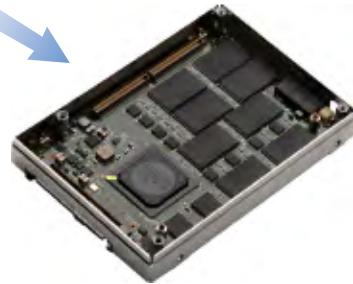




## DRIVES WITH SELF-ENCRYPTION BUILT IN



Since 2005, over 345,124,400 records containing sensitive personal information have been involved in security breaches\*

In 2008, the average cost of a data breach was \$6.65 million per affected corporation\*\*

**\$6.65 Million Per Incident!**

**Breach notification laws:** avoid public notification if the lost/stolen data is encrypted

Hardware-based encryption **BUILT IN** has superior properties:

- Simplified management
- Interoperable: standards-based
- Full drive industry participation
- No performance impact
- Transparent to end user

*"Many organizations are considering drive-level security for its **simplicity** in helping secure sensitive data through the hardware lifecycle from initial setup, to upgrade transitions and disposal"*

Eric Ouellet  
Research Vice President  
Gartner

\*<http://www.privacyrights.org/ar/ChronDataBreaches.htm>

\*\*Ponemon Institute, Fourth Annual US Cost of Data Breach Study – Jan 2009 [www.ponemon.org](http://www.ponemon.org)



## SELF-ENCRYPTING DRIVES (SED)



LAPTOP



DESKTOP



SERVER DATA CENTER

## USE CASES

Lost, Stolen, Re-purposed, End-of-Life, Warranty Repair:  
Whenever the Stored Data Leaves the Owner's Control

SELF-ENCRYPTION is SUPERIOR to SOFTWARE-BASED SOLUTIONS:

- **Transparency:** No system or application modifications required; encryption key generated in the factory by on-drive random number process; drive is always encrypting
- **Ease of management:** No encryption key to manage; software vendors exploit standardized interface to manage SEDs, including remote management, pre-boot authentication, and password recovery
- **Disposal or re-purposing cost:** With an SED, erase on-board encryption key
- **Re-encryption:** With SED, there is no need to ever re-encrypt the data
- **Performance:** No degradation in SED performance; hardware-based
- **Standardization:** Whole drive industry is building to the TCG/SED Specifications
- **Simplified:** No interference with upstream processes

### PRODUCTS:

[http://www.trustedcomputinggroup.org/community/2010/03/selfencrypting\\_drives\\_take\\_off\\_for\\_strong\\_data\\_protection](http://www.trustedcomputinggroup.org/community/2010/03/selfencrypting_drives_take_off_for_strong_data_protection)

[www.trustedcomputinggroup.org](http://www.trustedcomputinggroup.org)