

# **Absolute**<sup>®</sup>Software Media Kit



# Absolute Software Corporate Backgrounder

## Snapshot of Success

A sample list of Absolute's reference customers:

- Allina Hospitals & Clinics
- Charlotte ISD
- Daviess County Public Schools
- Dysart Unified School District
- First United Bank
- Grant Thornton
- General Services Administration (GSA)
- International Truck & Engine
- LifeCare Solutions, Inc.
- McKinney Police Department
- MDx Medical
- Mesquite ISD
- School District of Philadelphia
- Storage Networking Industry Association (SNIA)
- St. Andrew's College
- St. Francis University
- The Smart Documents Corporation
- Town Sports International
- University of Maryland
- Walsh Construction
- William Penn University



## Overview

Absolute Software Corporation is a world leader in the security and management of mobile computers. Our patented firmware-base software enables computer theft recovery, data protection and secure IT management delivered on a subscription basis.

## Solutions

Absolute Software's solutions help combat the security risks associated with mobile computing assets and the asset management challenges they pose.

### Computrace Complete

Computrace® Complete™ is a comprehensive solution for organizations that combines secure IT asset management, remote data delete, computer theft recovery and a Service Guarantee. Computrace Complete allows IT administrators to centrally manage corporate asset activities such as monitoring computer movement, call history, asset leasing information and software license compliance. It gives staff the visibility to see up to 100% of their connected computer assets, including those off the corporate network.

### Computrace Plus

Computrace® Plus™ is an ideal computer theft recovery solution. If a machine is stolen, The Absolute Theft Recovery Team will work with local law enforcement agencies to locate and recover the machine.

### Computrace Data Protection

Computrace® Data Protection™ offers customers who are concerned with protecting sensitive information and the mobile computers that contain it, but do not need the services of the Theft Recovery Team. Computrace Data Protection allows customers to find mobile computers and remotely delete data on them from a central location.

### Absolute Track

Absolute® Track™ is a secure IT asset management solution that allows organizations to see changes in asset information on a daily basis for every computer with an Internet connection. It adds visibility to the computers that go unseen by traditional asset management systems.

### Computrace Mobile

Computrace® Mobile™ allows customers to track and monitor handheld devices in their organization, their configuration and what software is installed on them. If a handheld device is stolen, Computrace Mobile allows customers to securely erase sensitive data from missing devices.

### Computrace for Netbooks

Computrace for Netbooks provides the technology necessary to monitor and manage your netbook fleet. And, in the event of theft – Computrace for Netbooks can recover and return your Netbook.

### Computrace LoJack for Laptops

Computrace® LoJack® for Laptops™ Standard and Premium editions are the leading solutions for computer theft recovery for the consumer market. Computrace LoJack for Laptops Premium includes a Service Guarantee and the ability to delete sensitive information such as passwords, bank account information and identity information.

# Absolute Software Corporate Backgrounder

For more information  
about Absolute Software  
and Computrace, visit  
[www.absolute.com](http://www.absolute.com)

## Technology Platform

Absolute Software's product line is based on secure and patented Computrace technology. This client/server architecture provides secure, client-initiated IP-based communications between the Computrace Agent and the Monitoring Center. The Computrace Agent resides on the hard drive of the host machine and forms the basis for multiple device security and asset management products from Absolute. To date, Absolute has been issued 15 patents within the US, Canada, UK, Germany, Australia and Japan, and has several additional software patent applications pending approval.

## Customers

With over 3.8 million subscriptions currently under contract, Absolute Software serves the Corporate, Education, Government, Healthcare, Home Office & Consumer markets

## Partners

Absolute's Computrace software is embedded in the firmware of computers by global leaders, including Dell, Fujitsu, General Dynamics Itronix, HP, Lenovo, Motion, Panasonic and Toshiba, and the Company has reselling partnerships with these OEMs and others, including Apple.

## Management Team

### John Livingston

Chairman and Chief Executive Officer (CEO)

### Robert Chase

Chief Financial Officer (CFO)

### Phil Gardner

Chief Technology Officer (CTO)

### Carter McCrary

Chief Operating Office (COO)



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# Absolute Software Corporate Fact Sheet

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## The Company

Absolute provides computer theft recovery, data protection and secure IT asset management solutions. Its suite of commercial and consumer products include Computrace®Complete, Computrace® Data Protection, Absolute®Track, Computrace®Plus, Computrace® Mobile, Computrace LoJack® for Laptops Standard and Premium editions.

