

Part three of the series in October examines corporate level solutions, how they are attacked and how they can defend.

BY KNEEZ BUKHARI

CORPORATE PROTECTION

PART 3

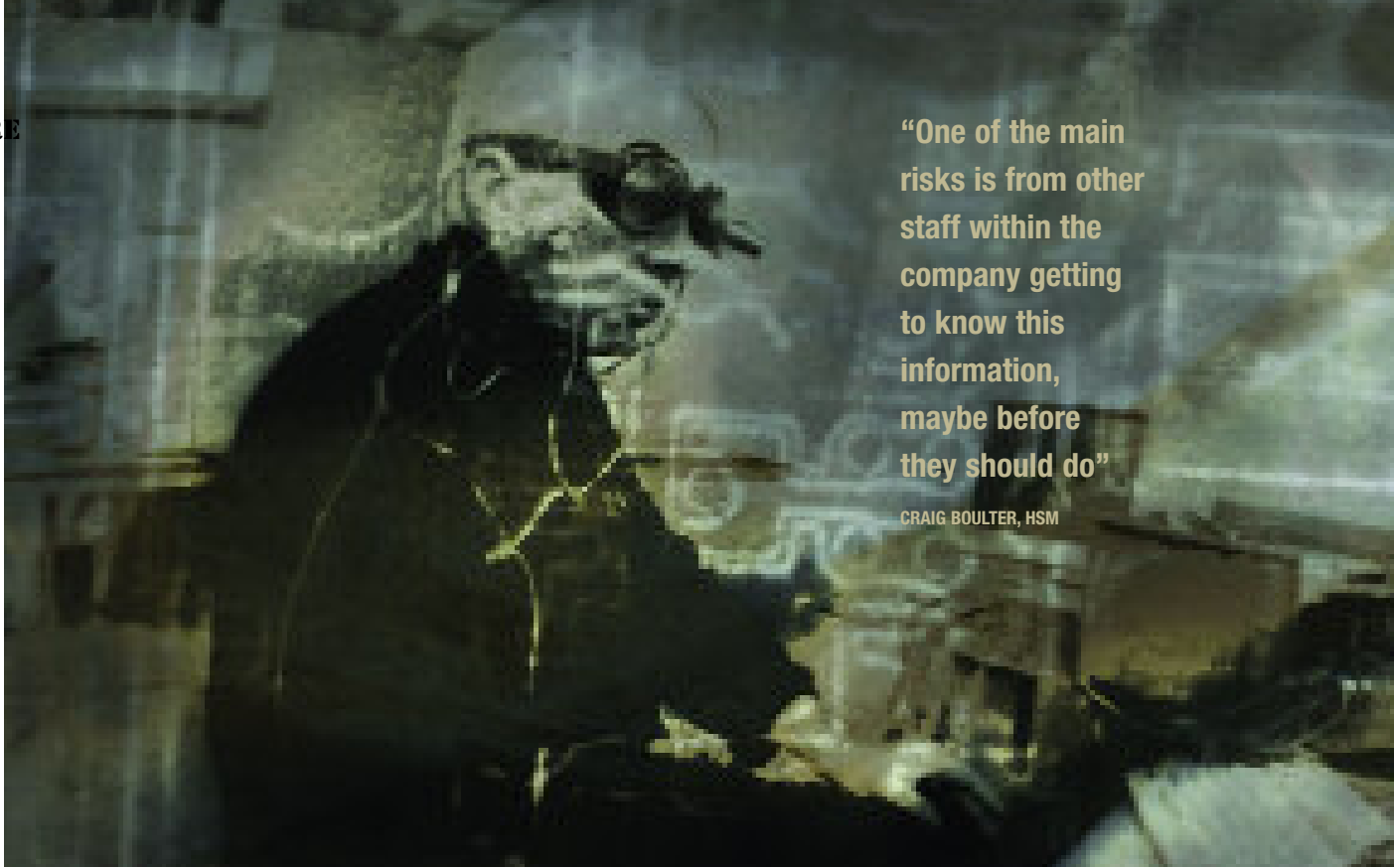
Large corporates have been the target of varying criminal activities recently. This is not to say that smaller companies are not hit by spammers and hackers, just that larger corporations are more likely to make the front pages when they are targeted. Every business is vulnerable to attack if security is not a key priority and an active security strategy has not been put in place. Ask your customers how important their data is to them and their company, then ask them why they aren't making sure it stays safe.

