SMiD: THE SOLUTION TO THE PROBLEM OF CLOUD SECURITY

According to Gartner, 36 percent of all personal data will be stored in the Cloud by 2016 (1) but today securing data in the cloud is the main concern of IT professionals (2). That's why SMiD hits the market at just the right time. This innovative device developed by EnCifra combines maximum security with high performance and usability. SMiD ensures companies and users secure use of any cloud storage service, always in compliance with the Data Protection Act, even in the case of the most sensitive information.

According to IDC, "The volume of digital data will grow 40 to 50 percent per year. By 2020, IDC predicts the number will have reached 40,000 EB, or 40 Zettabytes (ZB). The world's information is doubling every two years. By 2020 the world will generate 50 times the amount of information and 75 times the number of information containers (3). The worldwide file- and object-based storage (FOBS) market continues to gain momentum with revenues exceeding $23 billion in 2013 and forecast to reach $38 billion in 2017 (4)."

Companies are under constant pressure to improve return on investment (ROI) and reduce the total cost of ownership (TCO) of IT solutions. Thus, the cloud has become one of the hottest topics in the industry. Some notable Gartner forecasts include: "At year-end 2016, more than 50 percent of Global 1000 companies will have stored customer-sensitive data in the public cloud" and "By 2016, 40 percent of enterprises will make proof of independent security testing a precondition for using any type of cloud service" (5).

Securing data in the cloud is cited as the number one concern by IT professionals looking to take advantage of cloud-based services (2), and total information security spending will grow a further 8.2 percent in 2015 to reach $76.9 billion (6).

SMiD is a hardware device that solves the problem of storing data in uncontrolled systems, even in the case of the most sensitive information. SMiD is a universal solution that requires no software installation and is controlled by the data owner. No clear copies are stored, reducing local risk as well. System security does not depend on passwords or key phrases chosen by the user and relies on full-strength certified cryptographic keys.

SMiD will be launched in 2015 with various versions for different users. It is the perfect solution for companies and users that want to take advantage of cloud storage but always maintaining control of their information.

For more information: www.smidcloud.com

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The Company

SMiD is a product by EnCifra, a SME company specialized in computer security, information and communication technologies. It was founded with the aim of providing the market with technological innovations, based on two decades of experience amassed at CriptoLab, the security research group at the Technical University of Madrid. We have three guiding principles: using the latest developments, getting the whole team involved in each project and striving for perfection in every job we do.

(1) http://www.gartner.com/newsroom/id/2060215
(2) http://searchcloudsecurity.techtarget.com/news/2240031767/Cloud-compliance-cloud-encryption-top-enterprise-security-concerns
(3) IDC, The Digital Universe in 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East http://www.emc.com/leadership/digital-universe/iview/executive-summary-a-universe-of.htm
(4) IDC, Worldwide File- and Object-Based Storage Market Growth Outpaces Overall Enterprise Disk Storage Systems Market, http://www.idc.com/getdoc.jsp?containerId=prUS24258213
(5) http://www.gartner.com/technology/research/predicts/
(6) http://www.gartner.com/newsroom/id/2828722