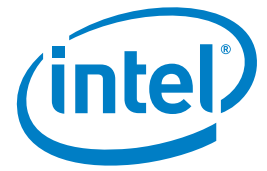


SOLUTION BRIEF

2nd generation Intel® Core® i5 and i7 vPro™ processors
Intel® Anti-Theft Technology (Intel® AT)

Enterprise Client



Security distributor gains great all-around value-add from Intel® Anti-Theft Technology



“The Intel technology was a perfect fit for our resellers and we are offering it to them as an on-site solution that they manage at their customer’s premises, a service they host themselves, or a service that we host and manage.”

Neil Langridge,
marketing manager, e92plus

CHALLENGES

- **Specializing in security:** e92plus has built its reputation on providing specialized security technologies to its resellers. To strengthen its position, it wanted to ensure it was selling the best technology
- **Laptop security:** The cost of laptops going missing is increasing, from both brand image and financial points of view

SOLUTIONS

- **WinMagic services:** e92plus uses encryption services from WinMagic to deliver protection for laptops and computers
- **Hardware-based security:** WinMagic introduced Intel® Anti-Theft Technology¹ (Intel® AT) into its SecureDoc[®] line of products to disable laptops if they are lost or stolen
- **Into the community:** e92plus began offering Intel AT to its reseller community

IMPACT

- **Safe from harm:** Intel AT mitigates against damage from lost laptops and data breaches by disabling computers if they go missing or are stolen
- **Welcome reception:** e92plus resellers have warmly welcomed Intel AT and believe it will be widely adopted by UK organizations
- **New line:** e92plus complements and rounds out its portfolio of encryption products and services, and in the process is set to gain significant new revenue streams
- **Reseller attraction:** Because the technology meets a compelling need, the company is expecting to attract new resellers into the e92plus fold

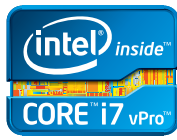
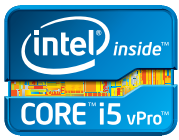
Valued reputation

e92plus is a UK-based value-added distributor specializing in security technologies. It has a reputation for introducing innovative technologies into the UK marketplace and for providing value-added services that complement the technologies it delivers. These include working with leading international brands, bringing emerging and disruptive technologies to market as well as helping its reseller partners either re-brand the products as their own or provide them as a managed service. It can also simply facilitate the sale of the technology.

The company also provides a comprehensive range of services to its resellers. Its value-added services, many of which are free, include comprehensive technical support, marketing tools and services, and proactive sales assistance to help resellers profitably grow their businesses. These services also include consultancy.

Neil Langridge, marketing manager for e92plus, said: “There has been an increasing need to strengthen security for laptop users. Every year, about 200,000 laptops go missing at European airports alone. Add to this the fact that 71 percent of lost or stolen laptops result in some sort of data breach and it’s clear that laptop security needed to be strengthened.”

This need has become more urgent in the face of impending legislation from the European Union, which is seeking to make data loss a criminal offense if stolen data is made public. That said, even today’s data legislation can hit small businesses particularly hard when large fines are imposed if data is lost and exposed.



Resellers set to benefit from new service that meets compelling need

Big losses

Langridge says that e92plus research revealed that data losses as the result of lost, stolen, or missing laptops typically cost a company USD 225 [EUR 169] for each lost record and, since 2005, over 263 million personal records have been exposed.

Clearly, the need to protect data on a stolen or missing laptop is paramount and growing. e92plus was already using products from WinMagic, an IT vendor that develops full-disk encryption software, to provide its reseller customers with secure, manageable data encryption solutions.

WinMagic's SecureDoc protects sensitive information stored on desktops and laptops through the use of authentication. This authentication ranges from password to hardware token, biometrics, and public key infrastructure (PKI) beginning at pre-boot time.

When Intel introduced Intel AT into its 2nd generation Intel® Core® i5 and i7 vPro™ processors, WinMagic incorporated these processors into its SecureDoc line of products. Intel AT is a hardware-based technology that secures a laptop or PC if it is lost or stolen.

Deep protection

Intel AT features include a timer that helps identify unauthorized access to the laptop, a local and remote poison pill that blocks the operating system from booting, and local and remote reactivation through rapid reactivation mechanisms.

"It was a perfect fit for our resellers and we are offering it to them as an on-site solution that they manage at their customer's premises, a service they host themselves, or a service that we host and manage," said Langridge.

The provisioning of 2nd generation Intel Core i5 and i7 vPro processors and activated Intel

AT is helping e92plus address an urgent need in the marketplace. In turn, e92plus is anticipating growing revenue streams as the numbers of resellers that take the service steadily grows.

Intel AT is embedded into the 2nd generation Intel Core i5 and i7 vPro processors, which are being shipped with new computers. This creates an added opportunity for e92plus resellers, who can sell the benefits of Intel vPro technology and Intel AT when customers upgrade their computers.

e92plus has added the technology to its existing portfolio of encryption products without having to introduce new business processes and in the process has complemented its own services and products.

Marketplace success

Langridge added: "This solution rounds out our security portfolio and we're expecting significant extra sales as a result. Our resellers are already very positive about the WinMagic SecureDoc product and Intel AT. It's providing them with a very good talking point to begin conversations with their customers. Today, end users are far more aware and concerned about the negative implications of security breaches, both from brand and financial perspectives."

Intel AT is a new entrant into the UK security marketplace and helps deliver a robust solution stack. Because Intel AT also maximizes existing investment in the security infrastructure, it increases the overall value of the solution stack, making it easier for e92plus and its resellers to sell.

"Thanks to Intel AT, laptops protected by this hardware-based technology are no longer worth stealing. As soon as a laptop has gone missing or is stolen, it can be shut down remotely. The operating system won't start up and all the data is protected. It even supersedes the need for encryption because a thief just can't get into the computer," added Langridge.

Visit Intel's Technology Provider website at www.inteltechnologyprovider.com

Find the solution that's right for your organization. Contact your Intel representative, visit Intel's Business Success Stories for IT Managers (www.intel.co.uk/Itcasestudies) or explore the Intel.com IT Center (www.intel.com/itcenter).

Spotlight on e92plus

e92plus is an award-winning value-added distributor specializing in IT security. With over 20 years experience, it provides a range of solutions from vendors combined with customer service, to help resellers profitably grow their businesses. Its vendors range from market-leading companies to upcoming businesses delivering next-generation technology. The products encompass the full range of IT security requirements, including the latest in cloud and managed service offerings.

Intel is a technology innovator and puts great emphasis on research and development that delivers a new approach to the security market segment. Via its PC hardware, it has the scale and proven delivery to bring robust solutions to the marketplace.

Working with Intel enables e92plus to benefit from the recognition that the Intel brand brings and additional exposure. As a result, e92plus can engage with new resellers to provide or add services for non-security specialists, complementing the company's business.

Intel AT meets the needs of companies concerned about the loss of data and laptop theft on a number of levels. For those who have remote workers, it protects the data and hardware. When employees are out in the field, it helps a company meet important compliance standards governing data protection.

And it provides either the IT person if the solution is managed in-house, or the company directors if it is hosted via a reseller, with the control to feel confident that sensitive data will not leak out of the organization.

Langridge adds: "We've received a very positive response from our resellers about WinMagic SecureDoc with 2nd generation Intel Core i5 and i7 vPro processors with Intel AT activated. It addresses a very real need in the marketplace and we're confidently expecting it to be a big seller for our resellers.

We're at the beginning of our relationship with Intel, so it's too early to talk about figures, but we're expecting a very positive coming 12 months."



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