Reseller Reference Guide

Do your customers delete data properly? Help your customers put procedures in place for the secure erasure of information as part of their data storage strategy.

Why offer your customers data erasure services?

Many companies have policies for how long different types of information should be saved for, such as accounting data and customer records. However, many businesses lack policies for disposing of data that no longer needs to be stored and how to safely discard old PCs, hard drives, mobiles, servers and other data storage devices without risking a data breach.

If your customers are keen to protect their most sensitive information they must use certified solutions, which guarantee that data does not go astray when they phase out their storage equipment. Once the storage media has been securely wiped it can be safely resold, reused or recycled.

What are the benefits of using data erasure solutions?

- **Complete peace of mind.** Using a certified data erasure solution will eliminate the possibility of information being recoverable.

- **Comply with legislation.** Regulations such as PCI DSS and the EU GDPR require data to be securely erased with an auditable, transparent reporting process.

- **Keep RMA secure.** When completing the Return Merchandise Authorisation (RMA) process you can ensure that no residual data remains on hardware before you send it back to the vendor. This negates any risk of sensitive data being lost or stolen while devices are in transit.

- **Recycle safely.** When disposing of electronic devices or donating them to a charitable cause, you can rest assured that sensitive company information has been completely removed.

- **Reuse elsewhere.** Give devices a second lease of life by erasing the data and reusing them within your business. For example, if an employee leaves the company their smartphone and laptop can be erased and reused safely by a new starter.

- **Reassign virtual storage.** Virtual storage space such as LUNs can also be wiped securely then reassigned. Different areas of the virtual storage can be targeted for erasure while keeping the rest of the environment unaffected.

- **Resell hardware.** Once wiped, IT equipment can be resold for a profit. In many cases the resell value of hardware can vastly outweigh the comparatively minimal cost of the erasure process.

Erasure Solutions for Any Customer

Our suite of data erasure solutions can be tailored for any scenario, device type or quantity. Using our software, hardware or managed services, you can offer any customer a wide range of options to securely erase data.

Software

Blancco software has been developed to securely delete 100% of data stored in PCs, SSDs, servers, cloud, virtual disks, smartphones, tablets and flash media. Licences can be tailored to suit your exact requirements.

Ontrack HostedErase

Take advantage of our web-based Ontrack HostedErase solution that helps delete data from PCs, laptops and mobile devices. Keep track of reports, certificates and licences with an online management system.

- Centralised management system that supports Blancco Drive Eraser or Blancco Mobile Eraser.

- Erasure reports are automatically uploaded to Ontrack HostedErase after the deletion has completed. Save to PDF, csv or xml and send to your customers.

- Quick and easy to configure and use.

- Only pay for what you need to erase. Maintain full control of the number of licences you have left.

Deployment Options:

- Direct purchase: Configure so that your customer has direct access to erasure licences through a central web interface and can use the licences at their location.

- Offer erasure as a service: Purchase your own licences and use them to erase customer drives at your location. Reports can then be sent to clients as proof of erasure.

Erasure Verification Services

Guarantee information security and safeguard against data breaches by independently auditing your data erasure processes.

Send us an 'erased' device and our expert data recovery engineers will attempt to search for any residual data. We'll produce a report that verifies whether or not the existing data erasure method is effective in removing all traces of data.

You can then give existing and potential customers the peace of mind that your erasure processes have been verified as effective by the world's leading data recovery company.

Managed Erasure Services

We take the hassle out of data destruction, whilst maintaining strict security protocols. Send your client's media directly to us, or if the data is too sensitive to leave site, we can travel to the client's location and erase any type of media in situ.

We use secure, certified solutions and provide you with a report for audit and compliance purposes. If required, we can also dispose of the media for your customer in an environmentally-friendly manner. We also can provide a full chain of custody and secure courier options if required.

Ontrack Eraser Degausser

For end-of-life hard drives and tapes, you can offer your customers the Ontrack Eraser Degausser hardware. It is a very powerful electromagnetic device used to permanently destroy data on magnetic storage devices.

This hardware subjects the device to a strong magnetic field of 18,000 gauss (10,000 at the core), which completely destroys any trace of data in around 4 seconds. The Ontrack Eraser Degausser has been independently tested and verified by CESG and is a Foundation Grade Certified Product.

Unsafe' Media Deletion

'Delete' or 'format' commands do not permanently destroy data. In fact, data can be recovered in these situations using basic software tools.

Physical destruction using a drill or hammer significantly reduces the chances of a recovery being possible, but Ontrack has repeatedly recovered data from drives that have been crushed and appear to be 'dead'. As such, manual processes are neither guaranteed nor certified and do not constitute secure, auditable data erasure.