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 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 €100 million or 5% 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?

MORE MARGIN
- Higher ticket price with a leading product
- Encrypted Market to reach £500 Billion by 2020

NO SOFTWARE AUTHENTICATION
- Typing a password onto a device is a vulnerability point if it isn't completely locked down
- Staying safe from malware or keyloggers potentially seeing the password
- A number of multi national organisations are currently reviewing their use of any software related encryption device

ANY USB PORT
- MAC
- Windows
- Phone
- Tablet
- Printers
- Scanner
- Citrix
- Linux

ADMIN CONTROL
- Create user and admin PINs, allowing the person in charge to always be able to access the data, or issue new user PINs to their staff

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

SUPER FAST
- iStorage devices come with super fast USB3.0

WIDE RANGE OF CAPACITIES
- Available in capacities from 4GB through to 6TB

ACCREDITED

CESG | CCTM | CITRIX ready | FIPS 140-2 | FIPS

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

FACT SHEET

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

FACT SHEET

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
- Education fine - https://ico.org.uk/for-organisations/education/

FACT SHEET

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

FACT SHEET

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

FACT SHEET

CONTACT DETAILS

For more information contact the iStorage team at MB Technology on **0161 250 0930** or email **team@mbtechnology.co.uk**

iSTORAGE CUSTOMERS INCLUDE:

BRITISH AIRWAYS   Atos   CISCO   Deloitte.   GE Healthcare   Google   LLOYDS BANK   NHS   QinetiQ