Security Solutions for a Smarter Workspace
The Complete Guide to Smarter Security

Kensington®

SOLUTIONS FOR A
SMARTER WORKSPACE

Smarter Security Solutions
for Businesses

Customers trust us and IT Resellers partner with us.

We partner with IT Managers, users and procurement teams every day, responding to their requirements and sharing our expertise.

Our position as the inventor of the laptop lock and the K-Slot gives us global reach. Today our locks are available through every major IT Reseller around the globe.

Many of our customers wish they had spoken to us sooner. Contact us today.

Security Advisors:
www.kensington.com/locks

Reseller Support:
www.kensington.com/reseller

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Laptop Theft
IT Managers Know the Costs

Company network security is the number one concern of IT Managers following laptop theft.

IT Managers rank Direct Security Risks as their third largest cost when breaking down the cost of laptop theft.[1]

IT Managers also attribute 80% of the cost of a stolen laptop to network breaches[2] while their organisations underestimate the resulting cost of employee downtime by 31%.[1]

IT Manager Concerns Following a Laptop Theft

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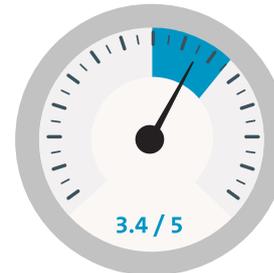
Security of Employee Information

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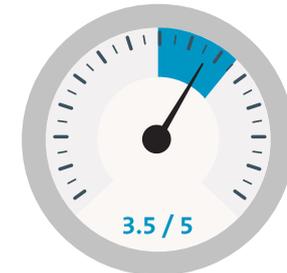
Security of General Company Information

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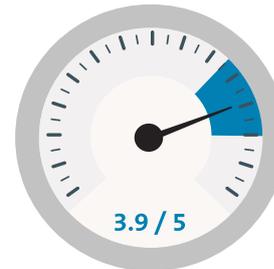
Security of Customer Information

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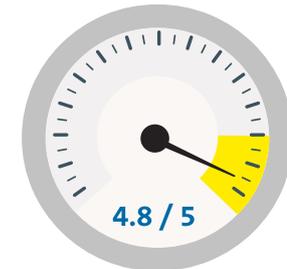
Compromised Access to Company Network

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1 IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats
2 Ponemon Institute White Paper '09 - The Cost of a Lost Laptop

Prevention
is Better than Cure

Physical locks, IT's first line of defence.

No matter how big or sophisticated, even the best resourced IT teams can be vulnerable.

Laptop thefts are regularly reported by some of the world's most prestigious companies.

Coca Cola	Kleiner Perkins
BBC	RBS
Cedars-Sinai	Nationwide

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1 IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats

10 Reasons Why IT Managers
Invest in Physical Security

1. **It's easy to do.** IT hardware incorporates **Kensington Security Slots.**

2. **67%** of laptops are stolen from the **office.**[1]

3. **89%** of companies have **experienced laptop theft.**[2]

4. Only **3%** of stolen laptops are **recovered.** [3]

5. **85%** of IT Managers suspect **internal laptop** theft.[2]

6. IT Managers attribute 80% of the cost of a stolen laptop to **network breaches.** [4]

7. Organisations underestimate the cost of **downtime** by **31%**[3]

8. **49%** of SME's take **2 to 4 days** to replace a lost or stolen laptop.[3]

9. IT Managers state that **52%** of laptop theft would be **prevented** by a **lock.**[2]

10. **75%** of IT Managers believe that believe Physical Security represents **better value** than software security.[2]

1 Kensington Research '14 - 4 Steps to Better Security in the BYOD Era for Your Company   3 IDC White Paper '07 - The Threat of Theft and Loss of Laptops for the SME

2 IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats   4 Ponemon Institute White Paper '09 - The Cost of a Lost Laptop

Compliance
The Third Most Important Concern for IT Managers.

Well implemented security policies reduce laptop theft by 85%.[1]

Common sense policies combined with an office culture that fosters and expects lock usage can be quickly implemented.

Just like taking the stairs rather than the lift or switching off the lights, we encourage IT departments to set the example for other departments to follow, so the use of locks becomes second nature.

