

# Sun<sup>SM</sup> Data Protection Services, Data Erasure

Confidently comply with data  
destruction policies.



It used to be that retaining data was the key to success in business. Today, we all understand the value of holding on to important information about our business in order to stay competitive. But now we also must recognize the need to destroy data properly after it's no longer required.

The volumes of data collected in any business contain bits and pieces of valuable knowledge. When those bits and pieces are put in context, they are transformed into highly productive information. This becomes the professional wisdom that can be used to create strategic competitive advantages.

Obviously, it is critical to have a retention policy in place to safeguard the information that keeps you competitive. Government regulations also mandate the retention of certain data. Yet, the retention of data beyond its useful purpose or required time frames can increase exposure to security breaches, posing serious financial and punitive implications. Cases of both personal and company liability have garnered public attention.

Therefore, it's also critical to marry any data retention policy with a data destruction policy. In fact, some governments now mandate data destruction and are beginning to implement audit cycles to verify compliance. Holding on to data that is not critical to your competitiveness is no longer an option. The longer you keep data after it has outlived its purpose, the more exposure you have to data loss and unforeseen compromise. And data that has passed its mandated retention period could put you and your company at risk—it's important that it is efficiently destroyed.

## Out with the old, in with the new

Data security guidelines are also driving corporations worldwide to protect customer data when equipment is being removed from active use or redeployed. Regulators want to make sure that when assets are retired, the data doesn't get into the wrong hands if it somehow still lingers on the disk device.

The Sun<sup>SM</sup> Data Protection Services, Data Erasure offering gives you the opportunity to demonstrate proactive planning when replacing old technology, repairing current assets, or redeploying equipment for use by other datacenters or applications. Erasing data protects you from security breaches during a move, cleans and prepares assets for re-use, and contributes to an eco-minded solution for meeting the challenges of a changing or expanding datacenter.

## Standardize your policy on Sun's global, tested solution

A service that keeps you in control at all times fits well within most internal data destruction policies. Sun Data Protection Services, Data Erasure is software-enabled data eradication, delivered at your site by Sun-badged system engineers. Our tested solution erases to standards as stringent as the U.S. Department of Defense's Directive 5220—22M, overwriting data three times directly to the hard disk platter surface, including remapped sectors.

Upon completion, Sun provides you with detailed audit reports that demonstrate compliance with both your internal data security processes and external regulatory guidelines.

## Highlights

- Limit your risk of data loss
- Comply with up to 14 U.S. and International erasure standards including DOD-5220-22M
- Augment internal policies for data destruction
- Preserve the reputation of your company
- Maintain the chain of control of your assets containing sensitive data
- Demonstrate a safe, repeatable data erasure process
- Repurpose old technology assets to be more eco-friendly

“An effective data destruction policy can create a competitive advantage for businesses. It frees you to focus on today and the future and to stop worrying about yesterday’s inventory. Holding on to old data not only opens you up for undue risk of loss, it allows old technology to lie around and exposes you to vulnerabilities that you may not even be able to track.”

**Michelle Dennedy**

Chief Data Strategy and Privacy Officer,  
Sun Microsystems

**Why do I need to erase data?**

Situation	Solution
Equipment relocation	Erasing data from assets can help prevent possible security breaches in transport.
Asset retirement	When older equipment gets replaced or repaired, perform a responsible decommission by erasing data first.
Re-deploying equipment	Responding to financial pressure means squeezing the most life from your active assets. Erase data prior to redeployment to enable safe travel and a successful migration.
Proactive data management	Routine eradication of non-critical data and data that is beyond its required retention policy helps keep you compliant with regulations and limits your risk exposure.

Plus, our erasure process has been tested and standardized globally. In fact, Sun uses this process as part of its own data destruction policy. Sun’s Chief Data Strategy and Privacy Officer believes that adding an audit-ready data erasure solution to an organization’s strategic plan is essential in today’s competitive landscape. That means you can employ the same trusted company and process at sites worldwide, allowing you to build, document, and demonstrate a strong, uniform destruction policy. And you can validate full chain of control of your data assets because Sun’s service is performed at your site—meaning you have tighter control over your assets containing sensitive corporate or customer data.

**Why Sun?**

Sun offers systems, software, and solutions for managing complex data environments and complying with numerous government and corporate regulations. Sun’s integrated, tiered storage solutions are designed to respond to the emerging regulatory environment and customer data requirements for information retention, identity management, and security, while at the same time helping reduce IT cost and complexity.

From the desktop application to the back-end archive, Sun customers benefit from total systems leadership and the experience that comes with more than 25 years as a systems vendor. Sun delivers an effective and economical infrastructure to enable you to manage data from creation to deletion.

**Learn More**

To learn more about Sun Data Protection Services, Data Erasure, contact your Sun sales representative or authorized reseller or visit [sun.com/service/sdps/dataerasure](http://sun.com/service/sdps/dataerasure)