



ASSET MANAGEMENT IRELAND LTD: Secure Erasure of Redundant IT Assets Boosts Revenue Growth

75%

**Global CEOs are
concerned about
data security***

75%

**Companies say
IT risks impact
brand reputation****

4%

**Average reduction
in IT security budget*****

*PwC 2014 Annual Survey

**IBM Global Reputational Risk
& IT Security

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

A CASE STUDY

Gone are the days when dumping IT assets into landfills was the most effective way to protect data. With IBM estimating 2.5 billion data security 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. And to be apathetic about this costs businesses more than heavy fines and legal actions. It has the power to damage corporate reputations and customer loyalty, which can reduce revenue significantly.

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.

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.

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, 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.

Strategy:

Since partnering with Blancco Technology Group, 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 a variety of Blancco's data erasure solutions, including Blancco 5 and Blancco Mobile, 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, the Blancco erasure solutions wipe 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.



“ 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.

200,000

IT ASSETS
ERASED DAILY

1 OF 9

ITAD GOLD
PARTNERS IN UK

\$3.8 MILLION

SAVED IN
DATA BREACH COSTS