

Retain control over your sensitive business data.

Media components can fail or become damaged, and typically become the property of the manufacturer to be refurbished and sold

Though unlikely, it is possible that confidential data could be exposed. As a result, your organization can face penalties from noncompliance with privacy regulations such as General Data Protection Regulation as well as damage to your brand image.



IBM® Cross Brand Services—media retention allows you to:



Retain HDDs, SSDs and flash memory components in-house.



Protect sensitive data stored on failed media components.



Better manage regulatory compliance to avoid penalties.



Simplify asset tracking, depreciation and budget planning.

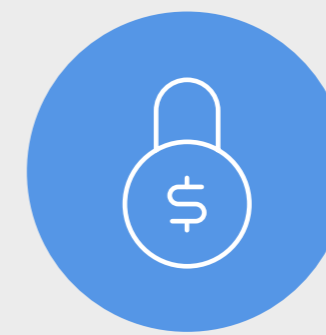
Maintain control over the entire chain of custody to protect the privacy of your sensitive data.



Embed media retention in your hardware maintenance support.



Distribute the cost of the service over time as an operating expense.



Fixed-price, fixed-scope service enhancement.

Lock down your data and don't take unnecessary risk. Learn how IBM Technology Support Services can help.

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Note: General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC as of April 2016, enforceable as of May 2018.