

Keep Your Business Confidential

with Professional Security Innovations from HP

What You Need to Get the Job Done



Do you get the security you need from your business notebook?

It's a fact—business notebooks get lost and stolen. A study by the Ponemon Institute examined 138 cases of lost or stolen notebooks and determined that the average cost was \$49,246. This value was based on seven cost components: replacement cost, detection, forensics, data breach, lost intellectual property costs, lost productivity, and legal, consulting, and regulatory expenses. On average, the data breach component represented 80% of the total cost.¹

Regulatory requirements, public perceptions, and media coverage of lost or stolen notebooks containing sensitive data underscore the importance of securing your notebook. To protect your business, customer, and personal information, you need advanced security tools that provide more than just password protection. Consider just a few of today's security challenges and the risks of business travel, commuting, and mobile work environments:

- Your notebook containing confidential business and customer data is stolen from an airport security checkpoint.
- Auditors working onsite are given access to view confidential information, but you don't want them to save or print information.

- In a hurry to catch your flight, you accidentally leave your notebook in a taxi.
- You leave the office for lunch and someone uses your notebook to access sensitive information.
- Your company implements new strong password policies for accessing all of your Web-based applications and software.

To protect your business and your personally identifiable information, you need a secure notebook that keeps your data truly private, with easy-to-manage security settings and policies. Your business notebook should let you:

- Set up security easily and reduce the need for IT support
- Increase productivity with single sign-on password capabilities
- Restrict access to your notebook
- Protect information and permanently delete files from your hard drive
- Prevent unauthorized copying of files to removable drives and devices
- Use your own security measures and customize security for your business

Examples of HP Security Innovations

Central Management for HP ProtectTools³	Who says you can't be everywhere at once? Central Management for HP ProtectTools provides powerful remote-management capabilities that make it possible for IT managers to be everywhere at once — or at least appear as if they are. Central Management for HP ProtectTools enables IT personnel to establish and enforce security policies, recover access to every client in your organization, reset passwords, and even revoke system and network access when notebooks are lost or during employee transitions ³ — all from a single console. HP is building upon its leadership in integrated client security with Central Management for HP ProtectTools which enables businesses to remotely manage both Windows and Pre-Boot security, a capability available only on HP Business Notebook PCs.
Credential Manager for HP ProtectTools	Significantly enhance your security without increasing your complexity. Credential Manager for HP ProtectTools gives you the ability to specify how the different available security technologies will work together to provide increased protection against unauthorized access to your notebook, data and information. Credential Manager also provides a single sign-on capability that automatically remembers credentials for websites, applications, and protected network resources so you no longer need to remember multiple passwords.
Drive Encryption for HP ProtectTools	Encodes every bit of information on a hard drive volume so that it becomes unreadable to an unauthorized person. This feature helps ensure that your sensitive information cannot be accessed if the hard drive is lost or stolen.
Enhanced Pre-Boot Security	Enhances the pre-OS usability by combining security tokens (biometrics, smart cards, and passwords) and enables multi-user access.
File Sanitizer for HP ProtectTools⁴	Permanently deletes individual files, folders, and personally identifiable information from your notebook which could otherwise potentially be used to identify, contact, or locate you.
HP Disk Sanitizer⁴	Permanently destroys data on the hard drive in preparation for system disposal/redeployment. Once executed, data cannot be easily recovered even with advanced data recovery tools. It is built-in OS independent, and perfect for equipment recycling, planning for lease expiration, and preparation ahead of a service event.
Device Access Manager for HP ProtectTools	Controls ports and removable storage devices on your system in order to prevent unauthorized users from transferring or removing your data.
Self Encrypting Drive (SED), Hardware-Encrypted Solid-State Drives (SSDs)	Enhances security with self-encrypting solid-state drives, based on the new Trusted Computing Group (TCG) Opal industry standard, for hardware-based drive encryption as well as partnerships with leading centralized software management companies.
Face recognition for HP ProtectTools²	Allows you to log on to Windows and websites by simply looking into your notebook's camera for convenient authentication. It can also be combined with fingerprints, passwords, or smartcards for stronger security.

Easily manage security settings and boost your defenses

At HP, we recognize the special security and management challenges that come with notebook PCs, and we're continually innovating to address them. We've done the hard work of understanding threats, building innovative defenses, and integrating those defenses into a complete security solution. HP Professional Innovations and the HP ProtectTools portfolio² bring together the security technologies and features for your HP Business Notebook PC. To eliminate the need for complicated and costly add-on security software, HP developed an integrated suite of security control modules that help protect every aspect of your notebook's security— from your data, to your connections, to the notebook itself. Security innovations from HP help ensure that your files are fully deleted and help keep your information protected.

HP Professional Innovations for Security

HP ProtectTools is a portfolio of security technologies and features built into hardware, firmware, and software that work together to address critical aspects of information security. These flexible layers of security help defend your data, your applications, and your network from wandering eyes, unauthorized users, and even sticky fingers. HP ProtectTools is completely customizable so you choose the level of security that best meets your needs.

Why You Need HP Professional Innovations for Security

HP wants to help protect your business from intentional or accidental harm or exposure through security attacks. As a recognized leader with extensive experience and proven technology, we offer comprehensive protection measures so you can work smarter and with greater confidence.

HP INNOVATION SPOTLIGHT

The Set-up Wizard lets you enable security in three easy steps:

1. Select your level of security.

Choose to protect your notebook with HP Credential Manager, which saves passwords in a protected vault. Enable HP Pre Boot Security for an even greater level of security, and use HP Drive Encryption to encrypt information on your hard drive and make it unreadable to others.

