



Sacramento

New State-of-the-Art Media Vault



When DataSafe opened its San Francisco media storage vault in 1977, we became the first commercial records center to offer this service to Bay Area clients. Our media service has grown considerably since that time. In October 2001, we opened a new, state of the art facility for our East Bay clients in Newark. Again in 2007, in response to our growing San Francisco client base and our need for increased capacity, we opened a new vault in South San Francisco. Many of you who are concerned about a regional disaster currently use our Sacramento facility for out-of area media storage while continuing to store media with us locally as well. We are pleased to offer expanded capacity in Sacramento with the opening of our new vault in August 2010.

This facility is the only Sacramento facility that is outside the earthquake and flood zones and with easy access to Sacramento airport, we can ship your disaster recovery media to your designated hot or cold site in the event of a Bay Area disaster.

For several years now, we have encouraged you to take the following disaster-preparedness steps concerning your media at DataSafe:

- First, be sure that your subscriber list is current: you should review your list periodically so that you maintain an exclusive list of subscribers authorized to request media in the critical time period immediately following a disaster.
- Second, be sure that your media stored offsite with us is compatible with your current operating system. (You'd be surprised at how many times clients forget to check their offsite backup when changing onsite hardware or software).
- Third, be sure to test your disaster response plan at least once a year. This will confirm that you have taken steps one and two above; that your media is accessible to the appropriate individuals and that it is current and readable.
- Finally, consider storing disaster recovery supplies and documents, as well as media, off-site in a secure site. You'll need copies of insurance and legal documents to keep your business up and running during recovery from a disaster.

To further support your disaster preparedness and to inaugurate the opening of our new Sacramento vault, we are offering three months of free storage for each new client who signs an agreement of 36 months or longer as well as a free Disaster Response kit including a flashlight and radio (batteries included), a thermal blanket and other supplies for each new account opened in our Sacramento vault between now and the end of 2010.

I want to reiterate DataSafe's commitment to stand by you in the event of a disaster. We have been the most trusted name in Bay Area information management since 1946 and we intend to continue to deserve your trust by providing you with the best service possible, particularly when you need it most.

- Thomas S. Reis, *President & CEO*

DataSafe Staff Updates

- Sergio Mendez- Operations Manager, Newark
- Daniel Quintanilla- Operations Supervisor, Palo Alto
- Jose Moreno- Director of Information Technology
- Danielle Valiao- Client Services Vacation Relief
- Otto Santo- Vault Operations Vacation Relief
- Omar Cardenas- Records Center Attendant, Newark
- Mario Saccheri Jr. – Records Center Attendant/
Delivery Representative, SSF
- Krystal Green- Client Services Representative
- Jessica Callahan- Client Services Representative
- James Adams- Records Center Attendant/
Delivery Representative, Newark

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)

New Media Vault in Sacramento

DataSafe welcomes the newest addition to our facilities: A new state-of-the-art Media Vault in Sacramento. Media Vault temperature and humidity is maintained between 62° and 68° Fahrenheit and 20% - 40% relative humidity to ensure ideal conditions for media.

Our Media Vault's temperature and humidity are controlled with such exacting specifications, we guarantee protection of your most sensitive media against fading, mildew, brittleness, drop out and accident erasure.

Why Data Backup?

Natural disasters. They happen. If your data is not properly backed up, what would you do if your company suffers data loss after a disaster?

Man-made disasters

We're only human and mistakes happen everyday. The good news is, if your data is backed up and stored safely, you can easily recover and resume business with one call to DataSafe.

Inaccessible site

If for an unforeseen reason you could not access your site, DataSafe can send your backup tapes to another location—allowing you to restore your information at another location and keep your company running smoothly.

Employee sabotage

As much as we don't want to believe it, disgruntled ex- or even current employees can cause a major disruption in your business if they have access to and/or destroy valuable data.

Why DataSafe?

Storing onsite—natural disasters and/or an inaccessible site will hinder your ability to restore your servers. And, just how many people do you want to have access to your backup tapes?

Safety deposit boxes only give you access during limited bank hours, typically 8 a.m. – 5 p.m. DataSafe has after-hours and emergency service so that your backup tapes are available when you need them.

Taking tapes home at night poses several risks. What if the person who takes the tapes home is inaccessible? How will your company restore?

