

GET PROTECTION

In the first of our three part series looking at the secure workplace we focus on corporate level solutions and how to keep your sensitive information, both inside and outside the office, safe.

As we move into a new era of quicker, more efficient information transfer, the pressures upon that information being secure are ever greater. Identity fraud is a danger that has, (according to a survey by *Which?* magazine) touched one in four Britons, and businesses, with their greater resources, provide even more tempting targets for criminals.

Shredder manufacturer HSM UK's national sales manager, Barry Robbins acknowledges the increasing threat, saying that the incidence of identity theft continues to increase dramatically, something that not only applies to document theft and the resulting fraud, but also computer and Internet identity theft. >>



INTERNATIONAL EXPERTISE

Martin Yale International GmbH

When you dispose of sensitive documents, you want the peace of mind to know that you are using the correct equipment and that it is effective and efficient. And which country is better known for its efficiency than Germany, where Martin Yale International's products are engineered and tested.

With 50 years' experience at the forefront of the document processing and paper handling sector, Martin Yale is in the process of a big marketing and PR push focused around the Intimus and Martin Yale range of shredders.

"We want to make people fully aware of identity theft at the moment," says business development manager, Karen Rogers. "In the UK we supply the police, government and local councils, which is why we recommend that everyone who has a shredder should have a cross cut rather than a strip cut. The police and government are tightening up on their security levels by implementing these measures, so should people at home. Fraud is a major concern within the UK (EST. £1.72bn) and people are currently not fully aware of the risk at work and at home."

Martin Yale's shredder range caters for all levels of security, from your basic strip cut level two up to security level five where documents are transformed into small particles. Additionally, a range of the Intimus shredders are SEAP approved, and Martin Yale also offers in-house engineers and service backup.

Dealers working with Martin Yale International will also be able to benefit from the numerous promotions (some concerning Pricing in Proportion will soon come into effect) and marketing campaigns that are currently in place and planned for the future.

"Some of this information is provided unknowingly by individuals in response to the numerous scams asking people to confirm their bank details and similar confidential information," says Robbins. "However, there is also the process of fraudsters hacking into personal computers to obtain similar information, unless the computer is protected by suitable software to safeguard against this event."

Any company with broadband access that doesn't have up to date security measures in place in playing with fire. It's as essential today as having a lock on the front door. Augmenting external security with further upgrades, such as CCTV cameras and even biometrics, is something that a company serious about protecting itself against fraud is likely to consider investing in in today's uncertain security climate.

While biometrics may seem to many to still be part of a future world such as the one depicted in the Sly Stallone cinematic masterpiece, *Demolition Man*, according to Panasonic there are a wide range of businesses seeking such technology.

"Organisations such as banks; laboratories and factories; financial institutions; lifeline facilities; traffic control centres; and airport and harbour facilities can all benefit from a higher level of security," says Rob Healey, marketing and project manager, System Solutions, Panasonic Business Systems. Panasonic's portfolio includes a 'cutting edge' iris recognition reader, the Panasonic BM-ET330, described by Healey as a 'revolution in the security market'.

"The BM-ET330 uses highly secure biometric technology to capture information in the human eye and create a unique identifier, which is then electronically stored and retrieved for positive identification," he explains. Panasonic, winner of the 2004 and 2005 Security Manufacturer of the Year Award (Security Excellence Awards), has also won an award for its security camera technology called Super Dynamic (SD). According to the manufacturer,

SD improves performance and enables cameras to think and act on their own.

For companies with a perception of the threat to them being at code yellow rather than code red, it's still vital that they remain secure, particularly with regards sensitive information. Especially as Robbins estimates that it costs private individuals over 300 hours of time and effort to correct the situation.

"For companies it could take considerably longer, all time in which the staff are being diverted or probably having to also complete their usual duties," he adds. "Also it should be remembered that many businesses hold a large amount of personal data. Under the Data Protection Act, they have a responsibility to ensure that this remains confidential."

The best method of preventing paper based media from falling into the wrong hands is to invest in a shredder. As Martin Yale points out in the sidebar to this feature, there's a strong trend towards crosscut shredders at the moment due to the relative simplicity of taping together strip cut documents. HSM's Robbins agrees.

"Firstly, shredding documents into confetti, via a crosscut shredder, rather than into strips, is by far the best solution," he says. "It has been known for ribbons of paper to be stuck together to reconstitute sensitive documents. Also, when the blades wear on lower-cost domestic shredders, the sheets can be only perforated and not cut right through."

With the trends towards greater security, manufacturer such as HSM, who recently had seven machines win Good Value or Best Buy awards in the recent 'What to buy for business' awards, have been updating their ranges to meet the new demands. More style, curved viewing windows, and even faster motors are all selling points to better enhance your chances of getting a company to replace their old strip cut machine and help them improve their chances of staying safe. ■