

# DataSafe introduces our latest Service Offerings...



## Secure Destruction Services

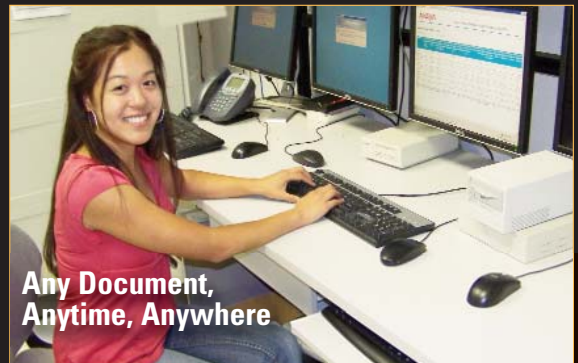
Secure Document Destruction and Recycling Methodology

## Secure Online Backup and Recovery Services



Highly Secure and Automated Online Data Protection

## Digital Archiving Services



Any Document, Anytime, Anywhere

## president's message



For the past 20 years, DataSafe has held an Annual Destruction Sale from June through August, when we offer a discount on the destruction of boxes you hold in storage off-site with us. Why would a commercial records center like DataSafe encourage its customers to destroy their records? Because DataSafe is unique. Our goal is to help you, our clients, limit your liability and control your offsite records storage costs by destroying records you no longer need. We have an ongoing commitment to act in your best interest. We know from experience that when we take care of you, not only will you continue doing business with us, you will refer your colleagues to us as well.

DataSafe applies this same destruction advice to our media clients. In fact, media clients have another consideration beyond liability and cost containment: clients who archive data should periodically confirm that the media is still compatible with their on-site hardware and software. With ongoing rapid changes in technology and the mobility of IT personnel, you may be storing data offsite that can no longer be read - it happens more often than you might think. We recommend that you review your off-site media at least once a year, at your fiscal year-end.

DataSafe recently began offering a new secure destruction service for your paper documents: we place bins and consoles in your office, and empty them on a schedule that you choose. With this new service, you can be sure that your intellectual property and any confidential employee or client information is promptly and properly destroyed. We also offer secure tape destruction service (if the tape is to be destroyed) or, alternatively, a tape degaussing service with which we offer discounted destruction fees if the degaussed tapes have any recycled value.

Thank you all for your continued patronage and for taking the time to fill out our Client Satisfaction Survey. I personally read all of your responses and follow up with our employees to be sure that we are providing you with the best service possible.

- Thomas S. Reis, *President & CEO*

---

## editor's message



We hope you enjoy this edition of our DataBits Newsletter and find the contents of value. If so, please pass it to your colleagues for their review! This newsletter is also available on our website at [www.datasafe.com](http://www.datasafe.com), by selecting the "Resource Center" tab, then "Newsletters" on the left side of the page.

Have you had a chance to review our "new and improved" website? If not, I encourage you to do so. We are constantly reviewing this site to provide you with up to date information on DataSafe Products, Services and Promotions, while providing you a tool to help manage your account.

We are always looking for new ways to enhance our product and service offerings. In addition, we want to insure that the contents of our DataBits Newsletter is what you, our valued clients would like to see from your records and information management provider. So give me a call or send me an e-mail—I'd love to hear from you. I can be reached at 650.989.3291 or [prammer@datasafe.com](mailto:prammer@datasafe.com).