## Founded

1993

## Headquarters

Absolute is headquartered in Vancouver with sales offices in the U.S., U.K. and Western Europe and partner sales offices in Latin America and the Caribbean.

## Business

Computer theft recovery, data protection and secure IT asset management.

## Solutions

Absolute offers a suite of commercial products and one consumer product including: ComputraceComplete, ComputraceMobile, Computrace Data Protection, ComputracePlus, AbsoluteTrack, Computrace LoJack for Laptops Standard and Computrace LoJack for Laptops Premium.

## Employees

270 employees

## Markets

Corporate, Education, Government, Healthcare and Home Office

## Partners

The Company's Computrace software is embedded in the firmware of computers by global leaders, including Dell, Fujitsu, Gamma Tech, HP, Lenovo, Motion Computing, Panasonic, Lenovo and General Dynamics, and the company has reselling partnerships with these OEMs and others, including Apple and Sony.

## Financial Status

Publicly traded on the Toronto Stock Exchange (TSX: ABT)

## Patents

15 patents within the U.S., Canada, U.K., Germany, Australia and Japan

# Absolute Software Corporate Fact Sheet



## 2008

- Top 100 Fastest-Growing Companies, Business in Vancouver
- Tech 100, Canadian Business
- Investor 500, Canadian Business
- Best Sales Team, International Business Awards
- Top 100 Public Companies, Business in Vancouver
- Best Data Security Solution, CODiE Award
- BC Technology Innovation Awards – Company of the Year
- Top 100 High Tech Companies, Business in Vancouver
- Finalist, Most Innovative Company, American Business Awards
- Finalist, Best Sales Team, American Business Awards

## 2007

- 100 Fastest-Growing Companies, Business in Vancouver
- Top 25 Exporters, Canadian Manufacturers & Exporters
- Top 300 Small Cap. Canadian Business Magazine

## 2006

- Runner Up, Software Category, Wall Street Journal's Technology Innovation Awards
- Finalist, Canadian Information Productivity Awards
- Finalist, Most Innovative Company Category, International Business Awards

## 2005

- Awards Portfolio Winner for ComputracePlus, Media & Methods

## 2004

- Top 100 winner, T-Net

## 2003

- Awards Portfolio Winner for ComputracePlus, Media & Methods
- Canadian Technology Fast 50, Deloitte & Touche

## 2002

- One of the Best Products of 2002, SC Magazine

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May 8, 2009

# Absolute Software & the Education Market Fact Sheet

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and Computrace, visit  
[www.absolute.com](http://www.absolute.com)

- Absolute Software invented the software-based computer theft recovery category in 1993; today the company is the leader in Computer Theft Recovery, Data Protection and Secure Asset Tracking solutions.
- Absolute currently has over two million active customer subscriptions under contract; of those subscriptions, approximately 40% belong to education institutions.
- Absolute's Computrace solutions help K-12 and Hi-Ed institutions track and recover stolen or missing computers, remotely delete sensitive data, detect unauthorized software or missing hardware and generate asset reports for upgrades, roll-outs & PC retirement.
- Computrace is a key tool in an institution's compliance program for FERPA, California Senate Bill 1386, Sarbanes-Oxley and Title One legislation.
- 7 of the top 15 largest Independent School Districts (ISDs) in the US are Computrace customers.
- Absolute has recovered over 100 stolen or missing laptops for one of the nation's largest ISDs since they installed Computrace on the district's 15,000 computers.
- K-12 Computrace customers include: Irving ISD (TX), Episcopal High School (TX), Punahou School (HI), The Hill School (PA), Mesquite ISD (TX), Surrey School District (BC), St. Andrews (ON), Sherwood School District (OR) and Edmonds School District (WA).
- Hi-Ed Computrace customers include: University of Maryland (MD), St. John's University (NY), Quinnipiac University (CT), William Penn University (IA), Kwantlen College (BC), Colorado Technical University (CO), Boise State (ID), St. Francis University (PA), Bryant University (RI), Eastern Virginia Medical School (VA) and Colorado State University (CO).
- Absolute's partnership with major laptop hardware manufacturers (Apple, Dell, Fujitsu, Gateway/MPC, General Dynamics Itronix, HP, Lenovo, Motion, Panasonic, and Toshiba) means more than 30 million laptops ship annually with embedded Computrace technology, ready to be activated if purchased.
- Absolute's Computrace solution includes a Recovery Guarantee of up to \$1000 if a computer cannot be recovered within 60 days of theft.
- By protecting an education institution's laptop population, Computrace facilitates the shift in the market toward key laptop initiatives including 1 to 1 (i.e., every student has a laptop) and anytime, anywhere learning. In addition, a lost or stolen computer means a child gets left behind; Computrace helps keep computers in students' hands.
- In order to make Adequate Yearly Progress (a measure of year-to-year student achievement on statewide assessments) and to be accountable for student progress, schools are turning to laptop computers to improve accountability; Computrace helps protect a taxpayer's investment in mobile computing.
- Computrace reduces the TCO of an education institution's investment in mobile computing by recovering lost or stolen computers, deterring future thefts by identifying thieves, and improving inventory control and helpdesk information.



