



St. John's
BOARD of TRADE

Business News

VOLUME 22, NUMBER 11, 0834-20X

NOVEMBER 2007

Welcome to the Future of data protection

Tom Chalker explains why your small business need never worry about backups again.



In This Issue:

TECHNOLOGY
RESEARCH & DEVELOPMENT
INNOVATION

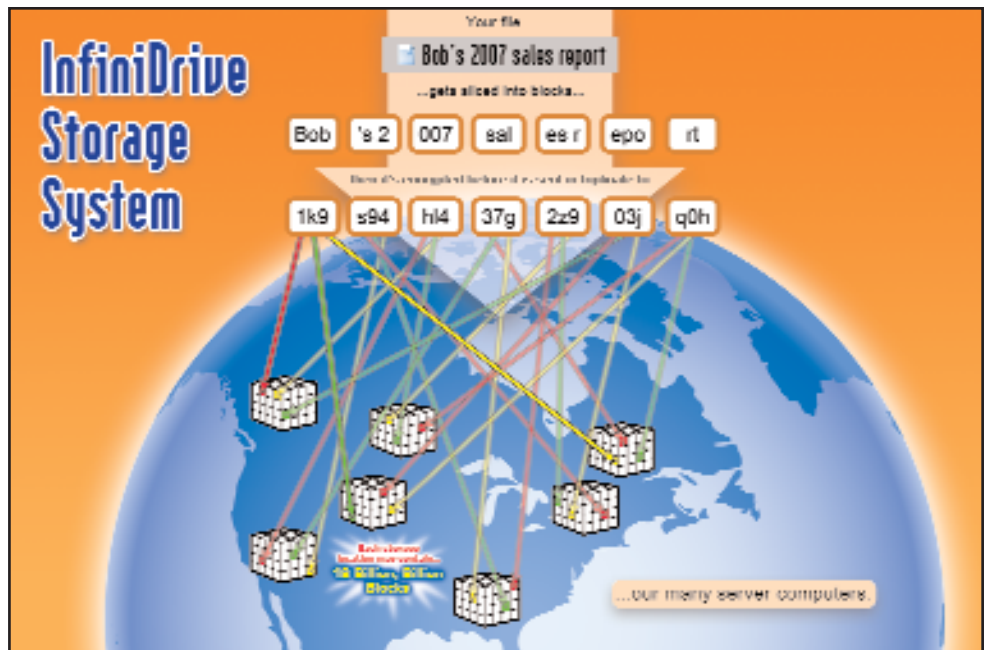
DATA PROTECTION

The future of data protection technology is here, and it fits in the palm of your hand.

Tom Chalker of *dataSentinel*, St. John's, has a vision of how we will all be managing our data in the near future and his company has the technology to make it happen. Visually, it takes the form of a small plastic electronic object affectionately known as 'the stick.' You may have used similar devices for the temporary storage of your computer files, but *dataSentinel's* sticks are much, much more. Rather than hold data, they house a computer program capable of managing the lifetime collection of data for you or your company. Yes, all of it, and in total privacy. You see, your data is actually stored as millions of anonymous blocks of scrambled data on many different computers leased by *dataSentinel* across North America. Your exclusive encryption key, also stored on the stick, 'unlocks' the sequence that allows your blocks to be retrieved over the Internet and reassembled back to form your files.

"What's exciting here," explains Chalker, "is that this technology frees us from our conventional view of data. Historically, computers evolved from mammoth mainframes that served thousands of users to Personal Computers owned by one person, and now a typical person interacts with several computers in the course of the day. We still think of data as belonging to the machine, not to the person. Now we can change that way of thinking."

Tom points out that we are living in a 'Machine-Centric' world where each computer has its own independent back-up strategy and it is the responsibility of the user to remember which of those machines contains the most recent version of a document. With *dataSentinel's* technology we will each carry our 'stick' with us and plug it into the computer we are currently operating. While the stick is in place we can operate on our complete collection of files, but when the stick is removed all traces of the files disappear from that machine. You can take your whole office with you in the palm of your hand. This is



A representation of the InfiniDrive Storage System

the new 'User-Centric' view of data that is personalized for you.

But how can a small Newfoundland company offer a service that rivals the big players in Silicon Valley and beyond? That is a fascinating story of invention. While trying to cope with the large volumes of digital data anticipated by a consumer

"You can take your whole office with you in the palm of your hand. This is the new 'User-Centric' view of data that is personalized for you."

imaging product he was developing, Tom wondered if some of the new music-sharing technologies could be repurposed for picture storage. If so, how could data be kept private for the owners? Inspiration struck when he remembered how he used random-number techniques back in the 1980's to perform repetitive testing of the new memory chips. It became clear that all those layers of complicated software

designed by IBM and Microsoft over the last two decades could be replaced by a much simpler layer if data was organized just a little differently...

The result was a new mathematical way to organize massive collections of private data that can be maintained by a handful of technicians rather than teams of expensive engineers. The savings in manpower allows *dataSentinel* to provide storage more cheaply than the big players and without a large up-front investment in computer equipment.

"We will use that cost advantage to build a personalized network of data protection experts," says Tom, "that we call 'dataGuys'. He or she will come to your office and within 20 minutes set you up with a solution that protects all your business data for about ten bucks per user per month. No backups or downtime. If your computer fails, just pull the 'stick' and insert it into another machine. Your business data is available immediately. Look for the *dataSentinel* ads... it really is that simple."

dataSentinel is scheduled to begin deployment of its service to markets in the United States in January 2008. n