



## Reseller Reference Guide

Protect your customers by securely destroying their end-of-life devices.

What does the Ontrack Eraser Degausser do?

It generates an electromagnetic peak field of 18,000 gauss, overcoming the varying oversted levels of differing magnetic media devices and their manufacturer recommended gauss levels, *ensuring complete media device data destruction.*

What benefits does a degausser offer?

- **Secure**  
Can effectively erase data from any magnetic storage device, including those that are damaged or defective.
- **Fast and Cost-effective**  
Save time and resources with the capacity to continuously erase up to 250 drives per hour.
- **Safe**  
Does not generate heat within the drive; a modern design and multi-directional technology eliminates the need to 'turn' the media during the process.
- **Reliable**  
Offers you the peace of mind that data on even the most high density media will be completely destroyed.
- **User-friendly**  
Erase a wide range of magnetic media permanently with just with just the click of a button.
- **CESG Certified**  
Our degausser is a CESG Foundation Grade Certified Product, which means it has met the rigorous technical specifications and testing requirements of the UK's authority on communications and electronic data security.
- **Internationally compliant:** Adheres to the most stringent international standards for data security and disposal, including NATO/OTAN, NSM, CSA and BSI.

Legislation to be aware of:

### **General Data Protection Regulation (GDPR)**

The GDPR has compliance implications for both the private and public sector. Administrative fines are at least 2% of an enterprise's global turnover (*or €10m, whichever is greater*). A higher sanction of 4% (or €20m) will be imposed for more severe violations.

As part of this, the 'right to erasure' (*Article 17. Formerly the 'right to be forgotten'*) is a core concept that will require businesses to securely erase client data upon request.

### **ISO 27001**

The ISO 27001 accreditation is the go-to standard in information security management systems, which requires the secure disposal of media. All items of equipment containing storage media need to be verified to ensure that any sensitive data and licenced software has been removed or securely overwritten prior to disposal or re-use.

# Overcoming Customer Objections

Once you've identified a potential opportunity to support your client, you may still come across some common objections or questions. Here are some suggested responses for turning doubts into Ontrack Eraser Degausser sales:

The price is too high.

- Only you can define the value of your data. What would the cost be to your business and its reputation if sensitive data was mistakenly or maliciously leaked? Consider downtime, lost productivity, negative publicity, resources and the financial cost of fines.
- The total cost per erase is very low as the process is very quick; process up to 250 devices per hour.

We can do it ourselves (DIY erasure e.g. drilling).

- Using DIY techniques does not provide certified sanitisation to recognised standards. The Ontrack Eraser Degausser provides certified erasure to CESG level and can help you comply with standards such as ISO 27001.
- The time associated with manually destroying hundreds of hard drives is excessive compared to the four seconds it takes to erase each device with the Ontrack Eraser Degausser.
- DIY erasure does not provide peace of mind that the data has truly been destroyed. Ontrack Data Recovery engineers have recovered data from countless devices that haven't been properly destroyed. Is your data worth the chance and the risk?

We already use a third party provider.

- Even if devices containing sensitive data are sanitised by third parties, you are still responsible for the erasure process and it is your company's reputation on the line. By using an Ontrack Eraser Degausser you can have complete peace of mind that your data has been destroyed to CESG standards.

We use software already.

- Software can be very effective at securely erasing data from functional media, however it usually does not work for drives that are corrupted and/or damaged.

Your competition can do it cheaper.

- Many of the lower end degaussers suffer from inherent problems such as needing to manually 'turn' the media and overheating. Our robust enterprise level hardware can wipe 250 drives per hour without overheating and there is no need for any additional manual processes to erase the data; simply put the drive in and press a button.

## Useful Facts

Erasure software can only be used on functional media.

The Ontrack Eraser Degausser wipes data regardless of whether the device is functional or not.

Degaussers are for destroying data from magnetic media, such as traditional hard drives and tapes.

Magnetic hard drives are rendered completely unuseable after degaussing.

Degaussers do not erase data from SSDs or smartphones.

## Certified Product



Foundation Grade  
SAN69227008



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