Does your organisation have a Physical Security Policy?

Download our template at:
www.kensington.com/securitypolicy

Which security priorities do IT Managers think about most?[1]

24% VPN

16% Compliance

21% Firewalls

12% Physical Security
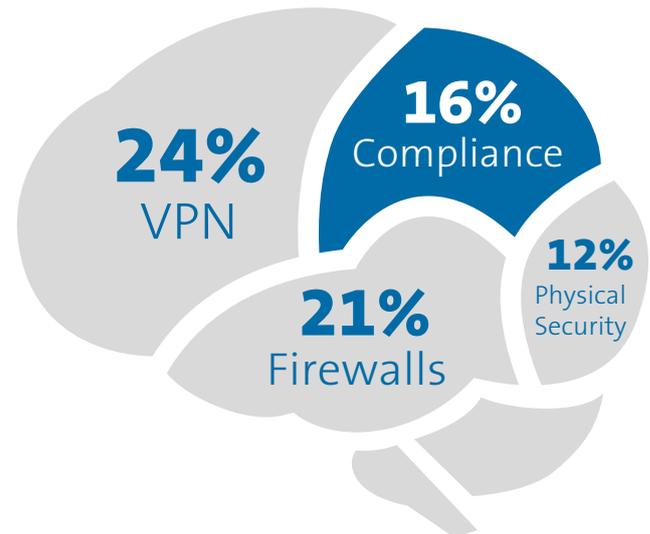
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BYOD
Their Device, Still An IT Problem.

Bring Your Own Device (BYOD) brings with it not only a long list of positive attributes but also a set of daunting security challenges.

It's probable that employees will still turn to IT to resolve the issues resulting from their lost laptops and to keep them productive while they await replacements. It therefore makes sense that IT policies ensure that users are protecting their devices, wherever they may be working.

66 Forward-thinking IT organisations spell out the rules to BYOD participants up front around data security and the risk they assume when using a personal device for work. **99**

Tom Mainelli, IDC Analyst.[2]

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Inventor & Innovator
## of Specialist Solutions

Not all organisations are the same, and nor are
our locks.

We understand that different organisations have different needs
and that one lock is not going to meet the exact requirements set
by IT administrators seeking physical security solutions for
different devices in different environments.

This is why we offer a range. And no one is able to offer more
specialist solutions than us.

Discover our full range:
www.kensington.com/securitylocks

Contact our Security Advisers:
www.kensington.com/locks
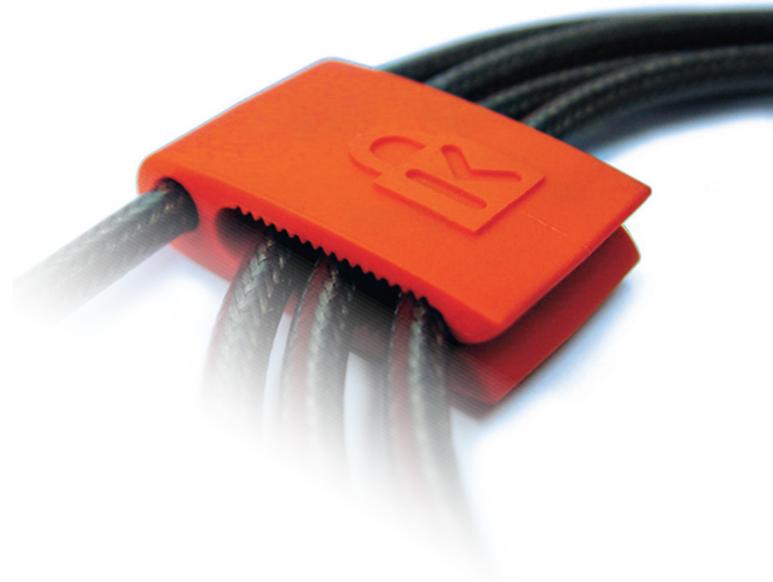
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What Lock Types
Do We Offer?

Keyed Locks
Offer the highest security thanks to an unrivalled number of key variations.

Combination Locks
With no keys to misplace, combination locks are considered the most convenient.

Portable Locks
Because returning from a business trip empty handed is best avoided.