—Peter L. Rammer, *Vice President Sales & Marketing*

---

### ***DataSafe, Inc is a proud member of the following Industry Associations:***

**PRISM International - Professional Records & Information Services Management (Founding Member)**

**ARMA - Association of Records Managers and Administrators**

**NAID - National Association for Information Destruction**

**BayBio - Northern California Life Science Association (serving the Bio Tech Community)**

# introducing our latest service offerings

## 12 Reasons to Shred

1. The majority of identity theft involves non-electronic documents.
2. "Dumpster Diving" is still a real threat. Reporters, investigators and criminals alike use your trash for their benefit.
3. California v. Greenwood Supreme Court Case ruled that it is NOT illegal to take something once it is discarded. Therefore trash can be seen as fair game.
4. Destroying company and personal documents protects your company's image, finances and privacy.
5. Just because you own a shredder doesn't always protect you and your company. The shredded materials from an office shredder can be put back together with relative ease.
6. A report by the Chicago Tribune stated that contractors, who were hired by a large consumer products firm, were caught in the middle of a Dumpster Diving campaign at its rival's headquarters. One professional commented on hitting more than 2,500 dumpsters in the pursuit of corporate information on behalf of their clients. These professionals considered the wastebasket or dumpster to be the most available source of competitive corporate information.
7. Among the ten million cases of identity theft, the most common crime scene was the workplace. (Kiplinger's Personal Finance)
8. "70% of information theft is committed by insiders, such as temporary and contract workers, disgruntled employees, and people moving to other companies." (Business Week)
9. 29% of employees spy on co-workers. What do snoops expect to find in the trash after co-workers make copies? 39% gossip, 32% confidential company data, and 29% confidential personal data. (USA Today)
10. Employees shouldn't be burdened with the time-consuming and high-responsibility task of shredding valuable office documents.
11. Shredding internally shows no record of compliance and due diligence.
12. Shredding not only properly destroys confidential materials, but is also helpful to the environment by recycling paper.

Based on an ever increasing market demand, DataSafe has expanded our family of services to now include Secure Online Data Backup and Recovery and Image Hosting Services.

DataSafe has selected AmeriVault of Waltham, Massachusetts as our partner in offering Secure Online Data Backup and Recovery Services and Digitech Systems of Greenwood Village, Colorado as our partner in offering Image Hosting Services. These companies and their products were selected by DataSafe based on their years of experience as the recognized leaders in their fields.

### Secure Online Data Backup and Recovery Services

The DataSafe/AmeriVault-AV service, is our premium online data backup service that delivers advanced, automated data protection that combines backup and disaster recovery readiness with simultaneous offsite storage. Facilitating compliance with the data safeguard and contingency planning provisions of several regulations, DataSafe/AmeriVault-AV provides triple redundancy of data with replication to another world-class data center located 1,000 miles away from the primary site. In addition, DataSafe/AmeriVault-AV features built-in policy-based data lifecycle management to enable data migration to an economical second tier of storage.

### Image Hosting Services

As the amount of recorded information increases, businesses struggle to manage content. DataSafe

and Digitech Systems have combined to offer a service that enables businesses of any size to more effectively and securely manage, retrieve and store corporate information of any kind, including: paper documents, electronic files, email messages and print streams.

By significantly reducing the cost of Enterprise Content Management (ECM), DataSafe and Digitech Systems has moved ECM from an overhead expense to a generator of substantial savings, making it an essential element of any well-managed business.

DataSafe and Digitech Systems enables businesses to reduce content management costs, enhance security and compliance and improve process efficiency.

With software and services that deliver any document, anywhere, anytime, organizations create sustainable competitive advantage.



## **Suzanne Wildey - Contract Specialist**

Suzanne joined DataSafe 5 years ago to assist the Sales Department in many "behind the scenes" functions such as preparing all storage agreements, proposals and rate schedules. Suzanne's work ethic and commitment to excellence is very much respected and admired by her co-workers. She has been nominated numerous times for Employee of the Quarter. Suzanne says, *"I feel very lucky to be a part of the DataSafe family. It's not every day that you find a company that is dedicated to making sure it's employees are recognized and rewarded for their achievements. I absolutely love what I do and enjoy the every day challenges I face as the sales department continues to grow."*

---



## **Sonia Silva - Client Services Representative, Vital Records Department**

Sonia came to DataSafe in September of 2006. Sonia has 5 years of customer service experience and previously worked at Orchard Supply Hardware. Sonia says, *"I love the people that I work with! I see DataSafe as a family that not only helps each other, but their clients."* Sonia likes to spend time with friends and family and she enjoys doing photography during her spare time.

---



## **Scott Reis - Account Manager**

Scott comes to DataSafe with many years of experience in the hospitality industry. Prior to joining DataSafe, Scott held positions in both the Food & Beverage Purchasing Department and the Front Office at the Charles Hotel in Cambridge Massachusetts. Scott started with DataSafe in August of 2007 and has spent time in both Customer Service and Operations before joining the Sales Team at the end of October 2007. Scott also happens to be the son of Tom Reis, our President and CEO and grandson of Robert Reis, our Founder. Scott says, *"I'm excited to be part of the 3rd generation of family members to participate in the company's success, and look forward to many years of excellent service!"* Outside of work, Scott loves to play basketball and soccer. Scott is getting married in October of this year, and looks forward to starting a family to continue the Reis family tradition.

