IT people you can talk to. IT people you can trust. 

IT Problem Solving is Here

Eastern Data, an HP Silver Partner, has 30 years of experience in providing information technology services. We have worked with hundreds of local, regional, and national clients in the public and private sector, and we specialize in the healthcare, retail, manufacturing, real estate, legal, and insurance industries. Our intellectual leadership and understanding of emerging technologies are the power behind our consulting services. As we collaborate with our customers, we are also laying the groundwork for the planning, building, securing, and managing of your new printers and devices.

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HP Elite Devices to the Rescue

While unsecured printers pose a silent threat to your organization, PCs, notebooks, tablets, and 2-in-1s also need to be secured against data loss and malware. Have no fear. The HP Elite Series devices have built-in state-of-the-art security, such as:

• Biometric and smartcard readers
• Pre-boot authentication
• HP BIOSphere with HP Sure Start
• Absolute Persistence Module
• Full-disk encryption

HP Printers Provide Best-in-Class Security

To prevent an insecure printer from causing a data breach, HP has designed its HP LaserJet Enterprise and HP PageWide Enterprise printers with self-healing security features to meet the rigorous requirements of the healthcare, government, and education markets. These features include:

• **HP Sure Start:** Works behind the scenes when printing and imaging devices power on, safeguarding them from attack
• **Whitelisting:** Ensures only authentic HP FutureSmart Firmware, digitally signed by HP, is loaded into memory
• **Run-time intrusion detection:** Protects printing devices while they are operational and connected to the network

Even the compact HP Pro printers go the extra mile in security, offering:

• **Secure Boot** that authenticates the integrity of the boot code at each boot cycle
• **Firmware integrity validation of updates prior to being loaded**
• **Run-time code integrity** that stops intruders from introducing malware while the printer is running

High Cost of a Data Breach

So what happens if your unsecured printers or other devices result in a data breach? A data breach can cost you big money in terms of breach mitigation efforts, lost business, terminated reputation, fines, and lawsuits. The **Annual Cost of Data Breach Study** for 2016 estimates that for a U.S. company:

• **$7 million** is the average cost for a data breach
• **$221** is the average cost of a single lost record
• **30,000** records are lost in the average breach


IT Problem Solving is Here

Security Threats Lurk Inside Your Company

What’s the Silent Mole in Your Office?

You’ve taken all of the security precautions you can think of in order to keep bad guys out of your networks. However, a silent mole sits in your offices, inconspicuously handling your most sensitive data. It is your printer network, which can be exploited by sophisticated hackers to read your most sensitive documents. According to a study on printer security by the Ponemon Institute:

1/3 companies have a process for identifying and securing high-risk printers
60% companies have already experienced a data breach involving printers
57% IT pros believe that a data breach caused by an insecure printer will occur within a year

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