Tablet Solutions
Cabinets and stands for iPads of every generation.

Custom Made Locks
Personalised keying and combination configurations specifically made for your organisation.

Twin Locks
Securing two items, a monitor & laptop for instance, with a single key, makes twin locks a popular choice for offices.

Multi-Device Locks
When there's more to secure, including wired peripherals, multi device solutions such as the Desktop & Peripheral Locking Kit excel.

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Keyed Lock Ranges

MiniSaver, MicroSaver DS, MicroSaver & ClickSafe

MiniSaver™
Optimised for Ultrabooks <12mm thick

MiniSaver inserts into the Kensington Security Slot or the Kensington Mini Security Slot. The off-body design means the Cleat won't interfere with adjoining cables.

Narrowest lockhead profile: 9mm

ClickSafe®
Devised to simplify laptop locking

The strongest and easiest to-use keyed lock that doesn't compromise security. A keyless locking motion makes the employees' role in protecting your business easy.

Narrowest lockhead profile: 12.7mm

MicroSaver® DS
Designed for the thinnest laptops

The nearly impenetrable disk style keyed locking mechanism along with an advanced cable design provides greater security. And with the rotating, slim lock head and a pivoting cable you can be sure it'll attach easily.

Narrowest lockhead profile: 12.7mm

MicroSaver®
The original laptop & PC lock

The T-Bar™ locking mechanism and a carbon steel cable make this simple to install, quick to secure, and nearly impossible to tamper with so your assets stay secure.

Narrowest lockhead profile: 19.2mm

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MiniSaver™

K67890WW

• Professional-grade security for the thinnest mobile devices from the industry leader
• Simple push button action with one-handed operation allows Cleat to be inserted and locked into the Kensington security slot and the Kensington mini security slot
• Pivot and Rotate cable offers great freedom of movement to eliminate awkward angles

5   1800

MicroSaver® DS

K64994EU

• Rotating head and pivoting cable for easy lock attachment and removal
• Includes attractive K-slot adapter for Macbook® Air and Ultrabooks® lacking a K-slot
• Nearly impenetrable disk-style locking mechanism

5   1800

ClickSafe® & ClickSafe® Ultra

K64637WW - 5mm thick
K64964WW - 10mm thick

• Super-strong 1500mm long steel cable provides the Strongest physical security on the market
• ClickSafe® lockhead pivots 180° and rotates a full 360° around the cable for flexibility and convenience
• 12.7mm low profile lock head ensures compatibility with thin laptops

5   10   1500

MicroSaver®

64020 - 5.3mm thick
K67723US - 8mm thick

• Hidden Pin™ technology ensures tubular locks cannot be picked offering the highest level of security
• Tamper Evident™ technology alerts you that someone has tried to steal your device
• Anti-Shear™ technology protects against intrusion by force

5.3   8   1800

Custom Keyed Security Solutions
Ideal for IT Departments Offering Onsite Support
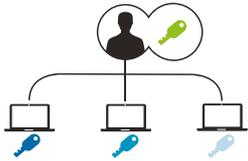
Master Keyed
Administrator access with user keys.

Ideal for:
On site administrator control with user access.

User:
Are issued their own individual key (plus a spare).

Administrator:
Has a Master Key to open all locks*
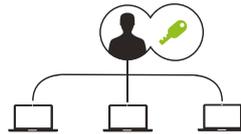
Single Alike
Each key opens each lock.

Ideal for:
On site control for high trust shared working environment like labs.

User:
Issued their own key (and a spare). The key is identical to all other users keys.

Administrator:
Is issued the same key as issued to users with their lock.

Like Keyed
Administrator-only access.

Ideal for:
Ultimate on site administrator control.

User:
Are not issued an individual key.

Administrator:
Single Master Key for all locks.*

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*Additional Master Keys can be ordered

Serialised and Master Coded Combination Solutions
Perfect for Remote Support and Administration
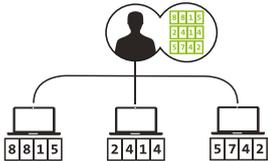
Serialized Combination Locks

Non-resettable combination code locks.

Ideal for:
Keyless off site administrator control with user access.

User:
Is informed of their lock code.

