The NetApp North America trade-in program is initiated by the customer as a request through the NetApp local Account Executive or the authorized NetApp reseller partner. The Account Executive will work with the customer to gather the necessary equipment information and develop a quote to include the trade-in credit. Once the purchase has been made, the customer will contact NetApp when the equipment is ready to be picked up and returned to NetApp headquarters in Sunnyvale, California. Once the equipment is received, NetApp will contact one of the NetApp approved recycling vendors to pick up the equipment from NetApp headquarters.

Products will be processed at a recycling center that guarantees the proper removal of software and data as well as environmentally responsible recycling. The recycling process consists of (1) disassembly, (2) sorting and reuse of components (usually chips), (3) material separation and recycling, (4) treatment, and (5) disposal.