# Computer Security Statistics

## Do employees cause data breaches?

According to a Research Concepts survey of NetworkWorld's Technology Opinion Panel, IT managers believe that as few as one in 100 employees consistently follow corporate data and security policies. More worrying is the fact that 30% of IT managers surveyed believe that their company's employees are actively involved in the theft of company computers. It is no surprise then that this group of IT professionals cited employees as the root cause in the majority of data breaches.

## Business Practices

Seven in 10 government mobile devices are unencrypted.

Government Accountability Office (GAO), IT Security: Federal Agency efforts to encrypt sensitive information are under way, but work remains, June 2008

53% of mobile professionals carry confidential company information on their notebook PCs and, of those, 65% don't take steps to protect the data.

Dell & Ponemon Institute, Airport Insecurity: the case of lost laptops, June 30, 2008

66% of US employees write down passwords in unsafe places.

IT Facts, 66% of US employees write down passwords in unsafe places, March 21, 2008

34% of the businesses have no tools/procedures in place to detect identity fraud.

Ad-hoc News, Business Owners Have "False Sense of Security" When It Comes to Data Breaches, May 27, 2008

85% of privacy and security professionals had at least one reportable breach in the past 12 months.

Deloitte, Enterprise @ Risk: 2007 Privacy & Protection Survey, 2007

63% of privacy and security professionals experienced multiple reportable data breaches – between 6 and 20 breaches – in 2007.

Deloitte, Enterprise @ Risk: 2007 Privacy & Protection Survey, 2007

## Data Loss & Costs

66% of breaches involved data the company did not know was on their system.

Verizon, 2008 Data Breach Investigations Report, 2008

The cost of recovering from a single data breach now averages \$6.3M – that's up 31 percent since 2006 and nearly 90 percent since 2005.

Ponemon Institute, U.S. Costs of a Data Breach, November 2007



# Computer Security Statistics

## Data breach costs rising

The Ponemon Institute reports that the average cost per lost customer record was \$197 in 2007, an increase of 8 percent since 2006 and 43 percent compared to 2005.

Ponemon Institute, U.S. Costs of a Data Breach, November 2007

## Computer & Handset Loss & Theft

Laptop theft accounted for 50% of reported security attacks.

CSI, The 12th Annual Computer Crime and Security Survey, 2007

Lost or stolen laptops and mobile devices are the most frequent cause of a data breach, accounting for 49% of data breaches in 2007.

Ponemon Institute, U.S. Costs of a Data Breach, November 2007

12,000 laptops are lost in U.S. airports each week, and two-thirds are never returned.

Dell & Ponemon Institute, Airport Insecurity: the case of lost laptops, June 30, 2008

## Recovery Stats

Fastest recovery by Absolute was 47 minutes.

Absolute Software, 2008

Absolute recovers 3 out of 4 missing computers.\*

Absolute Software, 2008

## Internal Theft

62% of breaches were attributed to significant internal errors.

