

## **Identity Theft Expert and MyLaptopGPS: Organizations Averse to Implementing Proactive Security Measures Need Affordable Laptop Tracking Technology**

(BOSTON, Mass. - May 29, 2008 - IDTheftSecurity.com) News reported in April reinforced the notion that companies across most industries are failing to proactively implement measures for mobile computing security and data security. But smart organizations understand that they stand a much better chance of retaining their hard-earned profits if they invest in preventative security technology rather than react to breaches and thefts after they happen, said Robert Siciliano, a widely televised and quoted personal security and [identity theft](#) expert. He pointed to an affordable [laptop tracking](#) product from MyLaptopGPS as an example.

"If the goal of business is to maximize the generation and retention of profits," said Siciliano, "the business case for laptop security is clear. For any organization, dealing with a laptop theft after it happens will cost money -- lots of it. The far preferable approach is to incorporate far less expensive security technologies proactively to prevent laptop thefts and the data breaches that commonly follow."

CEO of IDTheftSecurity.com and a member of the *Bank Fraud & IT Security Report's* editorial board, Siciliano leads Fortune 500 companies and their clients through consumer education workshops that explore security solutions for businesses and individuals. A longtime [identity theft](#) speaker and author of "The Safety Minute: 01," he has discussed data security and consumer protection on CNBC, on NBC's "Today Show," FOX Newschannel, and elsewhere.

In 2002, a Computer Security Institute/FBI Computer Crime & Security Survey calculated the actual financial loss of a laptop theft to be \$89,000. A 2003 Annual Computer Crime and Security Survey placed the average loss even higher, at \$250,000. These numbers reflect a combination of factors such as legal follow-up and identity theft, either of which can lead to financial catastrophe.

Yet, as recently as the third quarter of 2007, only one-quarter of businesses "employ[ed] some kind of data leak prevention system," according to an April 3<sup>rd</sup> article in *CNNMoney.com* that cites data from Forrester Research, which polled a representative sample of organizations based mostly in North America and Europe. This includes ill-preparedness for laptop theft, notes the article, which further cites Forrester's research: "Far more than half of companies polled...[have]...no specific plan to adopt technology for data loss prevention," *CNNMoney.com* reported.

"Not a week goes by without a laptop theft affecting a business, government agency, nonprofit outfit or educational institution," said MyLaptopGPS' chief technology officer, Dan Yost, who directed readers to a [log of high-profile laptop thefts](#) that the company records at its website. "Any organization that's felt the aftereffects of a breach of laptop security probably wishes it had invested in preventative measures beforehand. With the price of inaction dwarfing the cost of prevention, the choice to proactively protect data and the computing equipment storing it is clear."

MyLaptopGPS combines Internet-based GPS tracking -- which, for tracking and retrieving stolen laptops, is more effective than other forms of GPS -- with other functionalities to secure mobile computing devices. Users launch MyLaptopGPS' features

remotely, protecting data even while the machine is in a criminal's hands. Once connected to the Internet, the software silently retrieves, and then deletes, files from machines as it tracks the stolen or missing hardware -- at once returning the data to its rightful owner and removing it from the lost computer.

"Our laptop fleet was certainly worth protecting," said Jim Sullivan, the network, systems and security administrator for FastForms, Inc. "We have procedures in place to help secure the machines, but we realized that we needed some key additional layers of security, such as covert tracking and remote-controlled data recovery and destruction. MyLaptopGPS' solution is very easy to use, and we are quite satisfied. We would recommend MyLaptopGPS to any business seeking a simple solution to secure their laptops and data."

Additionally, MyLaptopGPS offers SafeRegistry™, a comprehensive system for inventorying entire fleets of mobile computers, as well as a full line of highly renowned SafeTags™, which are police-traceable property tags designed to secure iPods, cell phones, BlackBerry devices, and other mobile property.

Readers may [download a demo](#) of MyLaptopGPS. A white paper [is also available](#).

At its website, [MyLaptopGPS](#) also keeps a running tally of publicized laptop and desktop computer theft and losses. The Realtime Estimated Damage Index (REDI) also assesses those losses' associated costs by drawing on estimates from the FBI and elsewhere reflecting the likelihood that identity theft and other crimes will occur whenever a laptop is misplaced or stolen. On May 29, the REDI had recorded a greater than 70 percent increase in cost since its launch in February of 2008.

[YouTube video](#) shows Siciliano on "FOX Newschannel," where he discusses this year's data security breach at Hannaford Bros. and provides affected consumers with the tips they need to avoid paying for fraudulent charges to their bank accounts and credit accounts. To learn more about identity theft, a major concern for anyone who's lost a laptop computer to thieves, readers may go to [video of Siciliano at VideoJug](#).

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### **About MyLaptopGPS**

Since 1984, Tri-8, Inc. (DBA MyLaptopGPS.com) has specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been serving leading enterprises and implementing world-class data systems that simply work. With MyLaptopGPS™, Tri-8, Inc. brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services for almost 25 years.

### **About IDTheftSecurity.com**

Identity theft affects us all, and Robert Siciliano, CEO of IDTheftSecurity.com and member of the *Bank Fraud & IT Security Report's* editorial board, makes it his mission to provide consumer education solutions on identity theft to Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has

been featured on "The Today Show," CNN, MSNBC, CNBC, "FOX News," "The Suze Orman Show," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and "Inside Edition." Numerous magazines, print news outlets, and wire services have turned to him, as well, for expert commentary on personal security and identity theft. These include *Forbes*, *USA Today*, *Entrepreneur*, *Woman's Day*, *Mademoiselle*, *Good Housekeeping*, *The New York Times*, *Los Angeles Times*, *Washington Times*, *The Washington Post*, *Chicago Tribune*, *United Press International*, *Reuters*, and others. For more information, visit Siciliano's [Web site](#), [blog](#), and [YouTube page](#).

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