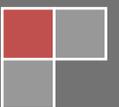


# Losing Your Laptop – A business Traveler’s Worst Nightmare

WinEncrypt





## **Losing Your Laptop – A business Traveler’s Worst Nightmare**

**Imagine this;** You are working as a Senior Marketing Manager for a well-known organization. Your daily routine is packed with schedules for meetings, conferences, business lunch/dinner and the likes. It is one of such days’ and you are ready to board a flight to visit your headquarter at some place, say, Australia.

You have worked day-in and day-out to gather data from various sources, analyzed it and strategize the same to create presentations for your annual marketing plan. All the information related to this plan is stored on your hard disk. You are completely dependent on your laptop for presenting this master plan of yours in front of the Board of Directors and the Marketing Head.

Your promotion and rewards highly depend on the success of this plan. There are too many things on your mind while traveling to the airport. You reach the airport, complete the check-in formalities and take a seat in one corner of the boarding area. Your phone rings and you attend the call. You talk for few minutes and hang up. You take a look around and are shocked by the absence of your laptop!!

**SOMEONE HAS ROBBED YOUR LAPTOP!!** Immediate thoughts rushing through your mind are your extremely important data is lost...your hard-work has gone into the drain...your hard-earned money which bought you the laptop is gone for a toss...You feel horrible...The crook has been successful in ruining some of your life’s extremely important moments!!

The above situation seems terrifying!! Doesn’t it?? Every business-man would agree that this is probably one of his worst nightmares! Losing a laptop is not as hammering as the thought of losing that priceless piece of data or information that you store in your laptop.

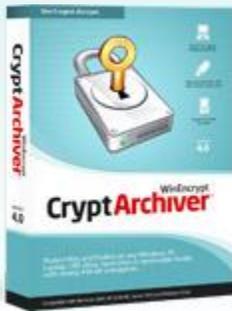
This data which is compiled after months of research and analysis holds a lot of importance for the business-man as it forms the basis of all of his monthly, quarterly, annual and long term strategies. Without this data he would feel handicapped.

In today’s world, it is very difficult to trust anyone with your costly belongings. The crooks have become so smart and intelligent in doing the crime that a common man can never ever imagine. They have numerous unusual ways to pull the wool over somebody’s eyes and loot away everything they can!

Such circumstances have necessitated the Technology industry to innovate products that would help the consumers protect their hard work from such harmful individuals roaming around freely everywhere. Losing a laptop means losing your data and most importantly being unaware about the way in which this data shall be used or rather MISUSED!



This is where WinEncrypt comes in. Winencrypt is a company that understands this problem of the business fraternity and has come up with a product that helps encrypting of the data. Encrypting refers to conversion of the data in a form that is unreadable except to the person who has the key to it. Encrypting of data makes it useless for anyone except the person who owns the key. Thus, even if the data lands in undesirable hands, it would be of no use to him unless and until he gets the key! Isn't it a great way to shield our data??



### **CryptArchiver: Protects files on PCs & USB Drives**

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