2. Choose how you want to log in.

Use passwords, fingerprints, or a smartcard to secure your login and authenticate your identity.

3. Create your HP SpareKey.

If you forget your password or cannot use the fingerprint reader, HP SpareKey lets you securely access your account.



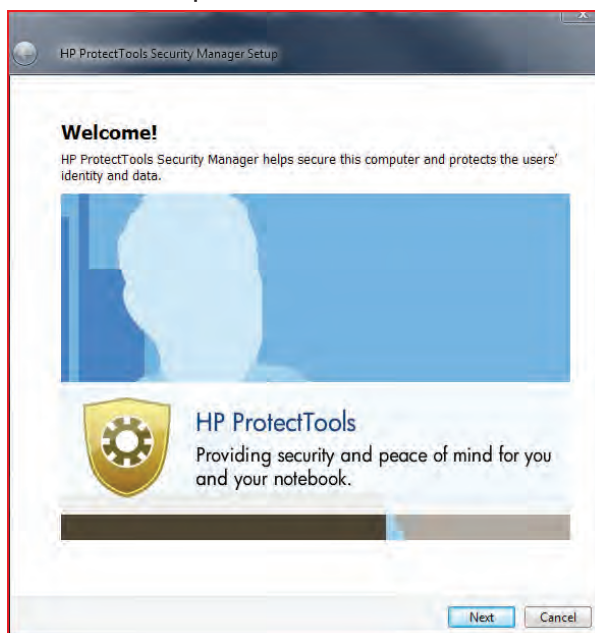
- **Practical innovation**—we strive to provide innovative security solutions, making sure that our offerings are based on industry standards and designed to work optimally within your organization.
- **Scalable, modular security offerings**—we provide you with a choice of security solutions that best meet your needs. Plug-ins enable you to deploy only what you need when you need it—as business grows or as threats evolve.
- **Expandable, flexible architecture**—lets you determine the exact level of security for your business, now and in the future, so you avoid the hassles of redeployment and can help keep training costs at a minimum.

Change the way you work with HP Business Notebooks and Professional Innovations

HP Business Notebooks offer your business mobile computing without compromise. That's because our expansive suite of business-ready innovations for notebooks focuses on solving real problems and meeting real needs. Each HP Business Notebook comes with certain HP Professional Innovations to provide you with the right solution for your specific needs.

Change the way you work with innovations that make HP Business Notebooks more secure, easy to use, reliable, and with less impact on the environment. HP gives you a broad business notebook portfolio and true flexibility tailored to your industry, workforce, workloads, and resources.

Screenshot of HP Set-up Wizard



HP ProtectTools Setup Wizard

The Set-up Wizard is a feature of HP ProtectTools that allows you to set up security by answering a few simple questions. It helps provide protection for your identity, data, and communications.

The Set-up Wizard is a feature of HP ProtectTools Security Manager that allows you to set up security by answering a few simple questions. It helps provide protection for your identity, data, and communications.

Avoid the need for complicated add-on security software, access a wide range of security features from a single screen, and reduce the need for IT or help desk support with HP ProtectTools. In just a matter of minutes, you can protect your business, customer, and personal information.

Screenshot of HP File Sanitizer



HP Disk Sanitizer and File Sanitizer for HP ProtectTools

Simply deleting files from your notebook's hard drive is not a secure method of erasing data. Anyone with a basic knowledge of data recovery can "undelete" them. To protect your business and comply with industry/governmental regulations, it is important that all data be effectively eliminated from the hard drive prior to recommissioning or retiring your notebook.

HP Disk Sanitizer is designed to completely empty the hard drive for the use cases outlined in the DOD 5220.22-M Supplement for complete disk data erasure. HP Disk Sanitizer performs multiple write passes across the drive, writing different patterns of data to ensure all data is permanently erased.

The application is flexible, allowing you to select the number of write passes applied to the entire hard drive. Permanent erasure of data is important when passing computers on to different users or resetting hard drives back to factory settings.

File Sanitizer for ProtectTools uses the same technology as the Disk Sanitizer to delete individual folders or files on command or automatically. It permanently deletes (shreds) individual files, folders, and personally identifiable information from your notebook which could otherwise be used to identify, contact, or locate you.

When you choose a shred profile (High Security, Medium Security, or Low Security), a predefined list of items and an erase method are automatically selected for shredding. You can also customize a shred profile, set up an automatic shred schedule, and manually shred files or folders whenever you want.

Both the Disk and File Sanitizer features eliminate the need for third-party software to erase hard drives before recycling, reassigning, returning, or otherwise disposing of your notebook.

Learn more

Learn more about HP Professional Innovations at www.hp.com/go/professionalinnovations and HP Business Notebooks at www.hp.com/go/notebooks.

To learn more, visit www.hp.com/go/notebooks

¹ Ponemon Institute, The Cost of a Lost Laptop, April 2009. [http://www.ponemon.org/data security](http://www.ponemon.org/data%20security)

² HP ProtectTools functionality requires Microsoft Windows.

³ In order to deploy policies the client needs to be connected to the network. Requires connectivity to the DigitalPersona server to receive updated policies. System access may not prevent users from logging into the system on the first attempt if policy updates haven't yet been received and applied. This functionality blocks network access from the user's PC.

⁴ For the use cases outlined in the DOD 5220.22 M Supplement.

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