Administrator:
Access to recorded combination code via kensington.com/register&retrieve.
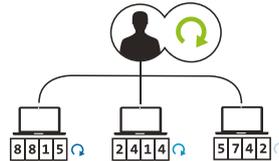
Master Coded Combination Locks

User resettable combination lock with Administrator access.

Ideal for:
Keyless on site administrator control with individual user access.

User:
Can reset their own memorable code.

Administrator:
Able to open combination locks with secure ComboGenie tool.

Master Coded Combination ComboGenie

ComboGenie employs two-factor authentication system.

This allows administrators with both the ComboGenie and proper administrator´s code to discover the combination for all locks within their scope.

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Keyed Lock Selection Guide

Does someone other than the lock holder require a key to open the lock?

NO　YES

Does the lock owner require their own key?

NO　YES

Should the lock holder's key open other locks used by the lock holders' peers?

NO　YES

Do you require a second portable lock that uses the same key as you main lock?

YES　NO

We recommend a **Keyed Different Lock**

We recommend a **Single Keyed Lock** program

We recommend a **Master Keyed Lock** program

We recommend a **Like Keyed Custom Lock** program

What do you want to lock?

ULTRABOOK　LAPTOP　PC

Do you require keyless locking?

YES　NO

Do you require keyless locking?

YES　NO

Do you wish to secure >2 items or wired peripherals?

NO　YES

ClickSafe Anywhere Pack

This pack includes a standard lock and a portable lock with a pair of keys that open both locks.

MiniSaver® Lock

It's off-body main lock housing creates valuable port and jack space for your other device accessories.

MicroSaver® DS Locks

Micro DS locks have a low profile slim lockhead designed for use with thin Ultrabooks.

ClickSafe® Lock

ClickSafe locks provide the strongest attachment to your device and are simply clicked on, to secure a device.

MicroSaver® Lock

MicroSaver locks use the original T-Bar™ locking mechanism invented by Kensington and are the world's most trusted lock.

Desktop and Peripherals Locking Kit

This lock has three lock heads so you can lock your PC, monitor and a printer or hard drive with one key.

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14

Combination Lock Selection Guide

Does someone other than the primary lock user require the ability to unlock the lock?

YES   **NO**

Does the primary lock user require the ability to reset the combination code?

YES   **NO**

What type of code tumbler do you prefer?

Letters   **Numbers**

Master Coded Locks

These combination locks can be personalized by the lock holder but also unlocked by a Administrator using a two part authentication process.

Serialised Lock

Serialised Locks have a non-resettable combination code. The code for each lock is obtained by registering a unique registration code at www.kensington.com/register&retrieve.

WordLock™

WordLock Combination lock has letter dials rather than numbers. Some people find it easier to remember a word than they do numbers.

ClickSafe® Lock

ClickSafe locks provided the strongest attachment to your device and are simply clicked on to secure a device. This helps to avoid fumbling around the back of your hardware.

Combination Lock

ComboSaver locks use the original T-Bar™ locking mechanism invented by Kensington and are the world's most trusted combination lock.
Each lock is available in a variety of cable types.

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Register&Retrieve™
Key & Combination Code Management Service

Our Register & Retrieve™ lock registration suite empowers administrators to manage their lock programs and ensure staff benefit from Kensington support services without needing to contact their IT administrator.

Administrators can:

• Register locks individually or in bulk, allocating locks to individuals or locations.
• Store key codes and combination codes.
• Manage locks in groups.
• Share account access with other administrators.
• Approve user key replacement requests or allow . pre-approved ordering.
• Access serialised lock codes.
• Send lock deployment emails to users.
• Reassign locks to new users.

Individual Users can:

• Order replacement keys.
• Retrieve stored combination codes.
• Update contact details.

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Register&Retrieve™
Online Lock Management

1. View allocated or unallocated locks within the group
2. Add more locks to a group by using the 'ADD A LOCK' function.
3. Download a CSV file containing all lock information for the group.
4. View top-level information associated with each lock in the group.
5. Click through to view or edit details about the lock and its allocation.
6. Specify the types of data you hold against your locks by editing custom labels.