Also consider the environment surrounding your valuable and sensitive backup tapes—heat, humidity, water, dust, fire, smoke, theft, willful destruction, tampering. DataSafe's Media Vaults have restricted access—requiring Proximity Card and biometrics for entry—have a four-hour fire rating, and are temperature and humidity controlled to provide the ideal environment for your backup tapes.

PCI Compliance

In June, DataSafe successfully completed a PCI compliance review conducted by a Qualified Security Assessor. The review ensures that DataSafe is fully compliant with the PCI-DSS requirements related to the protection of clients' data when transported, inventoried and stored in DataSafe Records Centers. DataSafe can assist clients in becoming PCI compliant by protecting their documents and media containing cardholder data, as required by PCI-DSS. A full report of the compliance review is available upon request.

PCI (Payment Card Industry) compliance is made up of a set of requirements designed to ensure that all companies that process, store or transmit credit card information maintain a secure environment. Merchants who do not comply with PCI DSS may be subject to fines, card replacement costs, costly forensic audits, brand damage, etc. should a breach event occur.





Gen Armstrong, Account Executive

Since Gen began working for DataSafe in September 2009 as Account Executive for our Sacramento market she has been busy growing sales and spreading awareness of DataSafe's presence in Sacramento. Before coming to DataSafe, Gen worked in the culinary industry for over 15 years—owning her own business as a personal chef and working on the Sales team for the oldest culinary school internationally, Le Cordon Bleu. As an Account Executive, Gen has the opportunity to meet with different people every day and loves that aspect of her job. *"I love working face to face with people and developing long term relationships based on character, honesty and good business practices."* On her bucket list: Run at least one leg of the Iditarod!



Arnold Cabrera, IT Manager

When Arnold first started working for DataSafe in September of 1999 as IT Manager, he was the only employee in his department. Although our IT Department has grown since that time, Arnold continues to do an excellent job as IT Manager. Arnold says he can never forget his first day at DataSafe—he met a fellow employee in the parking lot that asked him if he was the new "IT guy" because one of the servers just failed! He had to ask himself... is this a test? It wasn't, but he still passed with flying colors. Arnold enjoys the camaraderie and team spirit he finds at DataSafe, *"I'm in awe of the team effort of every employee in delivering excellent service to all our clients in any situation."*



Junior Zapanta, Lead Records Center Attendant

Junior first started for DataSafe in 2007 as a Records Center Attendant. Last year, he was promoted to Lead Record Center Attendant for our South San Francisco facility, giving him responsibility over the activities in the records center. Before DataSafe, Junior worked for Apria Healthcare as a Dispatcher where he was responsible for routing drivers and troubleshooting medical equipment. Junior says what he enjoys the most about DataSafe is the family-oriented atmosphere. After spending so much time with his coworkers every week, Monday through Friday, he has gotten to know everyone quite well. *"They're like my second family away from home."*



Robert Wilson, Delivery Representative

Mr. Wilson celebrated his 20th anniversary with DataSafe in June of 2010. He originally began working for DataSafe as a Delivery Representative in June of 1990 and never looked back, an impressive feat. Through his years with DataSafe, Mr. Wilson was a key player on our DataSafe basketball team for many years, has been Employee of the Quarter numerous times and has received more client compliments to count! When asked about his upcoming 20 year anniversary, he says *"I'm ready for another 20!"*



Suzanne Novak, Client Services Representative

Suzanne started working for DataSafe in October 2008 as the front desk Receptionist. Shortly thereafter, she transferred to the Client Services Department. In May of 2010, she accepted the additional role of Account Manager and now manages nearly 300 accounts on top of her duties as a Client Services Representative. Before coming to DataSafe, Suzanne worked as a graphic designer for 9 years. *"It has been great working at DataSafe and having the opportunity to grow within the company. I look forward to expanding my knowledge even more in the months and years to come."*



Ly Saechao, Delivery Representative

Ly recently celebrated his 10th anniversary with DataSafe. He started in January 2000 as a Records Center Attendant for our South San Francisco facility. In 2006, he was promoted to a full-time Delivery Representative and has been driving and delivering and picking up boxes and files since then. Where will you find Ly when he's away from work? At home playing Call of Duty 5.



From University Professor to DataSafe Co-Owner, Ron Reis, Calls it Quits

Early this year Vice President and DataSafe Co-Owner, Ronald Reis announced his retirement, effective April 1, after nearly 24 years with the company.

