



Security Solutions for a Smarter Workspace Definitive Guide to Successful Security Selling

Kensington®

SOLUTIONS FOR A
SMARTER WORKSPACE

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



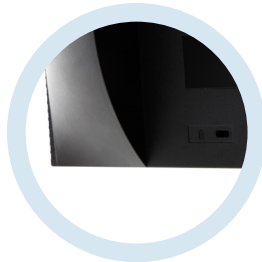
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Kensington Security Slot Integrations

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
Payment Terminals
Flat TVs

Satellite Boxes
Cash Registers
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!

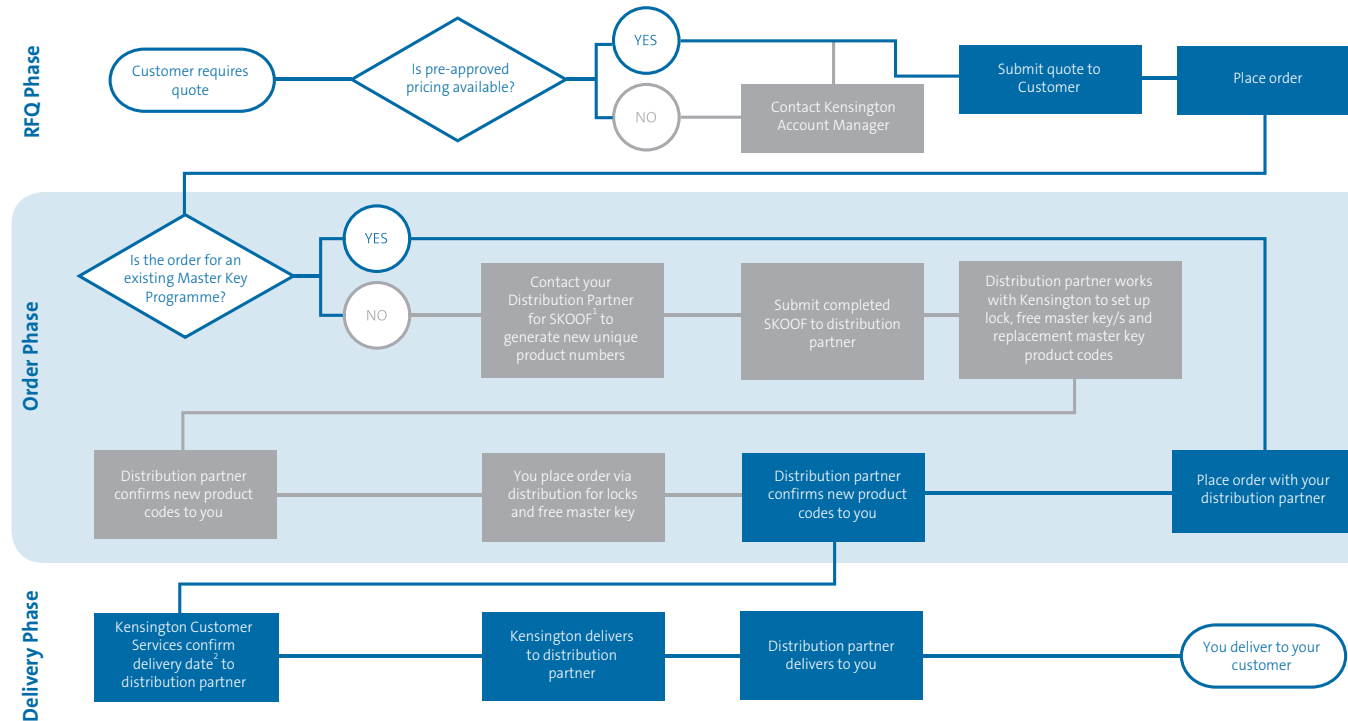


Proposing build to order custom keyed locks, specifically for your customer, to complement a laptop deployment, is far more constructive than simply asking your customer if they need locks.

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How To Order

Custom Keyed Solutions



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 office¹ 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

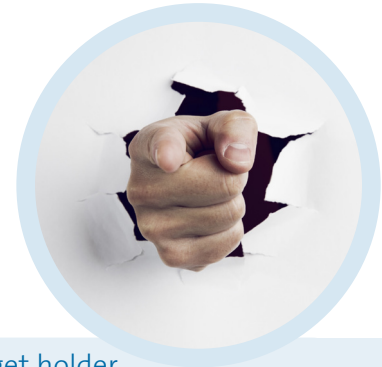
Objection: “We operate in a secure environment with CCTV, employee passes and security guards.”

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.



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: “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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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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