



Security Solutions for a Smarter Workspace

Why IT Managers Invest in Physical Security

Kensington®

SOLUTIONS FOR A
SMARTER WORKSPACE

Smarter Security Solutions for Businesses

Customers trust us and IT Resellers partner with us.

We partner with IT Managers, users and procurement teams every day, responding to their requirements and sharing our expertise.

Our position as the inventor of the laptop lock and the K-Slot gives us global reach. Today our locks are available through every major IT Reseller around the globe.

Many of our customers wish they had spoken to us sooner. Contact us today.

Security Advisors:

www.kensington.com/locks

Reseller Support:

www.kensington.com/reseller



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Laptop Theft

IT Managers Know the Costs

Company network security is the number one concern of IT Managers following laptop theft.

IT Managers rank Direct Security Risks as their third largest cost when breaking down the cost of laptop theft.¹

IT Managers also attribute 80% of the cost of a stolen laptop to network breaches² while their organisations underestimate the resulting cost of employee downtime by 31%.¹

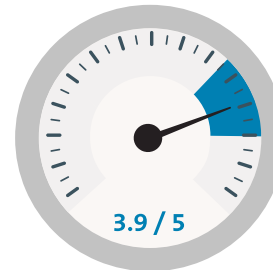
IT Manager Concerns Following a Laptop Theft



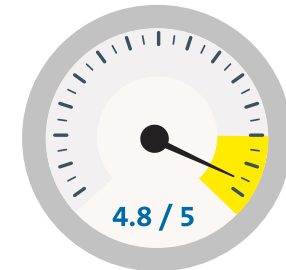
Security of Employee Information



Security of General Company Information



Security of Customer Information



Compromised Access to Company Network

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¹ IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats

² Ponemon Institute White Paper '09 - The Cost of a Lost Laptop

Prevention is Better than Cure

Physical locks, IT's first line of defence.

No matter how big or sophisticated, even the best resourced IT teams can be vulnerable.

Laptop thefts are regularly reported by some of the world's most prestigious companies.

Coca Cola

BBC

Cedars-Sinai

Kleiner Perkins

RBS

Nationwide



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10 Reasons Why IT Managers Invest in Physical Security

1. **It's easy to do.** IT hardware incorporates **Kensington Security Slots**.
2. **67%** of laptops are stolen from the **office**.¹
3. **89%** of companies have **experienced laptop theft**.²
4. Only **3%** of stolen laptops are **recovered**.³
5. **85%** of IT Managers suspect **internal laptop** theft.²
6. IT Managers attribute 80% of the cost of a stolen laptop to **network breaches**.⁴
7. Organisations underestimate the cost of **downtime** by **31%**³
8. **49%** of SME's take **2 to 4 days** to replace a lost or stolen laptop.³
9. IT Managers state that **52%** of laptop theft would be **prevented** by a **lock**.²
10. **75%** of IT Managers believe that believe Physical Security represents **better value** than software security.²

1 Kensington Research '14 - 4 Steps to Better Security in the BYOD Era for Your Company

2 IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats

3 IDC White Paper '07 - The Threat of Theft and Loss of Laptops for the SME

4 Ponemon Institute White Paper '09 - The Cost of a Lost Laptop

Compliance

The Third Most Important Concern for IT Managers.

Well implemented security policies reduce laptop theft by 85%.¹

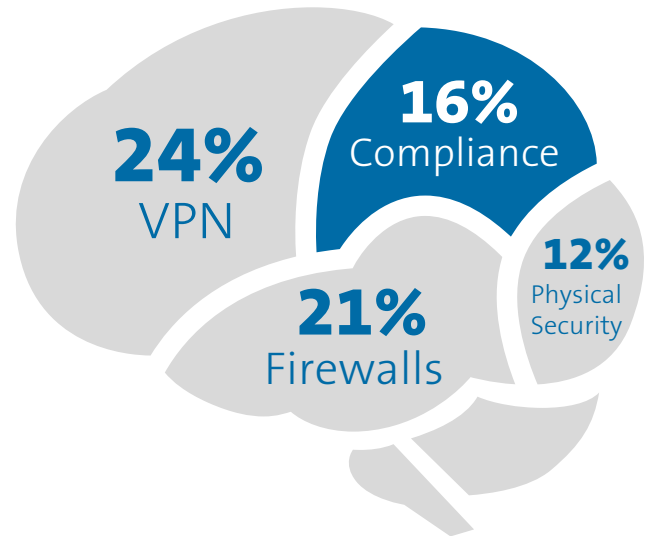
Common sense policies combined with an office culture that fosters and expects lock usage can be quickly implemented.

Just like taking the stairs rather than the lift or switching off the lights, we encourage IT departments to set the example for other departments to follow, so the use of locks becomes second nature.

Does your organisation have a Physical Security Policy?

Download our template at:
www.kensington.com/securitypolicy

Which security priorities do IT Managers think about most?¹



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¹ IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats

BYOD

Their Device, Still An IT Problem.

Bring Your Own Device (BYOD) brings with it not only a long list of positive attributes but also a set of daunting security challenges.

It's probable that employees will still turn to IT to resolve the issues resulting from their lost laptops and to keep them productive while they await replacements. It therefore makes sense that IT policies ensure that users are protecting their devices, wherever they may be working.



“ Forward-thinking IT organisations spell out the rules to BYOD participants up front around data security and the risk they assume when using a personal device for work. ”

Tom Mainelli, IDC Analyst.²

¹ Kensington Research '14 - 4 Steps to Better Security in the BYOD Era for Your Company

² IDC Analyst Connection '14 - The Role of Security in a BYOD World



Ask our Security Experts a Question:
www.kensington.com/locks



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