

# SportsMark selects WinMagic Encryption technology to protect critical data at London 2012 Olympic Games



Released on: July 26, 2012, 5:01 am

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Industry: [Software](#), [Sports](#), [Marketing](#)

## **SecureDoc keeping the personal information of 45,000 guests encrypted and secured on 300 laptops onsite in London**

**Mississauga, ON**, July 26, 2012, 5:01 am -- [/EPR NETWORK/](#) -- WinMagic Inc., the global innovator in disk encryption, today announced SportsMark has chosen WinMagic's SecureDoc data security and encryption software to protect sensitive corporate hospitality program data for the London 2012 Olympic Games.

Of the many events SportsMark will be involved in this year, including Super Bowl, The Masters, and the America's Cup World Series, the London 2012 Olympic Games will be a pinnacle event. SportsMark has been preparing for this momentous event for over four years, working side by side with its clients to create unparalleled guest experiences and optimize their brand building and sales objectives. SportsMark's clients will host more than 45,000 guests throughout the Olympic and Paralympic Games, working with a staff of over 1,000 and managing tens of thousands of Olympic event tickets on behalf of their 15 clients.

"We've been working with SportsMark for quite some time and we're very pleased that they selected SecureDoc as their data encryption solution to protect the personal information of all the guests they'll be hosting during the London 2012 Olympic Games," said Mark Hickman, worldwide vice-president of sales at WinMagic Inc. "As an existing customer, SportsMark recognized the ease of use and flexibility of SecureDoc and we were more than happy to help ensure this continued for a project of this importance and profile."

SportsMark's information services team determined that they required a rapid OS and encryption deployment ready for a highly mobile and diverse workforce to securing log in onto any of their laptops at any of the locations.

"WinMagic SecureDoc was clearly the answer to our requirements," said Scott Shuemaker, systems engineer at SportsMark. "We needed an encryption solution that

we could quickly and easily implement, manage centrally and provide all temporary staff with access to all the devices, so we had the flexibility to move staff around the hospitality venues across London, sometimes at short notice.”

SportsMark Group has contracted 1000 temporary hospitality event staff to work for the duration of Olympic and Paralympic Games in more than 15 pop-up offices around central London. These staff will be supplied with rented laptops that require the hard drive to be fully encrypted.

The technical solution consisted of 300 temporary licenses of WinMagic SecureDoc and SecureDoc Enterprise Server to install the SecureDoc packages and provide recovery. SportsMark also utilized WinMagic consultancy services to ensure the smoothest and quickest deployment in the fastest possible timeframe. At the end of the project, SportsMark will take advantage of SecureDoc's Crypto erase feature to decommission the devices used for the event.

### **About SecureDoc**

SecureDoc is a comprehensive disk encryption and data security product that secures data at rest. It has two main components: the client software used to encrypt and protect data and the server software (SecureDoc Enterprise Server or SES) used to configure, deploy, and manage [server encryption](#) for an entire organization.

Armed with a full arsenal of data protection solutions, SecureDoc provides: [full disk encryption](#); file and folder encryption; removable media and removable media container encryption; departmental server encryption; centralized management; Active Directory and LDAP integration, and much more. SecureDoc also makes it easy to centrally manage and use standard drives and self-encrypting drives including TCG OPAL-compliant drives.

SecureDoc uses a FIPS 140-2 level 1 and level 2 certified AES 256-bit cryptographic engine to encrypt data. SecureDoc was the first product in market to introduce network-based pre-boot authentication. This technology, PBConnex, has been recognized throughout the industry as a market leading security solution significantly reducing the total cost of ownership of data encryption. Most recently, WinMagic was awarded Security Magazine's Innovator of the Year Award in 2011 for SecureDoc and the groundbreaking functionality PBConnex offers.

WinMagic's SecureDoc [data encryption](#) and security solution protects sensitive data stored on desktops, servers as well as portable media such as laptops and removable media including USB thumb drives and CD/DVDs. It is compatible with all editions of Microsoft Windows 7, Vista, XP, and 2000 as well as Mac OS X Lion, Snow Leopard, Leopard and Linux platforms.

### **About SportsMark Management Group**

SportsMark Management Group is an Omnicom-owned global sports marketing, event management, and corporate hospitality company. SportsMark excels in using the live sporting event as a marketing platform to strengthen and grow key business-to-business relationships for their clients.

SportsMark's vast event and sports industry experience stems from managing global sponsorship activation initiatives and hundreds of corporate hospitality programs at

twelve Olympic Games, eight FIFA World Cups, America's Cup, and other high profile sporting events, including UEFA EURO 2012™, Rugby World Cup, Super Bowl, The Masters, NCAA Final Four, Ryder Cup, and U.S. Open. SportsMark's international client portfolio includes adidas, ArcelorMittal, British Airways, CBS Television, Chevron, Cisco, The Hartford, Office Depot, Omega, Procter & Gamble, Sony, Visa, and others.

SportsMark is appointed as the Exclusive Sales Agent of MATCH Hospitality in the USA for the sale of the 2014 FIFA World Cup™ Official Hospitality Programme. SportsMark is the Official Corporate Hospitality Management Partner and Exclusive Global Sales Agent of the America's Cup Club Hospitality Program. Based in the San Francisco Bay Area with 75+ full-time employees and a field staff of over 1000 event professionals, SportsMark has international offices in London and São Paulo. For more information, please visit [www.sportsmark.com](http://www.sportsmark.com).

### **About WinMagic Inc.**

WinMagic Inc. provides the world's most secure, manageable and easy-to-use data security solutions. WinMagic's SecureDoc is a comprehensive encryption and security management product that can manage data security across the enterprise. By encrypting entire disks, specific files or folders locally or on the network as well as mobile devices and removable media, SecureDoc secures your data wherever it is stored, providing enterprise grade data security policy and key management across all operating systems such as Windows, Mac OS, Android and Linux. SecureDoc is trusted by thousands of enterprises and government organizations worldwide for [laptop encryption](#), [device encryption](#), and a host of other applications. Our solutions help organizations to minimize business risks, meet privacy/regulatory compliance requirements, and protect valuable information assets against unauthorized access. With a full complement of professional and customer services, WinMagic supports over three million SecureDoc users in more than 80 countries.

For more information, please visit [www.winmagic.com](http://www.winmagic.com), call 1-888-879-5879 or e-mail us at [info@winmagic.com](mailto:info@winmagic.com).

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