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Proven RFID System Prevents Costly Data and IT Asset Loss

Theft and loss of computer equipment and sensitive corporate and customer data is increasing at alarming rates—with devastating consequences. Beyond the cost of replacing lost or stolen equipment, companies face the staggering financial losses associated with loss or theft of proprietary data, averaging \$356,000 per incident (2005 Computer Security Institute/FBI Annual Computer Crime and Security Survey). With legislation and regulations, such as Sarbanes-Oxley and HIPAA, and compliance requirements of state privacy laws, companies must show due diligence by taking proactive steps to prevent “foreseeable” types of incidents.

Until recently, companies have had very few

options to monitor the location of their data tapes and IT assets. However, new advances in RFID-based (Radio Frequency Identification) wireless solutions provide companies with real-time tracking and monitoring to prevent loss of Datacenter and IT assets. This new technology offers tracking and monitoring with RFID tags that integrate with existing systems to provide instant alarms and notification when unauthorized access or removal occurs.

This RFID-based technology now offers a hybrid combination of multi-directional dual-active and passive tags, in conjunction with legacy software, to identify every specific laptop, data tape, or IT asset by attaching RFID tags to

each unit. If unauthorized movement occurs, the tags automatically activate and transmit a wireless message to a small, unobtrusive receiver connected to an existing security system, alerting personnel to take prompt action and ensure proper “chain of custody” tracking and accountability. RFID systems can also monitor stored inventory, personnel, and off-site facilities to give greater visibility into organizational activity.

With these recent advancements in dual-active RFID-enabled asset tags, industry expectations have been raised for securing, monitoring, and tracking Datacenter and IT assets from loss or theft. With the implementation of these systems, companies can, for the first time ever, significantly reduce the costly and brand-damaging effects from theft or loss of their valuable data and IT assets.

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Datacenter products and services

Media Recovery specializes in Datacenter products and services and, along with the MRI family of companies, provides services to two-thirds of the Fortune 100 and over half of the Fortune 1000. Axxess International Inc. provides RFID solutions for enterprise asset management, physical security and productivity, and supply chain efficiencies. Media Recovery, in collaboration with Axxess International Inc., delivers DatacenterTrak™, an asset and facility management program that allows organizations to automatically identify, track, monitor, and protect enterprise assets. Contact Jim Ferguson at 800-688-2414 or jferguson@mediarecovery.com