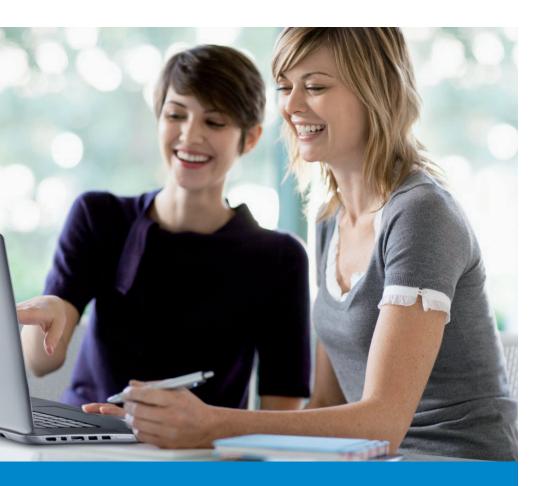# Stronger data security, better compliance

Retailer deploys data encryption solution to safeguard confidential corporate data on remote laptops

> "We wanted to make sure that our data was encrypted if employee laptops were lost or stolen. Dell Data Protection | Encryption does that by giving us full-volume protection on every device."
>
> *IT Manager, Large North American Retail Company*

Customer profile

Company	Name withheld
Industry	Retail
Country	United States

Business need
Large retail company needed to ensure data protection for thousands of remote user laptops.

Solution
The company implemented a Dell™ Data Protection | Encryption (DDP | E) solution that fully encrypts laptop data.

Benefits
- Company can protect the confidentiality of corporate data
- Assists company to comply with national data protection laws
- IT staff can centrally deploy and manage solution without disrupting end users

Solutions featured
- Data Security

A growing Fortune 100 retail company has thousands of employees who work across North America. Many of these workers rely on laptop computers to collaborate on projects and communicate with customers. "Every person in the company who works off-site, including the CEO, has a laptop," says an IT manager who works in the firm's information security group, which consults on all projects to make sure that security requirements are in place and managed by the right security tools.

> "We need to be in compliance with many different state laws, and the Dell Data Protection solution is helping us do that."
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> *IT Manager, Large North American Retail Company*

The nature of the data stored in these laptops may include credit card information and other customer related data. To ensure that compliance requirements are met, the company is taking the initiative to have strong security in place. "If a laptop is stolen or lost, we need to make sure that the data is protected," says the IT manager. "Like any corporation, there are security breach notification laws we have to adhere to if we lose sensitive information. These laws can vary by state, and we are based in many states, so there are quite a few data protection laws to comply with. Penalties can be as little or as much as each state requires."

Additionally, because the company's locations have on-site pharmacies, it is required to comply with HIPAA-HITECH laws, as well as PCI regulations.

Company encrypts thousands of laptops with Dell security solution
The company's IT team evaluated data encryption solutions from several different vendors, ultimately deciding on Dell Data Protection | Encryption (DDP I E). This centrally managed solution secures machines in remote locations and protects and encrypts user and corporate data. It also provides reporting to prove that lost or stolen devices are fully protected. The Dell Data Protection I Encryption solution is also ideal for mixed-vendor environments, such as the retail company's IT infrastructure.

Additionally, Dell Data Protection | Encryption can be deployed quickly and transparently, with no disruption to end users. IT managers can use the solution to remotely manage end-point encryption from a single console. The organization implemented DDP | E to safeguard more than 5,000 employee laptops. "We are encrypting everything on those laptops, except for files essential to rebooting the operating system," says the IT manager. "Sensitive data on those machines is now fully protected." The company has also started testing the solution's External Media Edition.

Company can protect the confidentiality of corporate data
The company now has better-protected user laptops, ensuring that corporate data is more secure. "We wanted to make sure that our data was encrypted if employee laptops were lost or stolen," says the IT manager. "As a Fortune 100 company, we need to encrypt everything, from data on the vice president's administrator's laptop to the CEO's laptop. The DDP | E solution does that by giving us full-volume protection on every device."

Technology at work

Software
Dell™ Data Protection	Encryption (DDP | E)

The company also benefits from strong technical support from Dell. "Dell support for this product is great," says the IT manager. "Dell is very responsive to our needs. If I open a ticket electronically, I usually get a call back within an hour, which is very good."

Organization can fully comply with national data protection laws
The organization can also more easily comply with national data protection laws, a critical business need for many retail companies today. For example, the retailer can easily meet state data protection laws, including PCI compliance laws for credit card payments and various regional retail laws for data encryption. The company can also comply with HIPAA-HITECH laws. "We need to be in compliance with many different state laws, and the Dell Data Protection solution is helping us do that," says the IT manager. "From a notification perspective, there's a hugely different stance that must be taken in terms of the various laws, in terms of time and costs. If we have a lost laptop with no security on it, compared with a laptop with full disk encryption, you're not nearly as protected. And we now have much stronger protection with the Dell solution."

IT staff can centrally deploy and manage solution without disrupting end users
For the company's IT staff, deployment and management is simple because the solution is centrally managed from one console. "Dell Data Protection | Encryption is a self-sufficient product and is very low-maintenance for IT," the IT manager states. Additionally, the data protection solution is transparent to the company's remote users. "For our employees, once DDP | E is implemented, they don't see a difference in performance on their laptops at all. They don't even notice it's there, and that's exactly what we were hoping for. This solution is meeting our needs for endpoint data protection."

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