERP, RazorERP, Ivanti, and SolarWinds, so the software slots into infrastructure a customer already runs instead of requiring a separate standalone tool.⁸ Regardless of

⁶ Ibid.

⁷ <https://www.bitraser.com/pxe-boot-erasure.php> Accessed July 2026

⁸ Frost & Sullivan Discussion with BitRaser (June 2026)

which path a customer takes, every deployment routes through the same BitRaser Cloud Console, which centralizes user management, license distribution, and the erasure report repository, and every erasure follows the same set of 26 international standards the software supports.⁹

This range of deployment paths, built and maintained by one technical team, lets BitRaser's staff serve highly different customer environments without duplicating engineering effort for each one.

Growth potential stays tied to customer feedback rather than to expansion for its own sake. Stellar's research program, including its study of residual data on second-hand devices and its findings on outdated erasure standards, feeds directly back into product development and into the thought leadership platforms where Stellar presents its findings to the industry, keeping the roadmap anchored to problems clients are actually reporting. Recent product additions, such as detection of Microsoft Autopilot and Apple Mobile Device Management (MDM) enrollment status during erasure, respond to a specific compliance gap enterprise IT teams flagged rather than a generic feature request.¹⁰

BitRaser is carrying that same customer-led approach into new geographies, extending its business development into the United Kingdom, France, Spain, Italy, and Germany, and maintaining a visible presence at international trade events such as E-Waste World in Frankfurt, expanding the brand's reach without diluting the customer focus that built loyalty in its existing markets.

Human capital channels directly into product innovation, which is the trait the company's culture is built

“Layering acquisition efficiency, operational discipline, and a culture that gives its own engineers ownership over visible innovation means each new market BitRaser enters, from an Indian regulatory mandate to a European trade show, adds to the same growth story instead of starting a new one.”

-Adyasha Mohanty
Senior Industry Analyst

around. The company assigns dedicated technical leadership to each core function, including a co-founder who heads the global research and development charter for all products and a separate senior leadership role focused specifically on BitRaser and its partner business, giving the erasure product line its own accountable innovation track instead of competing for attention inside a larger, undifferentiated engineering organization. This structure shows up in the pace of feature releases, from new device guidance and remote deployment

options to compliance-driven capabilities like Autopilot and MDM detection, and a company that keeps shipping visible, customer-driven innovation and gives its technical staff steady opportunities to own new work, a factor that supports morale and retention among the people building the product.

Frost & Sullivan finds that BitRaser's growth does not rely on any single lever, and that is precisely what makes it durable. Regulation supplies demand the company does not have to manufacture, reference users shorten the sales cycle for the next prospect, one technical team scales from ten devices to ten thousand without duplicating effort, and a research program keeps the product roadmap anchored to problems clients are actually raising rather than features chosen for their own sake. Layering acquisition efficiency, operational discipline, and a culture that gives its own engineers ownership over visible

⁹ <https://www.bitraser.com/bitraser-drive-eraser.php>. Accessed July 2026

¹⁰ Frost & Sullivan Discussion with BitRaser (June 2026)

innovation means each new market BitRaser enters, from an Indian regulatory mandate to a European trade show, adds to the same growth story instead of starting a new one.

Conclusion

BitRaser built its position in the data erasure market on a foundation no other brand in the industry can claim: the ability to validate its own erasure technology using the same expertise its parent company has spent decades applying to data recovery. This reversal of expertise transformed an unverifiable promise into a proof point customers can trust, and it shows how consistently organizations across industries and regions choose the brand and stay with it. Clients describe an ownership experience that stays supportive long after the initial purchase, backed by a service team that responds quickly and clearly whenever a question comes up. The brand continues to lead the conversation on responsible data handling, publishing original research that pushes the entire industry toward better practices rather than settling for the standard. Its growth reflects a business that listens closely to what users need and builds toward it, expanding into new markets and use cases without losing the focus that earned its reputation in the first place. Taken together, this is a brand that pairs deep technical credibility with a genuine commitment to the people who rely on it, and that combination is exactly what this recognition celebrates today.

With its strong overall performance, BitRaser earns Frost & Sullivan's 2026 Global Customer Value Leadership Recognition in the data erasure for used electronics industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition identifies the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