Tyron Hill, European marketing director, shredders, Fellowes, advises that, "For larger corporations, confidentiality is essential as the risk of exposure to corporate fraud can be quite high. A large amount of documentation, often sensitive, is being dealt with on a daily basis." It is an employee's responsibility to file away and destroy information at the end of each day's work to lower the risk of theft. One of the easiest ways that managers can prompt employee's to do this, is to place shredders conveniently around the office.

Although some companies at this level utilise a third party shredding service, there are some risks in having material leave the premises before being destroyed. Even then, there are still opportunities for dealers to sell shredders. Craig Boulter of HSM, says, "In particular, although documents may be removed, either for central shredding in the company or outside disposal, certain information such as personnel records, salary details and board level confidential data and reports still need to be shredded locally. This

is because one of the main risks is from other staff within the company getting to know this information, maybe before they should do."

Jill Organ, senior category manager, Rexel Business Machines, adds that, "At corporate level, the Data Protection Act is particularly significant and companies should consider the additional benefits of a high security and/or bulk destruction shredder." Ask your customers how many photocopiers and printers they have in the building, and how many shredders they have situated next to these paper-churners. >>



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CRAIG BOULTER, HSM

Shredders are selling like hot-cakes in the office products industry, so make sure you are up to date on the types available and the suitability for your particular client. Different types of shredder are designed for different types of user for a reason. Use the selling-points to your advantage.

Of course, if you're asking your clients about photocopiers and printers, you may as well ask if they have a Multi Functional Device (MFD) and, if not, whether they would consider one. There are varying levels of security built into these devices and they can be adjusted conform to special requirements. If your client does have an MFD, ask them if they know what security level it's set on. Glen Mason, office marketing manager,

Canon UK, comments that, "In today's digital office with multifunctional devices, it is no longer acceptable to treat printers as 'dumb' devices that pose no security risk. It's essential that corporates assess which levels of security they need for their business."

The main security concern with a print output, is that it places information onto paper — the most insecure communication medium available. Corporates must ensure that only authorised people can make prints, copies, faxes and scans. Mason advises that this authentication can be made possible by using the embedded department ID codes in the device. Without a specified identification code and password, the device is unavailable, thus limiting the scope for criminal >>

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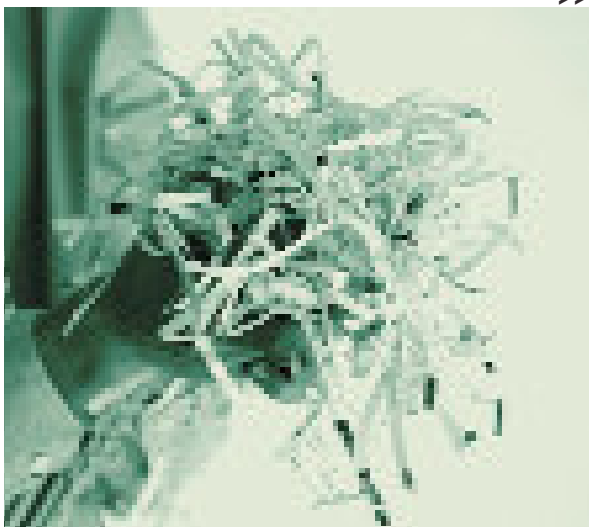
TYRON HILL, EUROPEAN MARKETING DIRECTOR, SHREDDERS, FELLOWES

Safe International, the Shropshire-based supplier of secure and fire resistant vaults and safes, believes that as government legislation becomes more stringent, vaults will be used by an increasingly diverse range of sectors. In fact, in addition to the more traditional uses for vaults in banks for the secure storage of cash and valuables, Safe International has recently developed storage solutions for shot guns and ammunition for a Scottish Country Estate and the storage of class A drugs for pharmaceutical companies.

