

## **Personal Security and Identity Theft Expert: Smart Organizations Understand that Laptop Computer Security Demands GPS Technology**

(BOSTON, Mass. - Dec. 18, 2006 - IDTheftSecurity.com) End-of-year reporting suggests that desktop computer use is down, in favor of the ever-more-prevalent laptop. Robert Siciliano, a personal security and identity theft expert, pointed to recent, high-profile laptop thefts and said smart organizations that store sensitive data on theft-prone mobile computing devices understand the implications: Secure laptops with GPS, encryption, and other technologies, or suffer data breach-associated costs with increasing frequency.

Siciliano, president of IDTheftSecurity.com, provides consumer education solutions to Fortune 500 companies and their clients. The Privacy Learning Institute has featured him on its Web site. This year, Siciliano has discussed identity theft on CNBC's "On the Money" multiple times, on NBC's "Today Show," and on FOX News. He is author of "The Safety Minute: 01."

IDC research reported by *Computerworld* in September of 2005 suggested that business use of laptop computers would spread to more than 50 percent of employees within a few years, with shipments of laptops surpassing those for desktops by 2008. An article in the Dec. 18 edition of *BusinessWeekOnline* reported findings from the firm Current Analysis showing that laptop sales rose by 25 percent for the week ending Nov. 25; desktop PC sales dropped 2 percent for that week, and, in October, were down 5 percent for the year.

"Laptop sales are up," said Siciliano. "Sales of laptop security technology such as GPS and encryption need to increase in parallel. We must combat—and ward off—the thefts that will inevitably accompany the growing prevalence of laptop computers. The alternatives, lawsuits and recovery costs, are prohibitively expensive."

Last month, newer research from IDC, reported by *Investor's Business Daily*, predicted that the number of mobile workers would increase by 30 percent by the year 2009, and that the security threat to mobile computers would rise along with them. Symantec has found that a laptop computer is stolen every 53 seconds, and that 97 percent of these machines lost to theft are never recovered. Research from Gartner Group has shown that the cost of laptop computer theft can exceed \$6,000 for even just one machine.

"We're already seeing companies paying thousands of dollars just to stop official inquiries into their laptop security practices," said Siciliano. "No organization is immune. Install simple technology, like GPS, instead. Avoid the security nightmare before it even happens."

On Dec. 13, an *Associated Press* article covered the loss of a Boeing Co.-owned laptop computer—according to the report, the third laptop belonging to the company to go missing in over a year. Just a day earlier, a *Boston Globe* article reported a \$25,000 settlement paid by Ameriprise Financial Services Inc. to settle a probe into the loss of a laptop that housed personal data on thousands of Massachusetts residents.

Siciliano urged laptop computer users to equip their machines with security solutions from firms such as MyLaptopGPS, a company that offers GPS tracking and encryption technology as security for mobile computers. Internet-based GPS, the technology

MyLaptopGPS™ uses, is more affordable and user-friendly than other types of GPS tracking and effectively tracks lost machines.

"Laptop computer security can at once be simple, inexpensive, and highly effective," said Dan Yost, chief technology officer at MyLaptopGPS. "The alternative is theft and its attendant, often unknown consequences, such as lawsuits and soaring recovery costs. Smart organizations expect the worst and insulate themselves for it up-front. MyLaptopGPS provides the solution these companies want, and need."

On Dec. 7, Yost addressed faculty and students at Oklahoma State University on the importance of MyLaptopGPS to laptop security. MyLaptopGPS not only tracks lost laptops with Internet-based GPS, but also installs software that encrypts and silently removes and retrieves files from the machines—at once returning the data to its rightful owner and deleting it on the stolen computer. Users can invoke MyLaptopGPS's functions remotely.

"Imagine losing a laptop computer and only having to press a button to make the whole problem go away," Siciliano concluded. "That's what GPS tracking can do—no more public relations crises, no more litigious probes, and no more lost customers. Your organization has done its job, and the thief goes to jail."

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#### **About IDTheftSecurity.com**

Identity theft affects us all, which is why Robert Siciliano, president of IDTheftSecurity.com, makes it his mission to provide consumer education solutions on identity theft to Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on CNN, MSNBC, Fox News, "The Suze Orman Show," "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," and "The Howard Stern Show." Visit Siciliano's Web site, [www.IDTheftSecurity.com](http://www.IDTheftSecurity.com), or his blog, [www.IDTheftSecurity.blogspot.com](http://www.IDTheftSecurity.blogspot.com).

#### **About MyLaptopGPS**

Since 1984, the minds behind AIT Solutions, LLC (DBA MyLaptopGPS.com) have specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been servicing leading enterprises and implementing world-class data systems. With MyLaptopGPS™, AIT Solutions, LLC brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services.

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