

Your data security plan is only as strong as its weakest link. What happens when storage leaves your premises? The ability to erase all data from flash module drives is essential to your security procedures. Protect your data with Hitachi Accelerated Flash Data Eradication Service.

## Hitachi Accelerated Flash Data Eradication Service

### Data Shouldn't Leave Your Control Whenever Your Devices Do

#### Risk

In today's risk-adverse environments, organizations are taking great lengths to keep unauthorized data from leaving their secure data centers. This is especially important for sensitive information like financial or healthcare records, but every organization needs to take the utmost care that its data doesn't fall into unauthorized hands.

To protect sensitive data from physical theft or physical loss, data centers take precautions, such as locking doors and adding surveillance systems, as well as using back-end data encryption. When a device leaves the data center for a legitimate reason (redeployment in another physical location or return to the device vendor for core credit), many risk-averse IT organizations require the devices to be physically erased. This process is called data eradication. Some organizations will require that a complete data eradication process be available for any storage device that they procure.

The traditional spinning disk (hard disk drive, or HDD) is no longer able to cost-effectively meet the performance and latency requirements in virtual computing

environments, particularly as workload densities per storage solution have increased. Flash offers significant benefits to administrators facing this new environment; however, since flash writes and stores data much differently than HDD, verifiable, auditable data sanitization is a challenge.

#### Solution

The Hitachi Accelerated Flash Data Eradication Service (HAF Data Eradication) is a standards-compliant data sanitization

solution specifically designed for flash module drives (FMDs) in Hitachi storage. HDS is the only flash vendor that offers a data eradication solution that exceeds the recommendations set forth in the U.S. National Institute of Standards and Technology (NIST) Special Publication 800-88 Revision 1: Guidelines for Media Sanitization. The solution ensures that all user block data, including data in overprovisioning spaces that are inaccessible to the user and host(s), is physically erased and verified (see Figure 1).

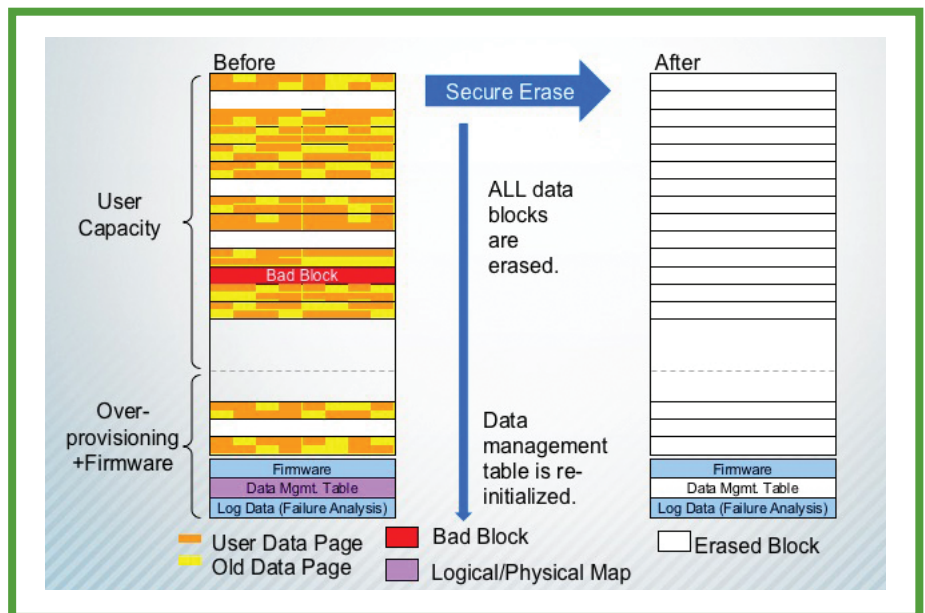


Figure 1. Data Eradication Process

HAF Data Eradication works with most failed FMDs that need to be returned to the factory for replacement. The service can also be used on devices before they are redeployed to new departments within your organization. Proof-of-concept tests can be undertaken with confidence that any confidential data that might be written to the test system can be erased after the testing ends.



## Key Benefits

- All user data, including data in bad blocks and overprovisioning spaces, is physically erased and verified. FMDs are then securely transported without risk of loss or compromise of user data.

- Operational data about the device, such as wear leveling, is preserved. Therefore, the FMD can be redeployed, extending the potential lifespan of the device.
- FMDs eradicated using the HAF Data Eradication can be returned under warranty terms after all user data has been eradicated and verified, and any remaining warranty credits remain in force.
- A certificate of data eradication is issued for every FMD where the service has been successfully completed. An on-site physical destruction and recycling service addresses any FMD that fails to complete the data eradication process.
- Data sanitization exceeds the recommendations set by U.S. National Institute of Standards and Technology (NIST) in Special Publication 800-88 Revision 1: Guidelines for Media Sanitization. This reference document for compliance addresses Health Insurance Portability and Accountability Act (HIPAA), Health Information Technology for Economic and Clinical Health Act (HITECH), and other government legislation and regulatory standards for ensuring data privacy.
- HAF Data Eradication is available for all FMDs installed in our Hitachi Virtual Storage Platform family and Hitachi Unified Storage family models.

 **Hitachi Data Systems**



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