Register & Retrieve™

KEY REQUESTS   ADMINISTRATORS   SIGN OUT

> Manage Group

ACCOUNT: Kensington (Administrator)

LOCKS EDIT GROUP NAME

ADD A LOCK
DOWNLOAD GROUP CSV
EDIT CUSTOM LABELS
EMAIL SELECTED HOLDERS
DELETE GROUP

ALLOCATED (7)   UNALLOCATED (1)

LOCK NAME	LOCK/KEY CODE	REGISTRATION/MASTER CODE	NAME	LOCATION	EMAILED	CUSTOM 1	CUSTOM 2	
MicroSaver® Keyed Laptop Lock	00001	123456	A Smith	Office A		custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00002	123456	B Smith	Office B		custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00003	123456	C Smith	Office C		custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00004	123456	D Smith	Office D		custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00005	123456	E Smith	Office E		custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00006	123456	F Smith			custom2	custom3	VIEW/EDIT
MicroSaver® Keyed Laptop Lock	00007	123456	G Smith			custom2	custom3	VIEW/EDIT

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Protecting Productivity
Is Protecting IT Hardware

Protecting hardware and employee productivity extends beyond locking down just the laptop.

Securing monitors, docking stations and wired peripherals, such as mice and keyboards, is just as important as securing the computer. A workspace isn't a workplace unless it functions as the user expects.

4 of the most common locking scenarios that we are asked to secure are:

1. Laptop + Monitor in an office
2. Ultrabook + Dock in an office
3. PC + Monitor + Printer + Keyboard at a shared workspace
4. Tablets in a classroom

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Scenario:
Laptop + Monitor

Problem:
Organisations seek single cable solutions that secure monitors whilst allowing users to lock and unlock their laptops.

Background:
Microsoft studies show 50% productivity gains when workers add a second screen. Organisations often ask for solutions for this specific scenario, especially as larger, feature rich monitors, are relatively easy for thieves to carry and sell.

Solution:
MicroSaver Twin Lock.
A lock-head at the end of the cable is used to lock the monitor while a second lock-head, which slides on the same cable, is secured to the laptop. Both locks are opened using the same key.

Also consider:
ClickSafe Twin Lock for slimmer laptops (K64638WW).
If you already use two screens, try working with just one.
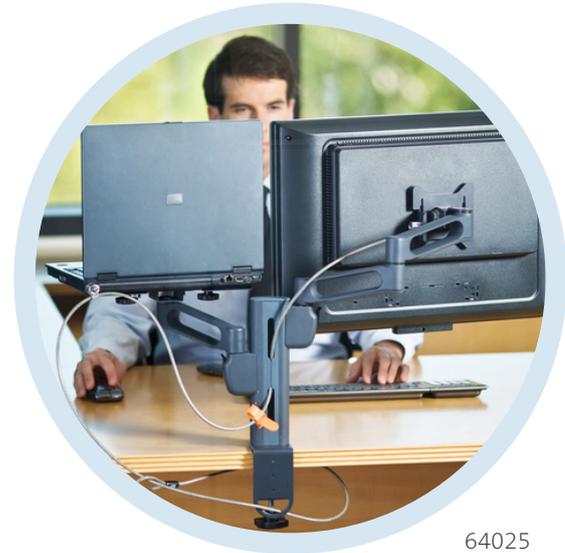
64025

It slows you down. This productivity is worth protecting.

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Scenario:
Ultrabook + Docking Station

Problem:
How to secure two items with one cable, including a frequently removed Ultrabook.

Background:
Docking Stations are integral to multi-device workspaces. Used to connect laptops to monitors and input devices, as well as other peripherals such external hard drives the docking station is a critical productivity enabler that business owners are keen to protect.

Solution:
MicroSaver DS Twin.
Attached to the main cable is a second shorter cable. Securing the shorter cable to the dock allows for the main lockhead to be readily locked to the Ultrabook. The low profile lockheads pivot and rotate to simplify locking and unlocking for users.

Also consider:

K66535WW

ClickSafe Twin Lock for Keyless Locking (K64638WW).

Add a CableSaver to secure wired peripherals.

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Scenario:
PC + Monitor + Keyboard + Printer

Problem:

How to secure 3 pieces of hardware plus wired peripherals with a single cable?