“Typically the size of a small office vault rooms are generally supplied in a demountable format, basically a flat pack, to be assembled on-site,” says Tony Stead of Safe International. “The client specifies the size required, what is to be stored and thereby the grade of vault required and where the vault is to go.

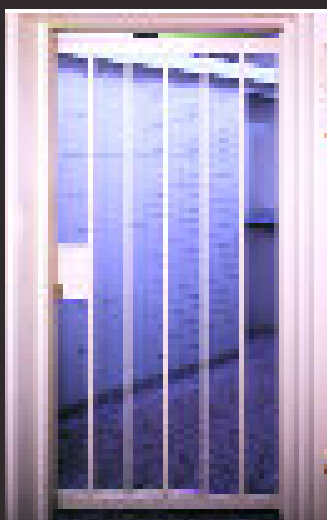
“Companies need to better understand the need for secure storage, it is not just the loss of cash but the potential impact of losing essential company information – businesses need to ask themselves is their company worth the price of a safe – whether they are protecting cash and valuables or vital company records.”

Vaults can be manufactured with panels between 230mm and 1,000mm in width. The smaller width panel provides the versatility to build a vault in areas where access is restricted. Weighing in at 15,000-20,000kg, predictably most vaults are located in basements or at ground level where the floor load bearing capacity is suitable. Aesthetics have also come into play where some requirements are for the effect to be more that a steel door and a safe room but also a display window for valuable goods.





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“A new generation of biometric safes are emerging which rely on a finger print to open, and the finger must be alive and warm”

JENNY PETERS, SENTRY SAFE

activity and keeping sensitive information safe.

Speaking of safes, these are another essential of the modern office, and we're not talking about the clunky old refrigerator-type blocks that the Pink Panther excelled at cracking, to Clouseau's constant dismay. As Jenny Peters of Sentry Safe explains, "A new generation of biometric safes are emerging which rely on a finger print to open, and the finger must be alive and warm." This kind of security affords protection against overseen codes or overheard conversations and with safes these days being flood and fire proof – your personals are, literally, untouchable.

Corporations need to ask themselves some key questions when installing a safe, namely, what kind of data do they need to protect? Paper and computer media both require different kinds of protection. What do they want to protect against? Once you know the answer to these questions, you'll be confident that you're selling the right solution for the problem.

Biometrics are not only being used in this aspect of security either, it seems that the big B is the way forward for most security applications. According to Maria Claassen of Avery Office Products, a survey conducted in 2004 across 800 IT and FM directors by Hitachi

Data Systems, found that UK companies view the introduction of biometric technology as key to increasing workplace security. The survey found that 65% of UK firms expect to see iris scanning and fingerprint recognition systems in the office, with 44% expecting them within the next two years. It also revealed that 54% believed the use of biometrics was a justified security measure, even though they felt that there would be employee resistance, at least in the short term. Claassen concludes, "Many of us are aware of the increasing threat to the enterprise posed by IT terrorists. It is without doubt the highest profile, and most sophisticated, threat posed to

companies today."

Iris recognition is getting its own recognition in the industry, mainly due to the simplicity with which it works. A simple glance into a camera lens is all that's needed to ensure accurate identification. Rob Healey, marketing manager, Panasonic System Solutions, explains that "The system can also be set up easily and can expand comfortably to accommodate a growing number of users." Iris recognition provides huge time and cost savings in password maintenance alone, so let your clients know that they need to recognise it sooner rather than later. ■

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