

# HOW TO SELL iSTORAGE



iStorage is a fast growing, innovative manufacturer of Hardware Encrypted portable data storage solutions including USB Flash Drives, Hard Drives and Desktop Hard Drives.

Demand for encrypted flash and hard drives will only increase with the EU Laws changing in 2016 with more focus from the data protection act on encrypting data to ensure compliance.

Hardware Encryption is becoming a necessary addition to the vertical market sectors you may already be talking to.

## Challenges your customers are faced with...

Data Protection Laws are changing

Business are being fined up to £500K

Sensitive data getting into the wrong hands

The EU will soon have the power to fine companies €20 million or 4% of their annual turnover if they are found to be in breach of the new forthcoming General Data Protection Regulation (GDPR).

The new forthcoming legislation compels anyone who holds data on EU Citizens to implement adequate security measures to protect data from loss or theft. As encryption is the best form of security rendering the data unintelligible to any unauthorised access, the new legislation exempts anyone from notifying the affected subjects if the data that was lost or stolen was encrypted and therefore not liable to any devastating fines and adverse publicity.

John Michael, CEO of iStorage commented, *"The EU's position is clear. All personal information must be protected by adequate security to prevent theft or loss of data. The majority of security breaches occur where confidential data has been stored on an unencrypted portable device. Organisations need to give serious consideration to minimising the risks of loss by ensuring that all portable media devices containing personal information are encrypted."*

Help your customers:

- ✓ Ensure compliance
- ✓ Minimise data breaches
- ✓ Avoid hefty fines
- ✓ Protect their company brand & reputation

Ask the question on your next call

**"How are you protecting your data?"**

## WHY CHOOSE iSTORAGE?

### MARKET OPPORTUNITY

- Higher ticket price with a leading product
- Double digit margin & deal registration programme
- Hardware Encryption Market set to reach £175 billion by 2020
- EU data protection law offers £2.3 billion channel opportunity

### LEADING PRODUCT

- Software Free - Not vulnerable to malware or keyloggers
- AES 256-bit hardware encryption
- OS and Platform Independent – greater compatibility
- Encryption performed in real time, no speed degradation

### COMPATIBILITY



### PIN PROTECTION

- Ease to use – Alphanumeric keypad
- PIN strength
- Brute force self destruct feature
- Auto lock feature

### EASY TO USE

- Engineered to be the most secure and easiest to use encrypted device on the market

### SECURITY & DESIGN

- Rugged enclosures – protective aluminium casing
- Wear resistant keypad
- Epoxy Coating – secure against physical attacks
- Tamper evident & resistant
- Dust & Water resistant to IP57 & IP58 ratings

### WIDE RANGE OF CAPACITIES

- Available in capacities from 4GB through to 8TB

### ACCREDITED



# MARKET SECTORS



## CORPORATE

With the new Data Protection Law changes, Corporate Organisations will be expected to:

- Conduct regular data protection audits and risk assessments
- Maintain and adhere to a remediation and security plan and appropriate controls and training
- Ensure they have clear internal data protection policies



## BROADCAST & MEDIA MARKETS

- The broadcast & media market use iStorage as a method of shipping images and media to partners – in the most secure way possible
- Media companies simply upload the video or media to device then post or ship the device to the partner
- The key code can then be sent to the partner for them to open the drive and access the data
- This is especially ideal for production companies and media companies that have a requirement to keep their media out of the wrong hands



## POLICE

- iStorage is a popular product within the Blue Light sector
- Hardware encrypted solutions enable data evidence to be securely transported to and from court without being tampered with
- Ensures compliance from a data protection point of view



## GOVERNMENT

- Due to the volume of sensitive data that is held and transported by the local & central Government, the need to secure information is critical
- One of the major recent data breaches happened within Ministry of Justice who were fined £180,000 by the ICO



## EDUCATION

- The volume of sensitive data within schools means keeping data safe and secure is a challenge.
- Many educators already utilise the technology within iStorage to back up and transport data around and off site.
- The fact that iStorage devices are simple to use means that any technical ability can lock and encrypt data, simply and easily



## DEFENCE

- Both the defence sector and the defence supply chain have their own obligations to protect data
- With features such as IP57 water/dust resistant and a compromise PIN that gives administration workers & field operatives the best possible security and productivity available



## NHS

- With the ability to be used on scanners, printers and embedded products, as well as Windows, MAC etc – iStorage is the natural option for increased productivity within healthcare
- Due to the volume of sensitive data that flows around the healthcare sector, the need to secure information is critical
- Leading Trusts and organisations lock their data with iStorage

## iSTORAGE CUSTOMERS INCLUDE:

BRITISH AIRWAYS

Atos

CISCO

Deloitte.

GE Healthcare

Google

LLOYDS BANK

NHS

QinetiQ

# CONTACT DETAILS

For more information contact the iStorage team at MB Technology

t: 0161 250 0930 e: [team@mbtechnology.co.uk](mailto:team@mbtechnology.co.uk)

w: [www.mbtechnology.co.uk/istorage](http://www.mbtechnology.co.uk/istorage)