



## Allied Digital launches Anti-Theft Service in USA

**Los Angeles, 21<sup>st</sup> February, 2013** – Allied Digital Services Ltd., a leading IT Infrastructure Management Services provider and a Forbes “Best under a Billion Dollar” company headquartered in California, announces the availability of Allied’s Anti-Theft Service powered by Intel® Anti-Theft Technology to provide hardware assisted protection for lost or stolen laptops and data.

While access to data anytime and anywhere has become a business necessity, it also means organizations need to ensure the data and the laptops carrying the data are protected. Loss or theft of a laptop is often the root cause of a data breach. Laptop and data theft costs corporate America billions of dollars each year. A study by Ponemon Institute reveals that about 12,000 laptops disappear every week from U.S. airports alone and the average cost of a lost laptop to an organization is estimated to be about \$49,000. While the estimated costs of losing a laptop might seem high, the laptop itself is the least expensive cost involved. Indeed, cleaning up the resulting data breach typically accounts for 80% of the cost estimate. Other costs include forensics, lost productivity, legal bills, consulting and regulatory expenses and lost intellectual property.

Intel® Anti-Theft Technology (Intel® AT) is an intelligent way for enterprises to help secure the mobile assets of their workforce. This security technology is available on laptops based on Intel® Core™ and Intel® Core™ vPro™ processor families. Built into the laptop hardware, Intel AT has the intelligence to detect a theft condition and trigger the laptop lock. Intel AT provides temper-resistant protection that works even if the OS is reimaged, the BIOS is re-flashed, the boot order is changed, a new hard drive is installed or the laptop is disconnected from the network. Enterprises can be more assured that the confidential information is safely locked and can’t be accessed by any unauthorized user. Intel AT also allows for fast reinstatement of a laptop without damage to information, should the laptop be recovered.

Allied Digital has created a cloud based infrastructure to provide anti-theft service to the customers on a monthly subscription basis. Allied Digital has leveraged hardware assisted Intel® Anti-Theft Technology to provide this service. “We are excited to partner with Intel”, said Paresh Shah, Global CEO of Allied Digital. “Our cloud service will provide our customers the strong protection of Intel Anti-Theft Technology with the flexibility of pay as you go pricing”.

“Protecting confidential business data and assets is the top concern for most CIOs and CISOs”, said Anand Pashupathy, General Manager of Intel Anti-Theft Technology business unit. “The hardware-based protection offered by Intel® Anti-Theft Technology complements data encryption to provide the necessary multi-layered security. Intel is excited that Allied Digital is leveraging its expertise in cloud-based disaster proof service delivery and offering Intel Anti-Theft Technology based laptop protection service.”

“Allied Digital’s Anti-Theft Service enabled with Intel® Anti-Theft Technology (Intel® AT) protects laptops even in the S3 standby state, both inside or outside the corporate firewall” said Sunil Bhatt, Chief Technology Officer of Allied Digital. “Laptops can disable themselves when the hardware observes suspicious activity when they get lost or stolen. When the laptop is recovered, it can be easily reactivated and returned to normal operation. Allied Digital’s Anti-Theft Service works with and complements existing data encryption solutions, including full data encryption and self-encrypting drives.”

Allied Digital's Anti-Theft service powered by Intel AT considerably reduces the risk associated with lost or stolen laptops. Allied Digital’s Anti-Theft Service is affordable, effective, flexible and works within existing management and security processes. When taking advantage of Allied Digital's Anti-Theft Service, IT administrators can be assured that assets and sensitive data will be locked and secured both locally and remotely.

## About Allied Digital Services Ltd.

Allied Digital Services Ltd. provides a range of IT Infrastructure services and solutions including managed services, physical and information security solutions to leading global corporations. With an impeccable track record of over 26 years, Allied Digital responsibly delivers new age cutting-edge IT services and solutions to a wide range of industries spanning 35 countries across 5 continents. In the Americas, Allied Digital has a strong presence in over 40 states across USA. Allied Digital is among the few companies with a truly pan India direct presence in 132 locations across the country, servicing over 40, 000 zip codes on the same day.

Allied Digital is an ISO 9001: 2000 certified company with a Global Command Centre (GCC) certified under ISO 27001:2005.

### For further information, please contact:

Name: Ali Khan Company: Allied Digital Services Tel: +1 949-331-4961 Email: <a href="mailto:Ali.Khan@allieddigital.net">Ali.Khan@allieddigital.net</a>	Name: Arjun Batra Company: Intel Tel: +1 408-653-8310 Email: <a href="mailto:arjun.d.batra@intel.com">arjun.d.batra@intel.com</a>
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