

# Your Notebook PC is Stolen or Broken? No Problem!



"If we lost client data, we'd be out of business. With that in mind, No Panic Computing is very inexpensive. The HP notebooks work well. The whole plan works well."

—Shawn Saulnier, President,  
SA J Advancement Services

HP Customer  
Case Study  
Mobile Computing  
Data Security  
Data Backup and  
Recovery

Industry  
Technology

Innovative notebook-as-a service solution alleviates data loss, breach and business interruptions, minimizing risks.

#### Objective:

Reduce risks for SMB executives of data loss, breach, and business interruptions.

#### Approach:

Provide an innovative notebook-as-a-service using HP EliteBook computers and Iron Mountain encrypted online data backup.

#### Business benefits:

- Data loss/breach risks minimized through encryption and encrypted online backup
- Business interruptions minimized through 24-hour helpdesk repair, replacement.
- Enhanced security through helpdesk's proactive monitoring and patching

#### Technology improvements:

- Automatic daily encrypted online backup, in the background, to secure data centre
- Single source for 24-hour hardware/software maintenance, upgrades, repair and security monitoring
- Ability to automatically delete hard disk contents should notebook be lost or stolen

About No Panic Computing, Inc.

Based in Markham, (north-east Toronto) Ontario, Canada, No Panic Computing (NPC) Inc., specializes in secure mobile computing solutions for small business professionals, with a service that alleviates data loss, breach and business interruptions in an expert, data centre managed solution that is simple to buy and easy to use.

Feeling relaxed?

Imagine that after you read this, you discover:

1. Someone tries to get into your notebook while you are away from your desk in an attempt to compromise your confidential business records.
2. While you're on the road on a long business trip, your notebook PC has become corrupted and it can't access the Internet.
3. You're traveling to deliver an important PowerPoint presentation. Standing in an airport security line, you put your laptop case on your suitcase to pull out your ticket. Someone brushes by and bumps your laptop case, which falls to the floor. You discover your laptop screen is cracked and it no longer works.

Luckily, these scenarios happened not to you but to customers of No Panic Computing, an innovative notebook-as-a-service company. True to the name of the service, the customers had no reason to panic.

"This idea that everything can be a service right down to the hardware that you use is pretty compelling to people"

—Lance Ulanoff, editor-in-chief,  
PCMag Network

In your corner....

That's because of unique service features. Customers lease their HP EliteBook 8530p, 6930p, 2730p or 2530p notebook PCs from No Panic Computing for three years at \$129 to \$159 a month. The service is more than worth the cost, customers say.

Software includes Microsoft Office 2007 Small Business Edition with Business Contact Manager, Windows XP or Vista, multi-layered security protection, automatic data encryption, and an online encrypted backup service that once a day takes a complete picture of the hard disk in the background, transparently to you, and stores the image in a secure data centre run by Iron Mountain.

If you need help, service includes a 24-hour unlimited helpdesk with concierge-level attention. Technicians not only work with

# Solution at a glance

## Hardware

- HP EliteBook 8530p Notebook PC
- HP EliteBook 6930p Notebook PC
- HP EliteBook 2730p Notebook PC
- HP EliteBook 2530p Notebook PC

## Software

- Microsoft Office Small Business Edition 2007 with Business Contact Manager
- ESET Antivirus & Antispyware Business Edition
- No Panic Computing DataGuard service powered by Iron Mountain

## Operating System

- Microsoft Windows XP Pro
- Microsoft Windows Vista Business

## HP Partner Services

- No Panic Computing

you to solve any hardware or software problems, they monitor the notebook's security and performance and provide proactive care.

Should a notebook ever be lost or stolen, the contents of its encrypted hard disk will be automatically erased the next time it connects to the Internet. And within two business days, the customer receives a replacement notebook with all data restored from the last back up, ready to use.

### Stop, thief!

With these features in mind, consider the opening scenarios:

1. Someone tries to get into your notebook while you are away from your desk in an attempt to compromise your confidential business records.

An alarm went off in the No Panic Computing monitoring centre that eight unsuccessful log-on attempts were occurring on this customer's notebook. The technician picked up the phone to see if the customer was having difficulty with the password—and to tell the customer that one more attempt would shut down the encryption keys and deny entry to the computer. The astonished customer said he was nowhere near his computer—he was in a meeting at a client site, and had left his notebook in another part of the building. He went back to retrieve it and stopped the intruder-grateful he had received the proactive alert.

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"Knowing their data encryption works and is professionally managed, and their notebook can be replaced at any time with their data restored is the peace-of-mind that professionals are looking for."

—Tom Ward, Vice President, Marketing,  
No Panic Computing

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### Cut off and shut out

2. While on the road on a long business trip, an NPC customer found his notebook had become corrupted and he couldn't access the hotel network.

This happened to Shawn Saulnier, president of SAJ Advancement Services, a Toronto-based professional fundraising company for universities, colleges, hospitals, and other non-profits.

With his own corrupted notebook, "I actually spent about two or three hours trying to fix it myself before my ego allowed me to call No Panic Computing's help desk," Saulnier says. "I won't delay again. Once I called, a technician accessed my computer remotely, took control of it, found what was corrupted, and fixed it while I was doing something else. He was great to work with—very customer focused."

"There's good reason," explains Tom Ward, vice president of marketing for No Panic Computing. "We're a Keating Group company with a call centre that has handled more than five million technical calls. First call resolution is more than 90 percent and average call time is under 10 minutes."

The experience sold Saulnier on the No Panic service and he has signed up six employees. "We get a lot of sensitive information from our clients on donors—sometimes millions of records going back many years," he says. "If we lost client data, we'd be out of business. With that in mind, No Panic Computing is very inexpensive. The HP notebooks work well. The whole plan works well."

### Crash!

3. While traveling to deliver an important PowerPoint presentation, a NPC customer was standing in an airport security line. He put his laptop case on his suitcase to pull out his ticket. Someone rushed by and bumped his laptop case, which fell to the floor. The screen was cracked and the laptop no longer worked.

This nightmare happened to Norm Trainor, founder and CEO of The Covenant Group, based in Toronto. Trainor makes more than a hundred flights a year as he coaches entrepreneurs on how to build their businesses.

"I knew immediately why I bought a No Panic Computing notebook," he says. "They had a new notebook—with no lost information—in my office before noon the next day. All my settings were intact. Even the desktop icons were in the exact same place."

### Breathing easier

Protecting client information is a critical requirement at his company as well. "We coach 8,000 entrepreneurs," he says. "We have an enormous amount of confidential information from them on their business plans, their financials, their whole lives. If my computer is stolen or compromised, the liability is enormous. Security is a major consideration."

As a result, Trainor adds, "Everyone who works remotely for us gets a notebook from No Panic Computing. If something happens, that notebook is protected."

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—Norm Trainor, founder and CEO,  
The Covenant Group

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Trainor is not alone in recognizing the increased risks of mobile computing. A study in May 2008 by AML-Partners Research found that data security is a priority in 70 per cent of Canadian small businesses. "Our service fills important needs for SMB executives," says No Panic's Ward. "Our extensive field pilot proved that knowing their data encryption works and is professionally managed, and their notebook can be replaced at any time with their data restored is the peace-of-mind that professionals are looking for."

To learn more about Hewlett Packard. visit [www.hp.ca](http://www.hp.ca)

To learn more about No Panic Computing, visit [www.nopaniccomputing.com](http://www.nopaniccomputing.com)