



IDC and PeakData Services Announce Disk Eradication Webcast

BOULDER, Colo. Sept. 10, 2009 – Leading IT industry authority IDC and PeakData Services, Inc. a fast-growing IT provider dedicated to information security compliance and risk mitigation services, today launched a new webcast developed to unlock the mystery of how best to handle obsolescent storage media.

Entitled “Data Privacy: Best Practices for Failed and Expired Media,” the program features Vivian Tero of IDC, a leading compliance and data privacy expert, and Glenn Jacobsen, general manager of PeakData Services, Inc.

The webcast explores ever tightening global regulations associated with personally identifiable information (PII) and the impact on information stored in its various forms as well as actions that can be taken immediately to protect this data and mitigate the risk of “information leakage.”

IDC projects that digital information will continue to double every 18 months and that while today 25 percent of that information is security intensive, in 2012 45 percent will be. The combination of increasing regulation and massive storage growth has profound implications for how enterprises handle their obsolete storage media.

Fortunately, the webcast draws heavily on Tero’s experience interviewing major organizations that have developed sophisticated, best practices that not only insulate them from security and regulatory risk, but also save money in the process.

“We have gone to great lengths to educate enterprise IT organizations because, frankly, in many cases a good deal of education has been needed,” said Glenn Jacobsen, vice president and general manager, PeakData Services.

“Fortunately, an increasing number of organizations are ahead of the curve in deploying best practices,” he added. “We developed this webcast and accompanying white paper to share their experiences with organizations around the world.”

The webcast and podcast are available at SearchStorage.com URL:

http://searchstorage.bitpipe.com/data/search?site=ssg&dt=multimedia&cr=bpres&cg=VE NDOR&sp=site_abbrev%3Assg&cp=bpres&st=1&qt=peakdata&x=0&y=0

About PeakData Services

PeakData Services, Inc. develops and delivers consulting and professional services that incorporate industry-leading people, products, tools, and methodologies to help companies mitigate risk by showing them how to store, protect, and manage their business-critical information more efficiently and cost-effectively. PeakData Services works globally and directly with clients or through leading IT services partners such as Hitachi Data Systems, Sun Microsystems and Network Appliance. PeakData Services is headquartered in Boulder County, Colo. For further information please visit: www.peakdataservices.com.

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