

Make security a priority with **EMC Certified Data Erasure Services.**

Securing your information is critical. And more challenging every day. EMC's breakthrough **information-centric security** approach helps you manage and protect your critical information throughout its lifecycle.

Visit www.EMC.com/dataerasure to learn more.

EMC²
where information lives®



When information
comes together,
security is up,
risk is down.

Delete data with confidence.

Find out how **EMC® Certified Data Erasure Services** help protect your information across every stage of the information lifecycle.

EMC proprietary methodologies and proven approaches **completely and securely remove information** assets to maintain maximum data security. Now you can **ensure data security without degaussing**, which isn't effective with today's disk drive technology. **Increase ROI and storage mobility and flexibility** while securing critical records and files.

Make information security a priority.

Call **1-866-464-7381** to schedule a meeting with your EMC account representative.

EMC Corporation
P.O. Box 7879
San Diego, CA
92167

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EMC Certified Data Erasure Services

Enable compliance. Mitigate risk. Maximize ROI.

In today's compliance climate, the security of confidential information is a real business challenge and the penalties of failure are substantial—financially and legally. EMC[®] Certified Data Erasure Services reduce the risk of data loss, leakage, or unauthorized use throughout the information lifecycle.

The Big Picture

- Maintain regulatory compliance by avoiding accidental breaches of information dissemination
- Maximize your ROI by redeploying your storage assets with the confidence that your data is safe
- Enable compliance with a full report and Certificate of Completion to satisfy audits
- Protect against data breaches or unauthorized use

Business challenge

Today, information protection is a critical business imperative. New regulations, requirements, and customer loyalty require every piece of information to be protected throughout its lifecycle. Compliance means following the rules—and being able to prove it. Responsibility doesn't end when your lease ends or a drive replacement is required: your confidential data is at risk any time you add, move, or change your storage environment. These scenarios include:

- Returning equipment at lease end
- Preparing assets for retirement or end of life
- Servicing disks in maintenance situations
- Repurposing or relocating information assets
- Reallocating storage in shared storage environments

Yesterday's methods of data removal—one-pass overwrites and degaussing—do not meet today's standards for compliance, and destroying or storing old drives just doesn't make sense with ever-tightening IT budgets.

Service description

EMC Certified Data Erasure Services use proprietary techniques and industry tools to help you protect your information—safely, securely, audited, and certified—at every stage of the information lifecycle. These tools align to the Department of Defense DoD 5220-22.M regulation, the highest standard of data erasure.

EMC experts overwrite storage arrays to your specified levels of erasure—3x, 5x, 7x, or a custom number—to replace your data with a sequence of variable-bit patterns that renders the data unrecoverable.

EMC completes the process by providing a full report and Certificate of Completion for the specific drives erased and the level of erasure achieved. EMC Certified Data Erasure Services are audited by an external third party to ensure all data has been removed after the process is complete.

Smart information management means complying with compliance mandates such as the Health Insurance Portability and Accountability Act (HIPAA), Sarbanes-Oxley, SEC, Gramm-Leach-Bliley, Basel II, and several others. And while it's tempting to think only select industries—financial services and healthcare—are impacted, the truth is, if you use information, you are at risk.

Service value

Performed at your location to your exact requirements, EMC Certified Data Erasure Services provide independent certification of information removal and helps you:

- Achieve compliance with corporate governance policies and regulatory requirements
- Ensure the security and privacy of information throughout its lifecycle
- Mitigate the risk of information dissemination
- Maximize ROI by increasing opportunities for re-allocating and reusing storage assets

It is the only solution available today that delivers independent certification of data erasure documented with the EMC Certificate of Data Erasure—proving compliance with government and industry regulations and guidelines.

Choose EMC Certified Data Erasure Services—the only certified, comprehensive solution that securely erases your confidential data whenever you add, move, or change your storage environment.

Services portfolio

EMC offers a variety of solutions to help you manage your organization's confidential data, including:

EMC Disk Retention: Provides for the acquisition of retired storage devices for organizations that need to retain all media as a result of security or regulatory requirements.

EMC Assessment Service for Storage Security: Helps you understand the level of information protection that's appropriate for your organization and recommends the best solutions for a comprehensive security strategy.

EMC's eDiscovery Solution: An integrated offering of professional services, software, and tiered networked storage that lowers the costs and risks associated with legal discovery.

EMC Global Services: Accelerate information lifecycle management

EMC Global Services deliver results to our customers throughout the IT lifecycle—Plan, Build, Manage, and Support—and helps them achieve the benefits of information lifecycle management. From strategic consulting to world-class management services, EMC helps companies of all sizes assess their business objectives to design and align an information infrastructure that reduces risk, lowers cost, and delivers business value. Furthermore, our worldwide solutions professionals have developed industry-leading tools and methodologies to deliver comprehensive implementation and integration services from consolidation of current resources to a transformation of a multi-data-center environment. EMC maximizes the value of your investment with a comprehensive portfolio of training and certification offerings—and as a four-time winner of the SSPA STAR Award for outstanding mission-critical support, we help you keep your information available 24/7 to deliver competitive advantage and drive revenue.

Take the Next Step

Transform compliance from a business necessity to business transformation and competitive advantage. To learn more, contact your EMC sales representative or visit us on the Web at www.EMC.com.



EMC Corporation
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381

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