

### MANAGING A WORLD OF RISK

We live in a world of constant and exciting technological change. Indeed, the volume of data being created and processed is growing at an increasing rate every year. This wealth of information provides opportunities to improve our lives in many ways, but this dependency on data comes at the cost of increased risk. This changing technology introduces new and greater risks in storing and handling electronic records.

Clearly, information is critical in this modern digital age, and for organizations operating in this data-rich environment, protecting that information can mean the difference between incredible success and considerable struggle. The failure to adequately protect such data can impact their very business survival.

In a tangible sense, organizations must be aware of the many physical forces that can damage, if not completely destroy their data, and take steps to protect themselves from these potential threats. It doesn't take a catastrophic fire to destroy computer media and other valued records; fluctuation in temperature or humidity, dust particles and UV light can be just as dangerous and ultimately as devastating. Data centers must also be

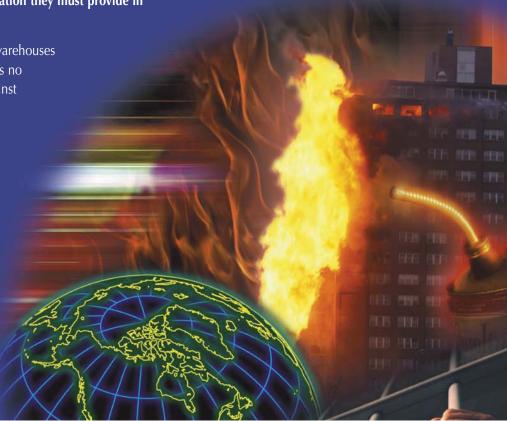
protected from the threat of fire to ensure the preservation of mission critical IT infrastructure and production data.

Additionally, corporate officers are now ultimately responsible for protecting their organization's vital records. Legislation such as *Sarbanes-Oxley and HIPAA* has attached large fines and even criminal penalties of up to 10 years in prison for failing to protect vital business documents, medical records and other information in digital format. Rule 26 in the New Federal Rules for Civil Procedure also holds organizations accountable to prove the integrity of information they must provide in the discovery process for litigation.

Indeed, the old model of storing records in warehouses suitable for storing warehouse commodities is no longer acceptable. This is especially true against the backdrop of recent media headlines and courtroom rulings that hold corporate officers legally and financially accountable for protecting and producing their company's vital records.

CEO's and Boards of Directors must recognize their responsibility to protect the information assets that reflect their good stewardship. Furthermore, they must come to understand that successfully managing the modern world of risk means that vital information must be protected, while remaining accessible at a moment's notice.

Successfully managing the modern world of risk means that vital information must be protected and accessible at a moment's notice.



# The Digital Dilemma

Even in this digital age, many people fail to realize that computer media is not permanent. Things like CD-ROMs, tape backups and portable hard drives last only about five to eight years if they are not stored in the proper environmental conditions, and companies are often legally obligated to keep their records for much longer than that. Losing information to spoliation in only a few years surely will damage, if not destroy, the health and vitality of your organization. Based on recent courtroom decisions, such loss of records could result in devastating, long-term legal problems.

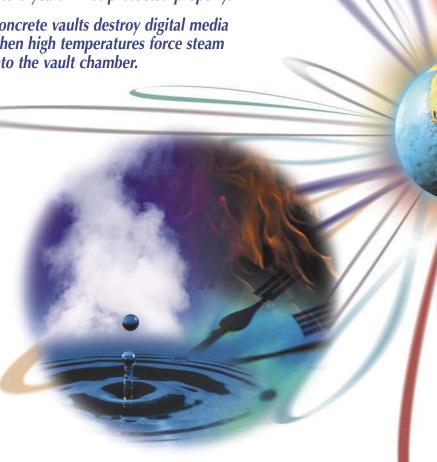
It is important to understand that in these times, there is a need for contextual protection in addition to protection of the information in its entirety. In terms of the possible legal consequences, the loss of even a part of your critical information due to improper storage could be damaging, to say nothing of the reproduction costs associated with returning your digital information to a useable condition.

Unfortunately, these issues are compounded by the fact that even businesses that understand the need to protect their backup data mistakenly assume that concrete vaults that protect paper documents will also protect digital media. This just is not the case. In a fire, a concrete vault will fill with steam as a result of the breakdown in the cement bond in the concrete, meaning the atmosphere inside of the vault will reach 212° F and 100% relative humidity. While such conditions may be acceptable for paper, digital media is damaged at temperatures greater than 125° F and relative humidity above 80%.

Data centers must be protected to minimize costly downtime and prevent data loss.

Digital Media breaks down in 5 to 8 years if not protected properly.

Concrete vaults destroy digital media when high temperatures force steam into the vault chamber.



\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

## **Protection On-Site & Off-Site**

In some ways, it's difficult to describe the typical Firelock™ client. That's because our client list is made up of organizations of all shapes and sizes from diverse industries, ranging from hospitals and pharmaceutical companies to major financial houses and state and local government offices.

Yet, every Firelock customer does have one thing in common – each demands a great deal of accountability for their vital records and understands the need to protect this critical data both on-site and off-site.

These savvy organizations are able to clearly see the big picture and recognize that the important step they take in safeguarding their fragile media in a Firelock vault today can help to secure their very existence tomorrow.

Many of our large clients prefer a vault on-site for storing vital records that they consider too important to trust with anyone else. Perhaps they need the records close-at-hand for operational reasons, or maybe there are criminal penalties related to the misuse or destruction of such materials. But many of these conscientious clients also demand a secondary tier of protection to satisfy their concerns.

