



Give your business the security it deserves



Protecting your business

Today's small and midsize business owners are faced with many security threats to their computer systems. Yet security is often the last element of a computing solution to be addressed.

Think about your own computing environment. Are birthdays and mother's maiden names the most common passwords among your staff? Are passwords routinely found written on sticky notes stuck under keyboards? Is there anything to prevent someone from removing critical information from your systems on a USB key or CD/DVD?

HP security solutions for small and midsize businesses let you protect your business against security threats—quickly, easily and affordably.

The real cost of security breakdowns

Security problems with your computing environment can affect more than just revenue and the ability to continue daily operations.

While system downtime and loss of assets due to a theft or security breach can cost your business revenue and productivity, loss of critical customer, financial or intellectual information can be much more devastating. The indirect impact of a theft or security breach can damage customer relationships and your business' market reputation—both of which are more severe and unpredictable than the direct financial one.

Another area of impact might be failure to meet regulatory performance specifications which can jeopardize your ability to do business. Any of these consequences can result in catastrophic loss of revenue and profitability, particularly for businesses based on 24x7 service models.

The challenge is how to deal sensibly and proactively with the security threats you potentially face, at a low cost, and without burdening your business with unnecessary administrative tasks and expenditures.

Understanding security threats

Your business faces a wide range of security threats, some more obvious than others. These threats can destroy vital information, damage your competitive advantage, or derail your daily operations—for minutes, if not for days.

Common causes of computing system downtime are:

- Virus attacks
- Security breaches
- PC theft

All of these problems hurt your business in different ways, and to a different degree. But all must be taken care of, quickly and effectively, to avoid any major financial impact.

Even with increasing media attention given to information losses and financial disasters sustained from security breaches, many businesses are still reluctant to move toward security products and services—believing security needs are covered with an anti-virus software, security solutions will cost too much or take too much time away from running their businesses, or that no one IT company can fulfill all their security needs.

Security made easy

Protecting your identity

Instead of password lists tucked under keyboards or attached to monitors, there is a much better way for you to efficiently and more securely access your computer systems. HP offers an automated password vault that securely stores passwords to your applications, network resources and websites in a protected location, and automatically enters them to log you on. This feature is not limited to just passwords. You can also use smart cards or your fingerprint to access your applications,

network resources and websites. This feature is called single sign-on, provided by Credential Manager for HP ProtectTools Security Solutions software.

Securing your data

In the real world, a PC belonging to you or anyone on your staff could be stolen, and critical information about your company could be seriously compromised. Encrypting everything on your PC hard drive makes it unreadable and inaccessible to any unauthorized person who might try to obtain it.

Drive Encryption for HP ProtectTools software introduces the industry's first full volume encryption capability "out-of-the-box" for small and midsize business computing environments.

Provided as a standard feature on most HP commercial desktops, notebooks and workstations, Drive Encryption allows you to encrypt everything on your internal hard drive as well as your external hard drives and gives you easy password access. It also supports both Microsoft® Windows® XP and Vista™, and some models offer the Trusted Platform Module embedded security chip as well as smart card protection. The embedded security chip provides additional security for accessing the PC or protecting sensitive data.

Password and key recovery 24x7

If you forget your Drive Encryption password, you can have continuous peace of mind even if you are traveling or out of the office. With Drive Encryption key recovery service, you will have the means to access your system and the data you need to run your business if you are ever locked out of your system because you forgot your password. The cost of this service is extremely affordable and is perfect for businesses without dedicated IT departments.



Controlling data availability

In today's open office environments, anyone can walk up to a PC, insert a USB key or other removable media, and copy any information they want from the PC or the company network it is connected to.

To protect your data and your business, you can selectively control the use of writable storage devices like USB drive keys, personal music players, CD or DVD writers, and other devices on all PCs and notebooks throughout your computing environment. Device Access Manager for HP ProtectTools software is an HP solution that lets you make sure only authorized users are able to freely copy and store data.

The HP ProtectTools security software suite

To complement HP security solutions for protecting your identity, securing your data, and controlling your data availability, the HP ProtectTools security software suite offers a full range of client security capabilities designed specifically for small and midsize businesses. These include:

- HP ProtectTools Security Manager – a simple, way of accessing, viewing and managing the client security modules of HP ProtectTools software. Security Manager is a single console that gives you easy-to-use access to the modules so you can customize your appropriate level of security for your PC.

- Embedded Security for HP ProtectTools software – With this HP ProtectTools module, you can take advantage of the embedded security chip installed in most HP business notebooks, desktops and workstations. Using the power of the embedded security chip, you can create a Personal Secure Drive (a separate hidden drive) which is particularly useful for storing very sensitive business information.
- BIOS Configuration for HP ProtectTools software – provides an authorized user with a convenient way to access system security features that are managed by the system BIOS.
- Java Card Security for HP ProtectTools software – lets you initialize and configure HP ProtectTools Java Cards for your employees to access their computing systems. With Java Card Security, you can set and change Java Card PINs and credentials, and support different levels of authorization for your administrators and various appropriate groups of your employees.

HP takes security seriously because vulnerabilities and attacks can have extreme consequences on your business. We focus on the need to protect your data and your network by building security into our business notebooks, desktops and workstations. HP ProtectTools software is pre-installed in most business notebooks, and is either pre-installed or offered as an after-market option on most business desktops and workstations.

Learn more at www.hp.com/products/security.

HP ProtectTools security – peace of mind in an unpeaceful world

From preventing information loss due to targeted theft, to blocking unauthorized access to key company data and helping enforce strong password policies, HP ProtectTools security solutions offer you a complete toolset to protect your key business data and assets worldwide.

We live in a dangerous world where unforeseen security breaches not only cost you time and money, but can hurt your customer and business relations too. The HP ProtectTools security software suite gives you the tools you need to protect your computing devices, network and company information from today's costly security threats.

Think about your own office environment. Perhaps your most immediate need is to prevent PC theft. But you may also need to upgrade to a stronger and simpler to use password protection. Or perhaps the time is right to protect your most valuable information with immediate encryption for individual and networked PCs.

Based on technologies used by some of the world's largest corporations, HP ProtectTools software lets you get started with the exact level of computing security you need today, and then add stronger protection as your requirements expand.

This means you can take advantage of emerging technologies like biometrics and data encryption—if and when you need to. And you can select the level of security you need to protect your business and your assets.

What's more, the HP ProtectTools security software suite provides client-level protection to a full range of HP business desktops, workstations, notebooks and tablet PCs available worldwide.

So if computer theft, protection of critical information, customer private data protection, and regulatory issues are important to you, you know who to turn to—HP.

Learn more at www.hp.com/products/security.

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