Ron began his second professional career in 1986 when his late father and DataSafe founder, Robert S. Reis, recruited him to join the family business. The off-site storage and information management industry was still relatively unknown at the time, and Ron found success in selling and marketing DataSafe services to many of the clients the company enjoys today. He joined the trade association's Board of Directors in 1998, and was named President of PRISM International in 2001. Ron was instrumental in expanding the organization internationally to what has now become nearly a 500 company worldwide industry.

Ron recently reflected on DataSafe continuing as the oldest and largest privately owned, family-run records management business in the U.S. "My father was one of the pioneers of the industry, and (brother and company President) Tom Reis and our talented team of employees have maintained our leadership as one of the most financially solvent and respected companies in the industry as well."

Ron attributes much of DataSafe's success to the company not only "doing what we say we will do" but "truly looking out for our clients' best interest."

"Few businesses are proactive in seeking out cost-saving solutions for their clients, and DataSafe is known for its customer partnering to successfully accomplish this." Ron cites DataSafe's out-of-area Sacramento storage (for both paper and media) option as one recent example of this. Another, he adds, is the company's attention to the management and disposition of clients' aged records. "Clients often don't pay much attention to information they are storing for a long time. This can lead to oversights in the timely management of data retention, which can result in costly law suits, as well as unnecessary storage expense." Ron believes that these unique company traits are among those that have helped create the long-term relationships and tenure most clients enjoy with DataSafe.

Before coming to DataSafe Ron completed Master's (at Univ. of Redlands in 1969) and Ph.D work in speech pathology (Kent State, 1973) before accepting a teaching position at University of Denver where he taught and supervised student clinics in communication disorders until 1981. He is the author of several publications in his academic and clinical expertise of treating stuttering in children and adults. He subsequently expanded his clinical work and was named Director of Mercy Center, at the time a new wellness venture of Mercy Hospital in Bakersfield, California.

Ron leaves many friends, including numerous clients and employees who he believes have been instrumental in creating DataSafe's success. As for his plans in retirement, Ron hopes to look "younger next year", and is prepared to give back to his local community by volunteering at several South Bay organizations. His wife, Barbara, and he plan on doing more traveling, which will include trips to parts of the world where contemporary artist and daughter, Klari Reis, will be exhibiting.

DataSafe Gives Back

Every year, a portion of the proceeds from DataSafe's annual carton sale (January-February) is given to a worthy cause. This year, DataSafe's donation was made to the Shelter Network. The Shelter Network is a local organization that provides a comprehensive and coordinated network of housing and social services for the homeless residents of the San Francisco peninsula. Through housing and support services, the Shelter Network works to create opportunities for homeless families and individuals to reestablish self-sufficiency and return to permanent homes of their own.

For more information on the Shelter Network, or to make a donation, visit www.shelternetwork.org.



New DataSafe Box Aims to Please



Based on client suggestions,
we've improved our cartons.

- Wider-fluted sides so you can stack six boxes high
- Double walls on ends with double-reinforced handgrips
- Firm, well-supported floor
- Increased capacity to hold up to 80 pounds
- Made of 30% - 70% recycled corrugated cardboard
- Easy to assemble in less than 20 seconds
- DataSafe cartons are guaranteed for life while in stored in our Records Center.

Shred Days

Almost everyone has miscellaneous papers and old mail sitting in the office and at home. Not everything in those stacks is appropriate to just throw in the garbage.

As a benefit to its many customers, DataSafe hosts "Shred Days" at client sites. Employees from the host company and the surrounding area are encouraged to shred their business and/or personal confidential documents.

Participants provide DataSafe with personal and business confidential materials which are immediately shredded onsite with our Mobile Destruction truck. All participants are mailed a Certificate of Destruction as evidence of the event.

The shredding service is designed to protect your business and personal information. Identity theft is a real threat—according to the Better Business Bureau, there are over 9 million victims of identity theft each year and it is the fastest-growing crime in the nation. One sure way of protecting yourself against the threat is by first properly shredding and then disposing of any papers with a signature, account number, social security number, or medical or legal information.

DataSafe is NAID (National Association of Information Destruction) Certified, ensuring all material is shredded and disposed of properly, preventing the opportunity for identity theft and fraud. DataSafe is one of the few local companies that meet the rigid standards to qualify for NAID certification.

If you are interested in hosting a free Shred Day for your company, please email news@datasafe.com for more information.