Background:

Securing the separate tower PC components is especially important for shared workspace environments such as reception desks.

Solution:

The Desktop & Peripherals Locking Kit (K64615EU) is a simple yet highly effective solution. The kit includes 3 T-Bar™ lock-heads through which a 2.4m long cable is threaded. The cable is secured using a single keyed lock-head. Two cable traps can also be secured to the cable to protect wired USB accessories.

K64615EU

Also consider:

Using a *CableSaver* (64519US) in addition to a MicroSaver lock to secure wired peripherals.

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Scenario:
Shared Tablets

Problem:

How to secure 30 tablets while they charge?

Background:

Schools have adopted tablets to assist interactive learning and student discovery. Keeping tablets secure while they charge without preventing access to classrooms is a challenge faced by many educators. Retailers and hospitality industries deploying tablets also face similar challenges.

Solution:

The Universal Charge & Sync Cabinet can store 10 tablets while they charge from a single power socket. Removable shelves negate the need for tablet cases to be removed prior to charging. Three cabinets can be stacked on top of each other.

K67862EU

Multi-Device Solutions

MicroSaver® DS Twin

K66535WW

- With two ultra-thin devices, both using the same key, you can conveniently lock down your ultrathin laptop and monitor or dock
- Kensington's highly secure and flexible master keying system ensures lost keys won't slow you down.
- Super-Strong, steel composite cable with carbon tempered steel core 7.5ft in length, 5.5mm thick

5   1800

ClickSafe® Twin

K64638WW

- It features a second lockhead allowing two items to be secured with the same cable and key
- ClickSafe® lockhead pivots 180° and rotates a full 360° around the cable for flexibility and convenience
- Tamper-proof disk-style lock combined with superior materials provide near-impenetrable protection

5   1500

MicroSaver® Twin

64025

- Secure two items with two high security MicroSaver® barrels and round key lock heads
- Second T-bar lock head slides along cable for flexible deployment
- Key code registration and replacement service

5.3   2200

Desktop PC and Peripherals Lock Kit

K64615EU

- Everything you need to secure a desktop computer, two peripherals and a wired keyboard and mouse
- Includes 2 eyelets to use in K-Slots, a cable trap and a 3M VHB industrial adhesive stick on anchor for non-Kensington Security Slot equipped peripherals
- Barrel and round key lock with carbon tempered steel cable

5.3   2400

Case Study:
Master Coded Combination Locks

How ColArt Group found the right combination of
protection and accessibility with Master Coded Locks

Problem:

"We have an extremely mobile workforce. As a multi-million dollar
business in highly competitive markets it is vital we protect our
information and the devices it is stored upon, let alone do all we
can to maintain our staff's productivity. While we have
implemented software security within our firewall, we needed a
first line of defence to protect against theft in the first place."

Group IT Director Larry Simons

Background:

The ColArt Group is the leading supplier of art material products
across the world, and turned to Kensington to help them define
the appropriate security solution for their organisation.

Solution:

ClickSafe Master Coded Combination Locks. Master Coded Locks
allow a user to set their own memorable code but can also be
reset by an IT Administrator.

This is made possible by a 2 factor authentication system
employing the ClickSafe ComboGenie.

The ComboGenie allows a trusted administrator to return
combination dials to a position from which they can be reset.
The ComboGenie cannot be used in isolation and can only be used
with a specific administration code.

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" While Kensington explained their free key replacement service, it remains a fact of life that keys get mislaid and with staff constantly on the move managing replacements would be real logistical headache for ColArt.

By allowing employees to set their own four digit combination from a choice of 10,000 we are reducing the risk of employee downtime while a new key is delivered to them and helps reduce management costs for ColArt. "

Andrew Clark, Head of IT Applications

ClickSafe Master Coded ComboGenie

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Why Sell Security?
It'll Get You Paid!

Why Your Customers Care

- They use laptops and monitors
- They depend on their employee uptime
- They cannot afford to waste IT resources replacing and reconfiguring laptops or tackling the security risks represented by a compromised network

Why Your Manager Cares

- IT Hardware margins are declining
- Hardware selling prices are falling
- He or she has targets to hit

Why You'll Care

- Attaching locks with hardware sales helps you hit your target
- Cable locks hold their value whilst hardware prices tumble
- IT Hardware manufacturers make it easy by integrating the Kensington Security Slot

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Kensington Security Slot Integrations

Manufacturers know that their customers don't want to lose their kit.

