Solution Brief

A Deeper Look at How to Successfully Sell Data Encryption Using Self-Encrypting Drives

Opportunity

Silicon Mechanics viewed Self-Encrypting Drive (SED) technology as an immediate sales opportunity. It identified AdaptaSoft, a payroll technology firm, as a potential candidate for SEDs, since it deals with confidential payroll data.

Solution

New hardware equipped with encryption was provided to the customer. Silicon Mechanics delivered an off-the-shelf solution – the Rackform iServ R346 using the LSI MegaRAID SAS 9260DE-8i controller card. Now, AdapaSoft has encrypted storage that is affordable and manageable.

Result

AdaptaSoft now has the latest data encrypting technologies to help limit their liability of a security breach, and protect critical customer information. They also can obtain higher performance for reads and writes with the technologies found within the LSI MegaRAID SAS 9260DE-8i controller.

About Silicon Mechanics

With one of the most comprehensive product offerings available, Silicon Mechanics works collaboratively with customers to create best-fit solutions at competitive prices. Silicon Mechanics has been an LSI Reseller Partner since 2001.

Data security is a primary consideration for the payroll technology firm AdaptaSoft. When approached by Silicon Mechanics with a new and affordable data encryption solution to consider, it tuned in to learn more. Silicon Mechanics presented the unique value proposition of Self-Encrypting Drives (SEDs) and LSI™ SafeStore™ technology, available on select 6Gb/s SATA+SAS LSI MegaRAID® products. AdaptaSoft quickly realized the value that hardware encryption could bring to a total solution for data-at-rest protection.

Identify Uses for Encryption in the Channel

Silicon Mechanics looked at its customer base and determined that any company dealing with sensitive data or proprietary information is a good candidate for encryption. With escalating data privacy laws and regulations, companies have to comply with standards such as HIPPA, Sarbanes-Oxley and PCI Data Security Standards. Some industries that should pay attention to SED technologies include:

- Healthcare Organizations
- Financial Services
- Payment Card Industries
- Human Resources
- Legal Entities
- Data Centers

Silicon Mechanics identified that, in addition to increasingly rigorous data security regulations and best practices, simplifying the security of repurposed drives is important to customers who are watching their bottom line. Using Instant Secure Erase, customers can repurpose their drives in a matter of seconds, for reuse, repair or resale. This feature makes data from drives unreadable, and minimizes the amount of time normally required to delete existing data. As an example, a web hosting or data center environment can have hardware used by one client, reconfigured and ready to host a new client in minutes.

LSI SafeStore also offers Auto Lock, a feature that locks drives, completely preventing access to their contents when removed from the system. Data cannot be accessed until the drives are placed back into the system by IT administration and unlocked.

Strong Enough for NSA, Simple Enough for the One Person IT Shop

Both SEDs and LSI MegaRAID technologies are critical to protecting data at rest. A simple analogy: SEDs are the lock and LSI SafeStore is the key. This means that if your disk drives are stolen – the thief cannot get to the data without the key. Since SEDs cannot be read on non-encrypted gear, you know the data is safe. Only the person with the key can unlock SEDs. Secure key management is easy to configure, and customers must also consider additional safeguards related to key ownership within their organizations. They should address both the primary key and any back-up administration.

Present a Simple Cost / Benefit Scenario

Silicon Mechanics asked AdaptaSoft what was currently involved in data recovery, and what its associated liability was in the event of data loss. The ensuing discussions helped Silicon Mechanics better understand how to present the benefits of encryption as it relates to its customers' concerns.

The benefits of SEDs and the LSI MegaRAID SAS 9260DE-8i greatly outweigh the incremental investment increase (~10%) over traditional hard drives. The MegaRAID SAS 9260DE-8i is a 6Gb/s controller that offers more performance for both 3Gb/s and 6Gb/s systems than previous 3Gb/s controllers. With improved performance and enhanced security in a cost-effective solution that limits liability and exposure, it is a simple decision to adopt encryption-enabled configurations.

Address Customer Must Haves

Better Security

Data encryption using SEDs is an important security measure for customers who must limit their exposure to the liabilities related to data at rest.

Repurposing Drives

Higher drive utilization and simplified management of drives enables a better overall technology experience with minimal additional investment.

Improved I/O Performance

Customers want to gain more out of their existing systems and obtain higher performance of reads and writes.

Higher ROI

Customers need to be concerned about their hardware investment, and enhanced usability without performance degradation maximizes the value of their hardware.

> "We believe that this technology is now accessible for our customers who couldn't engage with encryption before. We recommend that every company take a look at this technology."
>
> Ken Hostetler, Director of Product Management for Silicon Mechanics

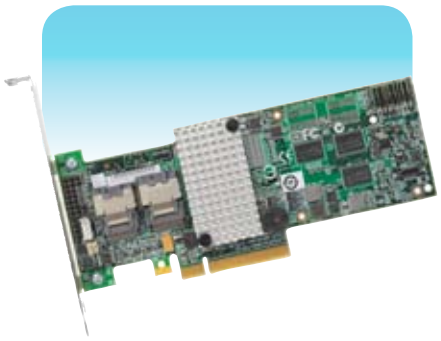
Sell Off-the-Shelf Self-Encrypting Security Components

Silicon Mechanics offers "Expert Included" service throughout the customer lifecycle. In addition, the following components were delivered to AdaptaSoft.

Rackform iServ R346

The Rackform iServ R346 features 2 Intel® Xeon® 5500 series processors, 12 DDR3 DIMMs, integrated IPMI with KVM over LAN, 8 hot-swap SAS / SATA drive bays and optional fixed drives. With up to 6 low-profile PCI expansion slots and a high-efficiency redundant power supply, the R346 2U Dual Xeon Server is ideal as an enterprise database or file server.

Content provided by Silicon Mechanics.



LSI MegaRAID SAS 9260DE-8i

The eight-port MegaRAID SAS 9260DE-8i provides a new level of performance and data protection for internal storage systems using up to 32 SATA or SAS hard drives or solid state drives (SSDs). With data transfer rates of up to 6Gb/s per port, the MegaRAID SAS 9260DE-8i brings users new features and improved performance while continuing to support all the features of the previous 3Gb/s SATA+SAS generation. Using LSI SafeStore encryption services, including instant secure erase and local key management, this controller provides additional security against any unauthorized access or modification of a drive's data, resulting from theft, loss or repurposing of drives.

Seagate Savvio 10K.3

The Seagate Savvio 10K.3 is a 2.5-inch, low power, up to 300GB hard disc drive that enables organizations to standardize on a common, best-of-breed small form factor (2.5-inch), interface (6Gb/s SAS 2.0), and optional Self-Encrypting Drive (SED) security technology. The Savvio 10K.3 offers the best combination of power efficiency, storage capacity, enterprise performance, and field-tested reliability from the enterprise market leader - all while enabling OEMs and system builders to reduce system design, support and training costs and end user organizations to lower drive retirement and cooling costs and meet strategic IT business objectives.

Content provided by Seagate.

For more information and sales office locations, please visit the LSI web site at: lsi.com

Corporate Headquarters
Milpitas, CA
800-372-2447

Email
globalsupport.pdl@avagotech.com

Websites
lsi.com
channel.lsi.com

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