Old PCs put your business at risk

Protect against hackers by upgrading to new desktops featuring Intel's hardware-enhanced security and supporting software

The risk

Software-only security solutions from even a few years ago can't keep up with today's cybercriminals and are not sufficient to protect your devices and vital business data. Without hardware-enhanced security solutions, your business is at risk.

The opportunity

The newest generations of Intel® processors deliver layers of hardware-enhanced security features to ensure that hardware and software work together to protect your business from malware and secure all the important, private data and content you create and share.

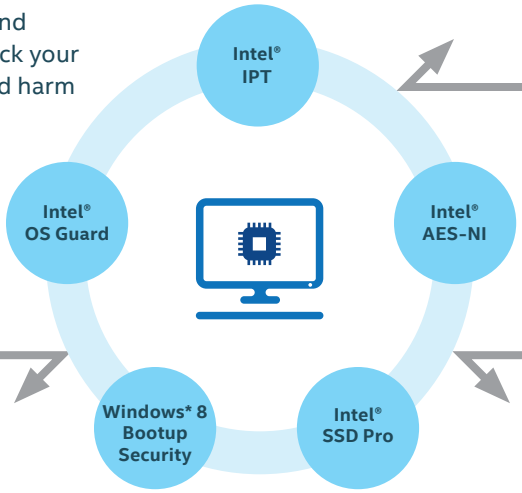
The next step

Don't wait to be attacked. Secure your business now by replacing computers purchased before mid-2013 with new desktops that include Intel hardware-enhanced security features.

With hackers working around the clock to identify the next potential victim, it's more important than ever for you to prioritize security. And if your business is using PCs even just a few years old, the chances of a successful attack are even greater: Virus protection and other software security solutions cannot sufficiently reduce the risk.

What you're up against: Three tools of the modern hacker

Here are three of the most common—and dangerous—ways that hackers can attack your desktops, infect them with malware, and harm your business:



Advanced Persistent Threat
These insidious, human-directed "campaigns" take control of a specific system or network and can remain undetected for a long period of time.

Social Engineering
Hackers manipulate people to divulge sensitive data, using tools that lure users to sites or by sending "phishing emails" that trick unsuspecting users into giving up their login credentials. Even the most sophisticated people can sometimes be persuaded—it can happen to anyone.

Kernel-Mode Rootkit
Often used to deliver "Trojan Horses" and other malware code, these attacks live and operate below the operating system, making them especially hard to detect without some kind of hardware assistance.

What you can do to make your business more secure

Innovative hardware enhancements, built into Intel®-powered desktops since mid-2013, "harden" key information and commands normally executed in software, giving your business maximum protection. Get new business desktops with Intel® Identity Protection Technology (Intel® IPT), Intel® OS Guard, Intel® Advanced Encryption Standard New Instructions (Intel® AES-NI), Intel® Solid-State Drive Pro (Intel® SSD Pro), and bootup security for Microsoft Windows* 8 and increase your organization's security today.

Protect your business with Intel security technologies

Nearly all companies are exposed daily to malware and other dangers through seemingly innocuous digital connections with vendors, banks, and clients, and even the most diligent businesses are vulnerable. In one well-known example, an employee received an email—apparently from a legitimate source—asking him to update an account password, which he did. Unfortunately, that's all it took for a hacker to steal $200,000 from his small business's bank account, much of it unrecoverable. It was a simple but extremely costly mistake, and it could happen to anyone.

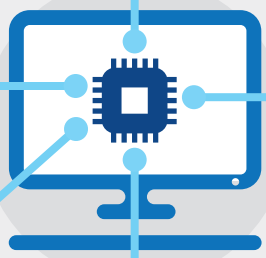
How can you protect your business from cyber-attacks? One of the most effective ways to immediately increase your security is to update your business's 2+ year-old PCs with new desktops. Powered by the latest Intel® Core™ processors, today's desktops include five key technologies that make the operating system and your favorite security software products run more efficiently, providing behind-the-scenes, seamless risk protection that increases your security without compromising your productivity.

Intel® Solid-State Drive Pro (Intel® SSD Pro): Accelerated Whole-Disk Encryption

To help businesses mitigate the threat of such costly data breaches, Intel® Solid-State Drives (SSDs) embed a hardware encryption/decryption engine on the drive, delivering high-performance, highly manageable "data-at-rest" security.

Intel® Identity Protection Technology (Intel® IPT)

"User identity" is one of the most commonly attacked areas in a network—if hackers steal usernames and passwords, they can take aim at your VPN and wreak havoc. That's one reason single-factor user identification is no longer sufficiently secure. Intel® Identity Protection Technology works with the leading one-time-password and PKI vendors to enable a hardware-based second-factor authentication identity protection technology to help provide a simple, tamper-resistant method for protecting access to your customer and business data from threats and fraud.



Intel® OS Guard

Most programs and operating systems (OS) are designed to limit access to files and codes, providing each user with a unique level of access. However, hackers who perform *privilege escalation attacks* take advantage of programming errors or other system flaws to obtain access to ostensibly protected areas, resulting in some of the most insidious and sophisticated malware security experts have seen to date. Intel® OS Guard, a built-in security technology that operates below and beyond the OS, works constantly to deliver extensive, automatic "blanket" protection that defends against these attacks and prevents viruses from taking hold deep in your system.

Bootup security for Microsoft Windows* 8

Secure Boot* helps a desktop resist attacks and infection from malware by protecting the bootup sequence. The technology—available in multiple options for desktops running Microsoft Windows* 8—operates like a security gate, letting code with valid credentials get through and execute, while blocking and rejecting code that has bad credentials or no credentials at all.

Intel® Advanced Encryption Standard New Instructions (Intel® AES-NI)

Disk encryption is an excellent security practice, but it can also slow down a system, causing users to complain about their ability to work efficiently and be productive. To combat these inherent performance issues, Intel® AES-NI uses hardware to accelerate data encryption and decryption—as much as four times faster. With speedier encryption, your business productivity doesn't take a hit like it used to, and you don't have to sacrifice security.

Today's new desktops with Intel Inside®, running on a known, trusted network, serve your business with more power, better performance, and better protection than ever before. To learn more about replacing your older PCs to better secure your business, contact your Intel sales rep today.

intel.com/businessdesktops

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