---



## **Jason Adams - Dispatcher**

Jason started at DataSafe in March of 2004 as a driver. Jason was promoted to Dispatcher in January of 2008 based on his outstanding performance. Jason has received numerous awards for his performance at DataSafe. Outside of DataSafe, Jason's hobbies include spending time with family, poker, bowling, motorcycles and camping. Jason says, *"I am looking forward to many more wonderful years at DataSafe, working with my great co-workers."*

---



## **Victor Cabrera - Record Center Attendant**

Victor was born and grew up in Guadalajara, Jalisco, Mexico. He immigrated in 1985 directly to San Francisco and has not moved out of the city since then. Victor worked in hotels and restaurants until he found employment with Radco in 1991. He was working full time with them until his sister, Eva Bricio, brought him part-time to the DataSafe family, working in the Records Center and eventually was hired as full-time Records Center Attendant. Since then, he has been managing the re-files for the company. Victor has been married to his wife Maria for over 30 years and they have 4 grown daughters. He also loves spending time with his three grandchildren, 2 boys and 1 girl. Victor says, *"I live in the city, but when I come to work at DataSafe, it feels like home."*

---



## **Jorge Pulido - Client Services Supervisor**

Jorge comes to DataSafe with an extensive background in the Customer Service Field. He worked for the Airline Industry for 15 years in many different departments including Cargo, Customer Service Supervisor and Manager at all three Bay Area Airports. Jorge left the Airline Industry to pursue better opportunities in the Real Estate Industry in which he worked for 4 years as a licensed Real Estate Agent. Jorge says, *"I'm very pleased to be working at DataSafe and look forward to many more happy and exciting years."*



*New Sacramento, California Facility*

### **DataSafe is expanding...**

DataSafe will be opening our New Sacramento Facility in September of this year. This facility is conveniently located near Highways 80 and 99, with daily service between Sacramento and the Bay Area.

- 48,000 square feet
- 370,000 box capacity
- State-of-the-art Security and Fire Suppression Systems

*Please contact your Account Manager for more information on how you can move your boxes to the new facility.*

---

### **Referrals for Charity**

DataSafe has always rewarded clients with an American Express Gift Check for referrals that result in a new client for DataSafe. Lately, we have found that many companies no longer allow employees to accept this type of Referral Reward. So we have come up with something new—or companies where this rule applies, we can now make a donation (in your name or company name) to a charity of your choice!

---

### **Overfilled Boxes**

Please remember when sending boxes to DataSafe for storage, box tops must fit snugly on top of the box. In cases where the box tops do not stay on because the box is over packed, they will then be treated as a *call back*. A call back is when a shipment is not able to be processed without client clarification. Additional charges may apply.

---

### **Glossary Of Records And Information Management (RIM) Terms**

Have you ever heard a RIM term that you were not sure of its meaning? Well DataSafe is here to help! We have now added the latest ARMA International Glossary to our website. Please visit our site at [www.datasafe.com](http://www.datasafe.com) and refer to the Resource Center tab. Once in the Resource Center, click on the Glossary Of Records And Information Management Terms link on the left side of the page.

---

### **Temporary Office Space Available**

DataSafe currently has some temporary office space available for rent in our Palo Alto, Newark and South San Francisco offices. These spaces are available for clients who might need some temporary project accommodations. Please email Peter Rammer, Vice President of Sales and Marketing at: [prammer@datasafe.com](mailto:prammer@datasafe.com).



**"Green" facts:**

***In 2007, DataSafe securely destroyed and recycled 2,000,000 pounds of paper!***

**DATASAFE**  
THE INFORMATION MANAGERS

P.O. Box 7794  
San Francisco, CA 94120

Prsrt Standard  
US Postage PAID  
San Francisco, CA  
Permit 4118

# ONCE-A-YEAR DESTRUCTION SALE

**June 1st through August 31st**

Following your company's records retention schedule is a smart way to decrease liability while reducing records management costs. That's why DataSafe offers the most accurate, confidential and environmentally sound records destruction services in the business.

**For a limited time, trade your obsolete records for a Certificate of Destruction for only \$3.50 a box – an amazing deal.**

Go Paper Free. Have your old records digitally imaged and indexed by DataSafe's experts before destroying them. An environmentally friendly solution that converts your old records into digital data that is secure, searchable and easily accessible. Call you Account Manager for details.



**CALL TODAY! 800-275-SAFE**