Verizon, 2008 Data Breach Investigations Report, 2008

The majority of data breaches (61%) originate from internal sources, as a result of enterprises' inability to enforce their IT policies or due to problems with the policies themselves.

Data Monitor, Mitigating the Risks of Data Loss, August 2007

## Identity Theft

54 million people reported identity theft in 2007. That is more than 140,000 people a day.

Identity Theft Resource Center, Breach List 2008 Q1, April 9, 2008

Over 236 million data records of U.S. residents have been exposed due to security breaches since January 2005.

Privacy Rights Clearinghouse, August 2008



# Computer Security Statistics

## A new brand of identity theft

Identity thieves typically attempt to use stolen information to obtain credit cards, mortgages or travel documents. Healthcare has seen a new breed of thieves who use stolen identities to procure free medical care. For example, having gone into a hospital for a shoulder surgery, a 56-year-old retired school teacher was shocked to receive a bill for the amputation of her foot. While her foot was intact, the person who had stolen her identity had received the operation free of charge. The victim faced a lengthy process to prove that she was a victim of identity theft rather than the perpetrator.

NewsTarget.com, Medical Identity Theft on the Rise as Health Care Desperation Leads to Crime

## Computer Trends & Telework

23% of American workers (and 41% of small business owners) regularly work from home or another offsite location.

Citrix, The Rise of the Web Commuter: Citrix Survey Reveals 23% of Americans Are “Working From Anywhere”— 62% Wish They Could, Nov 27, 2007

By the end of 2008, there will be more than one billion personal computers in use worldwide. Forrester, One Billion PCs In Use By The End Of 2008, June 11, 2007

## IT Asset Management

As much as 20% of software licensing and hardware maintenance charges are incurred for assets that are no longer in use.

Gartner, Don't Overlook Opportunities to Save Costs on ITAM, March 2008



\* Excludes machines that have not made post-theft calls to Absolute's Monitoring Center

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# Absolute Software's 'Top Ten' Laptop Security Recommendations

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- 1. Use visual deterrents.**

A cable lock or other locking mechanism can act as a deterrent to would-be criminals. Although they can be ripped off the plastic exterior of a laptop with a strong tug, they do force some criminals to think twice before taking the risk.
- 2. Avoid leaving unsecured laptops unattended.**

Lock them in cupboards, laptop carts or other secure facilities when not in use. If they must be left in a vehicle, they should be covered up or locked in the trunk.
- 3. Keep laptops inconspicuous.**

Laptops should always be carried in inconspicuous carrying cases, such as backpacks or tote bags, instead of tell-tale laptop bags.
- 4. Use 'complex' passwords and change them regularly.**

Don't use simple passwords that can be guessed easily. Always use a combination of numbers and letters and never leave your password in obvious places on or near the computer. As well, also password-protect your screensaver to avoid unwanted access to your computer if you've stepped away.
- 5. Leverage anti-virus software, encryption solutions, anti-spyware and firewalls.**

Prevent unauthorized access and spyware from invading your computer and protect valuable information with data encryption software. Make sure your systems are properly installed and kept up-to-date.
- 6. Back-up valuable data on a scheduled basis.**

Data back-up needs to happen as frequently as possible to minimize the risk to organizations in the event of theft or loss. The information or 'knowledge' that is stored on the computer is more valuable than the computer itself.
- 7. Understand the dangers of pirated software and file sharing.**

Both piracy and over-deployment of purchased licenses can lead to significant lawsuits or other financial penalties. Not only is it illegal, but pirated software can increase susceptibility to viruses, trojans and other attacks.
- 8. Stay informed.**

Continue to educate yourself on the tools and techniques used today by cyber criminals as well as the latest scams and other security risks to company data.
- 9. Use asset tracking and recovery software.**

Laptop recovery tools are highly effective, especially those based in the BIOS of computers. They not only recover the hardware, but stop the root cause of internal theft by catching the thieves. And regulatory compliance today requires that companies know not only what is on a computer, but where it is, and who is using it.
- 10. Invest in advanced data protection.**

Leverage advanced data protection technology to remotely wipe sensitive information in the event that your computer is lost, stolen or nearing the end of its lifecycle.



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