

## DATA ERASURE CASE STUDY

# Secure Erasure of Redundant IT Assets Boosts Revenue Growth

### Statistics

**75% global CEOs are concerned about data security\***

**75% companies say IT risks impact brand reputation\*\***

**4% average reduction in IT security budget\*\*\***

Gone are the days when dumping IT assets into landfills was the most effective way to protect data. With IBM estimating 2.5 billion gigabytes of data are generated daily, it is important for organizations to be proactive in preventing leaks of sensitive personal and corporate information. Data protection solutions are required at each stage of an IT asset's lifecycle to protect against data leaks and the fines and legal actions that accompany them.

### Asset Management Ireland Ltd.

Founded in 2001, Asset Management Ireland Ltd. is Ireland's premier ITAD (IT Asset Disposition) and recycling organization. With a wealth of experience and expert staff, AMI helps customers with all elements of their IT and Electrical Asset disposal requirements. The company supports a wide array of customers within both the public and private sectors, including financial institutions, healthcare companies, telecommunications providers, as well as central and local government agencies.

**AMI's customers need a solution that guarantees 100% wiping results and provides granular reporting to satisfy even the most stringent audit."**

– Philip McMichael, Operations Director, AMI Ltd.

### Challenge

Given the stringent international security standards requiring all information to be removed and destroyed from redundant IT assets, AMI Ltd. understood just how vital it was to partner with – and implement – a data erasure solution that would provide an absolute line of defense against harmful security leaks – be it the result of accidental errors or intentional attacks.

\*PwC 2014 Annual Survey

\*\*IBM Global Reputational Risk & IT Security

\*\*\*PwC Global State of Information Security Survey, 2015

## Results

- ✓ **Erased 200,000 IT assets per day**
- ✓ **Mitigated risk of high-value data leaks**
- ✓ **\$3.8 million saved in data breach costs**

Now consider this: The Information Commissioner's Office (ICO) punishes companies in the UK with fines as high as £500,000 if and when data breaches occur. So for an ITAD with the large volume of devices, customer base and reputation of AMI Ltd., being able to erase data permanently and provide a 100% certified, tamper-proof audit trail could make or break their long-term profitability and success.

## Solution

Since partnering with Blancco, AMI Ltd. has used a variety of our data erasure solutions to accommodate its varying needs and customer behaviors. Given the distributed nature and locations of its customers, AMI Ltd. has found tremendous value in the Blancco Toolkit solution. For one, the light, portable solution doesn't require a network or Internet connection. Second, it allows AMI Ltd. to be faster, more nimble and more efficient with erasing up to 200 computers/laptops, servers, smartphones, tablets and flash-based media – be it onsite or offsite. Using the Blancco Management Console, AMI Ltd. customers are able to view all data erasure licenses, create and modify users, monitor activities and collect 100% certified, tamper-proof audit reports.

By utilizing Blancco Drive Eraser and Blancco Mobile Drive Eraser, AMI Ltd. is now able to confirm, without a shadow of doubt, that all data from its customers' IT assets are securely and completely destroyed prior to remarketing or recycling. Because all traces of data are removed permanently, AMI Ltd. also receives peace of mind that data can never be recovered. In fact, Blancco Drive Eraser wipes each drive three times before any IT assets are given a passing score and confirmed as 100% successfully erased. This, in turn, provides AMI Ltd. with the ability to safely remarket IT assets without risk of releasing residual customer data. And for both AMI Ltd. and its loyal customer base, that's the added assurance of protection against loss of sensitive company data and fraud.

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## About Blancco

Blancco Technology Group is the de facto standard in data erasure and mobile device diagnostics. The Blancco Data Eraser solutions provide thousands of organizations with an absolute line of defense against costly security breaches, as well as verification of regulatory compliance through a 100% tamper-proof audit trail. Our data erasure solutions have been tested, certified, approved and recommended by 18 governing bodies around the world. No other security firm can boast this level of compliance with the most rigorous requirements set by government agencies, legal authorities and independent testing laboratories.