#### A Vital Resource – The Firelock™ Affinity Network

To further help businesses effectively manage today's world of risk, we are proud to be associated with a network of high-tech media storage companies across the United States who offer their clients the incomparable protection of a Firelock vault.

This Firelock Affinity Network (F.A.N. Club) serves as a vital first line of defense,

offering unparalleled security for valuable and fragile media. For proactive companies that already own a Firelock vault, the F.A.N. Club acts as additional assurance that on-site and off-site records are afforded the same fail-safe protection.

Typically, the well-informed organizations that entrust F.A.N. Club facilities with their most critical business information are able to keep a step or two ahead of their competition because they recognize that the cost of replacing even their backup data would be devastating to the financial health and general vitality of their business.

The F.A.N. Club is continually expanding to offer maximum protection in many major U.S. cities and regions. Current listings of all F.A.N. Club facilities can be found on our web site.

www.southwestsolutions.com

Toll Free 1-800-803-1083

# The Firelock™ Solution

Founded in 1985, Firelock™, is the world's leading manufacturer of media-rated modular vault chambers. Unlike poured-in-place concrete vaults, Firelock vaults are constructed from individual panels, filled with a heat-resistant ceramic material and are lightweight, movable and expandable. When combined with current high density storage systems, Firelock vaults offer extremely high space efficiency and a considerable cost advantage per cubic foot of storage.

The value of assets stored in Firelock vaults today reaches hundreds of billions of dollars and ranges from priceless animation cells and World Wrestling Entertainment videos to pharmaceutical research records and U.S. Department of Education student loan information.

With a Firelock vault, you invest in the highest performing vault on the market today to ensure the protection of your most vital records and irreplaceable items. You gain the ability to store microfilm, computer media, file servers and paper in one location, and the peace of mind that comes from knowing that all the environmental and fire protection elements are in place.

Firelock has been in business for over two decades, and during that time we have installed over 1,200 vaults around the world. In fact, in the United States we now have vaults in 44 of the 50 states, as well as Europe, the United Kingdom, Scandinavia, South America, Africa, Korea, China, Taiwan and Hong Kong. Because of this broad experience, we know how to build a vault that will provide our clients with maximum protection today and have the flexibility to grow with them over time.

## The Facts

Let's face it, the chances of a catastrophic fire or arson are far less than the reality of fluctuating temperature and humidity. Exposure to dust and corrosive elements in the business workplace is common. Unknown magnetic fields and electrical interference in the media storage area may be prevalent. Concrete vaults are notorious for the mold and mildew that infect vital records. All of these in concert damage or destroy media in a long-term storage environment.

In contrast, media protected by a magnetically shielded Firelock vault, with the proper temperature and humidity controls and air filtration, can be stored up to 3 times longer without loss of data integrity. Files will no longer be a breeding ground for bacterial and fungal growth that can make your staff ill

... the most cost-effective vault chamber on the market today.

# A FIRELOCK™ vault design provides:

#### • Modular construction:

Built from panels that are 24 inches wide and can vary in height from 8 to 16 feet, vaults can be customized to meet current needs and can expand as those needs change.

#### High temperature insulation:

Vault panels constructed from spun ceramic material capable of withstanding temperatures well above 2000° F for five hours of testing.

#### Solid framework:

Unique structural steel design that offers 3 times the strength of a normal building construction.

#### Magnetic shielding:

Components protect against the most common electromagnetic fields that can damage media stored archivally in one location.

#### Essential environmental planning and design:

Firelock vaults are pre-designed to integrate dust and vapor resistant lighting, Humidity control, and Fire suppression systems which are not harmful to the environment and do not add to Global Warming.

#### Flexible design:

Light enough to install on an upper floor and adaptable enough to move to a new location.

and over time destroy your records.

# Laboratory Tested Proof Of Performance

With a Firelock<sup>TM</sup> vault, you can be assured of proven protection in a real catastrophic event. Using a third party nationally recognized laboratory insures that your vault is tested to the same standard as described by the American Society of Testing & Materials (ASTM International). Many construction companies attempt to build on-site vaults with little or no experience in vault construction and without any real idea of what the performance of the vault chamber has to do with protecting vital records and media.



Blast furnace superheats air and the integrity of vault remains intact as gypsum board peels away from exterior walls.

Firelock commissioned OMEGA Point Laboratories, Inc. of San Antonio, Texas to put our modular fireproof vaults through a series of tests (ASTM-E-119 and UL 72) designed to show how the vault holds up under an extended full-scale blaze. This test was conducted for five hours and the vault delivered a four-hour rating for paper documents, but more importantly, the panels were able to deliver the longest fire protection rating in the industry for media.

Current industry standards require vaults to maintain an internal temperature of below 125° F during a fire for one hour, so Firelock vaults double and in many cases triple this base-line protection.



We are proud to say that all of our vaults are now listed in the official Omega Point Laboratory Directory for Listed Products.

Unventilated Vaults Constructed of the following sizes:	Vault Rating
9' x 9' or larger in either or both dimensions	Class 125 - Two Hour
9' x 9' or larger in either or both dimensions	Class 350 - Four Hour
12' x 12' or larger in either or both dimensions	Class 150 - Three Hour
18' x 18' or larger in either or both dimensions	Class 125 - Three Hour
20' x 20' or larger in either or both dimensions	Class 150 - Four Hour
28' x 28' or larger in either or both dimensions	Class 125 - Four Hour

The Firelock panel assemblies were able to deliver the longest fire protection rating in the industry for media.

