

# SIERRA REGIONAL Economic News

VOLUME 16

THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

JUNE 20, 2010

WHERE THE CLIMATE FOR BUSINESS IS PERFECT

## Where Did You Leave the Data?

For years we've been hearing about stolen and lost laptops and the need for security for all kinds of sensitive data – from social security numbers, to medical records, to salary information. But nobody told us about the copier.

This spring, CBS investigative reporters broke news about the secret stash of data nobody knew to protect. Hanging out on the internal hard disk drives copiers use to store images lie copies of whatever has been copied or scanned. And, that may mean tens of thousands of documents. Although some copiers have encryption capabilities, the extra functionality can cost as much as an additional \$500 – and likely because the risk is not well understood, it's not an option taken with any frequency. (The CBS video is available at <http://www.youtube.com/watch?v=iC38D5am7go>.)

"Copiers, scanners, and printers on a network pose a real risk to IT security," said security expert Diana Kelley, partner at SecurityCurve. They aren't patched as frequently as laptops, desktops and servers and often have vulnerabilities easy to exploit.

Derek Brink, research fellow and head of the Security Practice at Aberdeen Group, says, "Up until now, we've thought the major data vulnerability around copiers was information on paper – people picking up someone else's copies, for example." Not so!

Copies of sensitive data may well make organizations fall out of compliance with data protection legislation including HIPAA, FISMA, and Sarbanes-Oxley. The biggest risk today seems to come at the copier's end of life – when it's traded in for a new model and the old copier leaves the organization with all that data intact. Used copiers can wind up anywhere in the world where savvy purveyors of sensitive information can parlay this kind of information into identity theft, fraud and security risks of all kind.

Even if you lease your copiers and other equipment, you need to ensure data is erased properly and be able to prove you took the appropriate course of action. Pulling hard drives out of equipment is not good from either a data protection standpoint or from a business standpoint. You still have to sanitize the hard disk and track it and create the audit trail.

One important lesson everyone needs to pay attention to, says Solutions Architect and Practice Advisor for Redemtech, Jeff Kramer, is that "effective risk mitigation is no longer solely dependent on the ability to successfully execute existing processes. It is much more reliant on the ability to successfully design new processes." In other words, there is a need to perpetually revisit and revise security practices to include the perpetual adoption of new technologies.

With copiers, part of the lesson includes the understanding that copiers are often purchased and managed by departments other than IT. Today's copiers and fax machines are much more like laptops, desktops and servers than they are like the office furniture and stationary supplies and other items typically ordered by office administrators or facility managers. Often, because this equipment isn't under the direct control of IT, what happens at its end of life is

very different from what happens to an organization's computers.

Copiers, scanners, fax machines, multi-function devices, PDAs, and smartphones are all data-bearing devices that threaten an organization's data security. Their auditable, compliant end-of-life needs to be explicitly included in the organization's end-of-life policies, and it's unrealistic to think folks in these traditional administrative and facilities management roles have the requisite background to make appropriate IT decisions.

Organizations that understand copiers are "data-bearing assets" and treat them as such are ahead of the curve. There are various services out there to help organizations get the most value from their used electronics equipment (including all data-bearing assets such as copiers and smartphones and computers) while ensuring verifiable data protection and destruction (of both leased and owned equipment).

Starting with pick up from a customer's location, be sure any service provider you choose creates and maintains complete, auditable chain of custody for all data-bearing assets. Functional equipment can be safely redeployed, resold or donated, and equipment that cannot be resold or reused can then be recycled according to the highest environmental and ethical standards.

This article was provided by Redemtech ([www.redemtech.com](http://www.redemtech.com)); contact Rick Welch, director of Government, Education and Non-Profit at [rwelch@redemtech.com](mailto:rwelch@redemtech.com) for more details or questions. ■



**Rob Hooper**  
Executive Director  
NNDA

## Something Wonderful Happened This Week in the Sierra Region

The Sierra Region of Nevada continues to prove itself as the center for innovation and leadership. This week, at a meeting of the Manufacturers Workforce Coalition at Western Nevada College (WNC), a new program was presented to the manufacturing community which is significant and one each of us should know about and be thankful for. This program holds the promise of significantly improving the skills of our workforce which will support the success of our many manufacturing companies. It also provides future generations a new on-ramp to a great career in manufacturing, one that in our technology-driven society provides high paying jobs with great advancement opportunities. Manufacturing is THE place to be in the U.S. for a great career. U.S. manufacturing, if measured separately as an economy ranked against national economies around the globe, is the eighth largest economy in the world. It is critical to our success as a region and is important because it brings "primary dollars" into

our community that supports retail, service and other economic sectors.

The fact this program is underway is amazing. Many would tell you manufacturers are not capable of meeting together and working out a joint program. In fact, this is a general consensus across the country. However, the Sierra Region has proved them wrong. Our ability as Westerners to come together and solve problems is exemplified by this new coalition.

It began almost four years ago with the formation of the Carson Area Manufacturers Forum, the brainchild of Coach Bob McCann, a well known leadership coach, and David Steiger, project manager for Nevada Industry Excellence. The formation and ongoing support of the forum is assisted by the Northern Nevada Development Authority (NNDA) and is an activity that adds great value to our community.

Recognizing the need for a higher-skilled workforce, the forum compiled an extensive list of necessary skills an employee should possess to not only support the company but their own career

advancement. These skill-sets are now covered in the curriculums of existing classes at WNC and a program will be launched this fall for students who want to join the initial cohort of this program.

Upon completion, students enrolled in this program will receive a certificate issued by the Manufacturers Forum which will carry hiring and advancement preference with participating area manufacturers.

This is a great step forward for our region. It will provide our local workforce with a new option to gain a career based in education through learning critical skills that will create "employment" value. Congratulations to all.

For more information or to get involved with NNDA, please call (775) 883-4413 or email us at [nnda@nnda.org](mailto:nnda@nnda.org). For information about the forum contact David Steiger at (775) 445-3328 or [dsteiger@nevadaie.com](mailto:dsteiger@nevadaie.com). ■



— DID YOU KNOW? —

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