Laptops

Monitors

Hard Drives

Docking
Stations

PCs

Projectors

Gaming Consoles

Conference
Phones

Don't Forget About:

DJ Equipment	Satellite Boxes
Payment Terminals	Cash Registers
Flat TVs	*And much more!*

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Why Sell Build to Order?
Custom Keyed Solutions

3 Ways Build to Order Locks Help you be More Successful

1. It's A Great Conversation Starter

Discussing Custom Custom Keyed solutions with your customer increases mutual intimacy and is a great information gathering opportunity for you.

Exploring their physical security requirements is a great way of understand the IT hardware already owned as well as future purchase intentions.

2. Anchor Your Customer Relationships

Custom Keyed Lock Programmes are deliberately expandable, allowing customers to order additional locks whilst maintaining the same administrator keys.

For security your customer will turn to you to order replenishment locks or whenever a new starter requires one.

3. Hit Your Targets

Build to order locks can be attractively priced to help you win your tender. Work with your account manager to build an RFQ response that cannot be refused!

Proposing build to order custom keyed locks, specifically for your customer, to complement a laptop deployment, is far more constructive than simply asking your customer if they need locks.

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How To Order
Custom Keyed Solutions

RFQ Phase

Customer requires quote → Is pre-approved pricing available?

YES → Submit quote to Customer → Place order

NO → Contact Kensington Account Manager

Order Phase

Is the order for an existing Master Key Programme?

YES →

NO → Contact your Distribution Partner for SKOOF[1] to generate new unique product numbers → Submit completed SKOOF to distribution partner → Distribution partner works with Kensington to set up lock, free master key/s and replacement master key product codes

Distribution partner confirms new product codes to you ← You place order via distribution for locks and free master key ← Distribution partner confirms new product codes to you ← Place order with your distribution partner

Delivery Phase

Kensington Customer Services confirm delivery date[2] to distribution partner → Kensington delivers to distribution partner → Distribution partner delivers to you → You deliver to your customer

1 Special Key Option Order Form

2 Delivery schedules can be influenced by volume, order type and seasonality.

10 Conversation Starters

Introducing Physical Security

1. How do you protect your invaluable IT hardware?
2. Your warranty entitles you to replacement laptops in case of failure but we haven't considered any solutions to prevent laptop loss or theft. Are you aware of the security risks posed by a lost laptop?
3. When was the last time you had to replace a lost or stolen laptop?
4. How long does it take your team to replace and re-image a replacement laptop?
5. What actions are you taking to prevent laptop theft?
6. These laptops feature Kensington security slots to prevent theft and loss. I recommend […]
7. These docking stations allow for a laptop to be locked to the dock when used with a Kensington security lock. Today I am able to offer you […]

Selling Custom Master Keyed Solutions

8. How do you manage lost laptop lock keys?

Following Laptop Theft in the News

9. Did you see the story about […]?
   I bet you're glad that you're not in their IT department. It'll take some time to recover the data and get the user up and running again but the biggest risk is surely to their network.

   Most network breaches can be tracked to stolen laptop. We know that company network security is the number one concern of IT Managers following laptop theft. I've prepared a quote for laptop locks for you. I'll send it to now.

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Attaching Locks to Hardware Sales

10. Where will the laptops/PCs/monitors/docking stations be used?

Answer: The Office

Response: How alert are your security guards?! 67% of laptops are stolen from the office[1] and 85% of IT Managers suspect internal laptop theft.[2] Most laptop theft is opportunistic and preventable.
I'll add a quotation for [...] locks to your RFQ.

Answer: Client Side

Response: Such is the risk posed to organisations by stolen laptops, some large consultancies and auditing firms such as Deloitte, insist that their staff sign a document accepting personal responsibility and liability for their laptop. Kensington's portable locks are ideal for this type of user.

Answer: The Home

Response: You'll be alarmed to learn that 90% of organisations have had a laptop stolen from an employee's home.[1] Would you like me to talk you through the solutions available for remote workers?

