Why SECUREDATA Turns to BarraCuda Drives for Superior Data Protection

As headlines about data breaches multiply, the security of our valuable digital assets is ever more important.

For over 10 years, SECUREDATA, Inc.—a leader in data recovery and security services—has made this urgent need its business. In one instance, a healthcare provider turned to SECUREDATA when it experienced a sudden loss of power and the server that housed the database of patient records did not come back online. Since the clinic kept no backup paper or digital records, this common event of a power loss put hundreds of patients’ lives at risk. Fortunately, SECUREDATA’s lab was located in the same city as the affected server and the company’s data recovery engineers were able to recover all the files back within 24 hours. Stories like this are countless.

SECUREDATA knows how to recover lost assets. Its rate of recovery is 96%, as good as it can get. But the company has needed a way of returning data, without fail, to anxious clients.

In this mission, SECUREDATA has found a trusted partner in Seagate. The company first started relying on Seagate® drives in 2007, at inception. Since then, it has used over 50,000 of versatile and fast BarraCuda® drives to safely return data to clients. There is a simple, great reason for this partnership.

“Seagate’s technology is extraordinary and the BarraCudas are the perfect fit for our SecureDrive product line,” says Sergey Gulyayev, the company’s COO.

Military-Grade Protection

The spring of 2018 has brought one key shift toward an even greater security, and an even closer relationship between the two companies.

“We used to buy regular hard drives and send the recovered data on them with software encryption via FedEx,” Gulyayev says. “But we realized that it wasn’t secure enough and came up with hardware-encrypted products featuring the BarraCudas. This provides total security of the data once it leaves the safety of the LAB. When the shipping company leaves the drive with recovered data on someone’s doorstep, no unauthorized user can access the sensitive data if the device is stolen.”
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—Sergey Gulyayev
Chief Operating Officer at SECUREDATA

The company’s encrypted SecureDrive devices, which are built with Seagate BarraCuda 2.5 HDDs exclusively, are a family of OS-independent, hardware-encrypted external portable USB-powered drives ranging from 1TB up to 8TB in capacity.

The solutions meet the requirements put forth by the recently enacted General Data Protection Regulation (GDPR), the European Union’s new privacy and data protection legislation. SECUREDATA has been proactive in adapting its products to GDPR partly because the company expects that the regulations will ultimately end up migrating over to the United States. The AES 256-bit XTS full-disk hardware encryption offers military-grade protection via the easy-to-use DataLock® authentication through mobile app or onboard keyboard.

“The reason we say on our website no more data leaks—take full control is that we really want to give power back to our client,” says Gulyayev. SECUREDATA’s customers get to control who accesses their data—as well as where and when the access takes place. Among some 150,000 clients that have turned to the Los Angeles-based firm for help are well-known brands: Pepsi, Honeywell, Oracle, Kroeger, IBM, BP, NBC, PWC, and Phillips.

When choosing Seagate’s BarraCudas for the important mission of securing data, SECUREDATA considered several variables. It helped that BarraCudas offer the widest range of storage capacities. A huge plus was the reality that these drives consistently met or exceeded SECUREDATA’s benchmark testing. The history of long-term partnership with Seagate also made a difference. As did the fact that BarraCuda drives deliver on the required form factor and fit.

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But what mattered even more than those variables?

One thing: dependability.

“It’s simple. When we return customer data on Seagate drives, we don’t get a drive that comes back defective,” says Gulyayev.

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