



Case Study

Envoy Data Corporation

Offering New Business Opportunities to Value-Added Resellers With Encryption Solution

Company

Envoy Data Corporation

Location

Gilbert, Arizona

Contact

www.envoydata.com

Primary Focus

IT security solutions and secure data storage

Summary

Envoy Data Corporation is a technical distributor that sells targeted products for industrial storage and security to value-added resellers. In response to the growing customer demand for increased data security, Envoy Data offers the Seagate® Momentus® 5400 FDE.2 hard drive for laptops, featuring hardware-based full disk encryption. Envoy Data offers its VAR customers a capable tool paired with comprehensive training and resources to help VARs increase their business opportunities.

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Protecting Sensitive Data Is a Critical Need

Established in 1993, Arizona-based Envoy Data Corporation provides IT security solutions and secure data storage. Envoy Data is a leading stock distributor of PC cards and smart card products to value-added resellers (VARs). The company is also a member of the PCMCIA (Personal Computer Memory Card International Association), an international standards body and trade association founded in 1989 to establish standards for modular peripherals.

In addition to smart card products, Envoy Data also offers encryption solutions. Many of the VARs who work with Envoy Data focus their business in the federal sector, which includes federal agencies and government contractors. These businesses often implement specific data security measures to protect sensitive information and adhere to strict mandates that require them to use encryption.

In response to these trends, federal and state governments in the United States have implemented legislation with costly penalties for companies that lose unencrypted data. As of January 2007, 34 U.S. states require companies to encrypt sensitive data, publicly disclose data security breaches or notify affected customers. The U.S. government enforces the Sarbanes-Oxley Act and the HIPAA (Health Insurance Portability and Accountability Act), putting pressure on publicly traded companies—and firms that do business with them—to make data management and archiving more secure and consistent.

Government regulations can penalize companies that fail to manage and protect information and technology properly. This means that a lost or stolen laptop could cost a company millions of dollars. The loss of devices that contain valuable information can also significantly harm a company's brand image. Industry experts estimate that a single data security breach costs an average of US\$14 million in direct expenses, such as legal fees and customer notification; indirect costs, such as lost productivity; and opportunity costs, such as customer loss and customer recruitment.

Envoy Data presents an ideal product for businesses looking to meet data security

requirements: the Seagate Momentus 5400 FDE.2 hard drive, a hardware-based full disk encryption drive for laptops.

"Seagate delivers value to our customers with a hardware solution that allows for quicker and more accurate encryption," says Jeff Ciraulo, vice president of marketing for Envoy Data. "The ability to support our resellers with the Seagate Momentus 5400 FDE.2 hard drive will dramatically increase their business, as opposed to software encryption."

Hardware-Based Full Disk Encryption

Seagate addresses the issue of laptop data security with the Momentus 5400 FDE.2 drive, which combines a SATA interface and capacities up to 160 GB with full disk encryption. Because encryption is recognized as a best practice for protecting private or sensitive data, many states offer a "safe harbor" exemption to companies that can prove data on lost or stolen hard drives was encrypted. The Momentus 5400 FDE.2 drive helps companies comply with privacy laws because encryption is always on and cannot be circumvented by users, as is possible with many software-based products.

Seagate DriveTrust Technology

The Momentus 5400 FDE.2 hard drive takes advantage of Seagate DriveTrust™ technology, which implements security on the hard drive itself to offer a best-in-class data protection solution compared to software-based products.

DriveTrust technology provides a drive-level platform for hardware-based security that takes advantage of the hard drive's closed computing environment. The hard drive is an ideal place to implement data security because its internal operations are sealed from other elements of the computing system. DriveTrust technology does more than protect data stored on the disk. It establishes trust for data sent between the host and drive and allows the drive to authenticate applications, assign secure storage partitions, handle digital signatures and deliver many other security functions.

DriveTrust technology provides developers and IT administrators the tools they need to easily and cost-effectively secure the computing

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environment. DriveTrust technology resources are like a toolbox of hardware-based security functions that secure digital information.

Advantage Over Software-Based Encryption

The Momentus 5400 FDE.2 drive is also more secure than software-based encryption solutions because it is sealed off from other elements of the computing system. Whereas software-based products rely on the computer operating system, the Momentus 5400 FDE.2 drive uses specialized hardware circuitry within the drive. This isolation makes it nearly impossible for data thieves to exploit operating system vulnerabilities and compromise the encryption. And even if data thieves gain physical access to the disk, they cannot locate the password because it is mixed with user credentials and stored in that form in hidden memory on the drive.

Additionally, full disk encryption provides data protection 24 hours a day, seven days a week. While software encryption only protects data in motion, the Momentus 5400 FDE.2 drive protects data in use and data at rest, whether the computer is turned on or off. Full disk encryption is always working, even when the user is not.

Increased Business Opportunities

With the Momentus 5400 FDE.2 hard drive, VARs can increase their business by offering a solution that applies to many vertical markets. Adds Ciraulo, "VARs need to know that this solution expands their business potential. The drive can cross every single vertical: small to medium, health care, financial, corporate 1000—in addition to the federal sector, so all customers are potential buyers."

Providing new laptops with Momentus 5400 FDE.2 drives installed is the way to go when customers make new acquisitions. Many customer organizations are likely to own expensive, recently purchased laptops that they would like to continue using. VARs can help these customers plan and implement hard drive upgrades to replace unprotected, standard

drives with drives that feature Seagate full disk encryption. In doing so, they can fill a gap left by the original manufacturers, protect their customers' technology investment and establish a strong competitive distinction. Such upgrade projects need to be carefully planned in order to keep the information protected during offload to secondary storage and upload to new Momentus 5400 FDE.2 drives. Says Ciraulo, "If VARs manage that transition smoothly, they can demonstrate outstanding customer value and open the door to a conversation about additional storage solutions, such as archival or nearline storage." He emphasizes that customers and their VARs might be well advised to consider the Momentus 5400 FDE.2 drive as a critical component of a comprehensive data protection strategy that can also include backup and offsite storage.

Innovative Seagate Technology

With security and encryption needs at an all-time high, customers want practical solutions, not just products. Envoy Data and Seagate are committed to offering technology providers and their customers the most innovative Seagate storage solutions. With the Momentus 5400 FDE.2 hard drive, Envoy Data provides its resellers effective storage technology that directly addresses customers' data protection needs.

Says Ciraulo, "Customers concerned about security don't just want to see what products VARs sell, they want to know how these products are going to help them meet regulatory mandates and allow them to demonstrate such compliance to auditors."

Backed by Seagate, Envoy Data provides more than just a product, but also the training, education and support to help VARs successfully provide hard drive-based encryption solutions to their customers. Envoy Data ensures that VARs receive high-quality Web-based training, along with all of the appropriate resources to sell Momentus 5400 FDE.2 hard drives in the most profitable manner.

To Learn More:

Seagate Partner Program (SPP)

Enjoy a profitable business relationship with the world's leading provider of hard drives. Seagate is strongly committed to the success of its partners. You can access Seagate expertise and innovation, design resources and business inspiration in the Seagate Partner Program. To learn more about SPP, go to spp.seagate.com.

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