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Overcoming
Common Objections

Objection: "We operate in a secure environment with CCTV, employee passes and security guards."

Response: It's a pity but 85%[1] of IT Managers do suspect internal laptop theft. It may be easier for your organisation to determine the culprit but your network is at risk as soon as the laptop has been taken, especially as only 3%[2] are ever recovered. Laptop locks would prevent opportunistic theft and the time and cost investments associated with tracking the offender and replacing the laptop, let alone the user's productivity.

Objection: "I'm not the budget holder and I don't have a dedicated budget for accessories."

Response: Let's face it, once a laptop is stolen, and it will happen, the user and their department head will be seeking your support to be operational again with unrealistic time expectations. These are headaches that are best avoided. We don't consider locks as an accessory. It's similar to security software in that they're a requirement. Financing locks with the laptop purchase makes the cost very small over the long term per unit. Don't get hung up on the accessory cost, if that was the case everyone would buy wired mice. I'll include locks as a bundle price with the laptops in my quotation to you.

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1 IDC Executive Brief '10 - Laptop Theft: The Internal & External Threats
2 IDC White Paper '07 - The Threat of Theft and Loss of Laptops for the SME

Objection: "Locks are too expensive."

Response: Well, there are two types of lock. Kensington locks and the others. Depreciating the cost of a laptop lock over the lifetime of the laptop represents exceptional value. Their locks are subject to rigorous real world testing and manufactured using aircraft grade steel and feature carbon tempered inner core cables. Kensington also provide free key replacements to anywhere in the world and an online key management portal. Over a two year period my quote is less than [£...] a month.
Cheaper locks are inferior and will end up costing you much more when they fail to prevent a theft.

It's worth noting that 75%[1] of IT Managers believe that believe Physical Security represents better value than software security.

What's more expensive? A lock, or a replacement iMac?
Image provided by thankful MicroSaver® customer.

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Objection: "Locks are only a deterrent,
I'll buy the cheapest."

Response: It's true, laptop locks are primarily designed to protect against opportunistic theft. But they are also very effective at preventing theft. IDC reported that, of IT Managers that have suffered laptop theft, 52% [1] state that the thefts would have been prevented by a lock. Kensington offer a variety of cable thicknesses based on the level of protection that is required. From 2mm to 8mm. Their locks with the tamper evident feature will show you if the lock has been tampered with, alerting you to theft attempts and anti-shear pins prevent Kensington locks from being twisted free of the Kensington security slot.

Objection: "Anyone with bolt cutters would be able to cut a laptop lock".

Response: That's a targeted attack. These scenarios are where your CCTV and security systems need to kick in. Kensington cables feature strand configurations that are engineered to hinder and slow cutting attacks. Organisations that are unable to show that they took reasonable precautions to prevent data loss are the ones that have received the largest data protection fines.

New EU legislation taking effect from 2017 could see organisations fined up to 2% of their global revenue for significant data breaches.

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Objection: "Our laptops are encrypted and all of our data is stored in the cloud, we don't need to protect our laptops."

Response: User compliance is one of the biggest challenges facing all organisations. Encrypted laptops won't allow for non-backed up data. Even if you can be sure that users aren't storing data on their hard drives the productivity loss experienced by an employee without their primary computing device is worth protecting against. Take a walk around your building. How easy would it be for a courier to take a device? 49% of SME's take 2 to 4 days to replace a lost or stolen laptop [2].

Objection: "We buy another brand of lock, from another reseller."

Response: Only Kensington Custom Master Keyed configurations can provide a customised keying configuration for your organisation. Are your locks and keys customised for your organisation? We have access to Kensington's account teams and always have their very best pricing. I can ask them to assist us with determining the most suitable locking solution for your organisation and then prepare a quote for your consideration.

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Support You Expect
from Business Partners

Whether you need support responding to an RFQ or are unsure which solutions to propose to a customer our experienced team are on standby to help you win the business.

No other account management team knows more about physical security than Maddie, Scott and Keith. They were even recognised as the best in Kensington Europe 2014-2015!

The team can assist you with:

- **Samples**
- **Special Pricing**
- **Customer Meetings**
- **Training**
- **Trouble-shooting**
- **Demand Generation**

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