

A faint, light gray world map is visible in the background of the page.

## Media Kit

**Last modified:** January 2010  
**Document version:** 5.2C



## Company Profile

Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. In today's economic climate of increasingly tightened budgets, continuous market pressure, and more work to do than time available, this is critical.

With a well-established record of helping organizations manage, simplify, and secure their IT infrastructure, Faronics makes it possible to do more with less by maximizing the value of existing technology.

### **This is what we do.**

Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 customers.

## Product Overview



Faronics  
**DEEP FREEZE™**  
ABSOLUTE System Integrity

Faronics Deep Freeze reduces IT helpdesk requests and costs by up to 75% by making computer configurations indestructible. It does this by ensuring each and every desktop, laptop, and server always remains in its perfect, original operating state that it was deployed in. Organizations enjoy greater computer reliability with lowered support costs, while IT personnel are freed from tedious helpdesk requests. In fact, organizations that deploy Deep Freeze experience a dramatic increase in the number of users and workstations supported by each IT technician. Deep Freeze's disk protection still allows users to save their documents, spreadsheets, and other data to Thawed (unprotected) drives and partitions.

Available for:



Faronics  
**POWERSAVE™**  
AUTOMATED Energy Conservation

Faronics Power Save dramatically reduces an organization's operating costs by eliminating 70% of the current computer energy consumption. In fact, for every 1,000 computers Faronics Power Save is deployed on, organizations will save up to \$50,000 per year.

Faronics Power Save keeps computers running when users need them, powers them down when they are inactive, and can prove its rapid return-on-investment through energy savings reports. Power Save is also the only computer energy management solution that analyzes CPU, disk, keyboard, mouse, and application status before taking power management actions.

Available for:



Faronics  
**ANTI-EXECUTABLE™**  
ABSOLUTE Protection from Unauthorized Executables

Faronics Anti-Executable ensures total endpoint productivity by only allowing approved applications to run on a computer. Any other programs—whether they are unwanted, unlicensed, or simply unnecessary—are blocked from ever executing.

Anti-Executable's ability to enforce total compliance provides absolute peace of mind. Organizations benefit from productive user sessions each and every time, while IT personnel are guaranteed that computers are compliant with acceptable use policies, regulatory requirements, and software deployment schedules.

Available for:



Faronics  
**INSIGHT™**  
COMPREHENSIVE Lab Control

Faronics Insight helps turn standard computer labs into collaborative learning environments. Insight empowers instructors with the ability to educate, assist, monitor, and communicate with an entire class from one central computer. Instructors no longer need to deal with classroom distractions—such as games, instant messaging, and web surfing—when teaching a class. Insight makes it easy for instructors to monitor user computers; blank user screens; mute audio; remote into their computers; open, close, block applications and web activity on user workstations.

Communication efficiency is increased by enabling instructors to share their screen with students, send and collect files, chat with users, and hold classroom votes and student testing.

Available for:



## Product Overview



Faronics  
**WINSELECT™**  
DYNAMIC Preference Control

Standardized user environments are critical for organizations that want to reduce IT support costs and workload. Faronics WINSelect provides a quick, flexible, and scalable way to configure the functionality and feature set of any Windows computer to conform to an organization's requirements. WINSelect also complements, manages, extends, and often replaces Group Policy Objects (GPO). It works alongside existing policies and delivers features and capabilities not offered by GPOs.

WINSelect is also an easy to use GPO alternative for those that want to customize or lockdown computers, but do not have the time and training to use Group Policies or lack an Active Directory structure.

Available for: 



Faronics  
**SYSTEM PROFILER™**  
SEE The Whole Picture

Faronics System Profiler makes it easy to discover what hardware and software are installed in your computer. With a few simple clicks, this freeware utility will generate a detailed inventory of a workstation's configuration and properties. System Profiler allows users to quickly view all hardware and software applications currently installed on a computer in either a summary or detailed report.

System Profiler is an invaluable tool when trying to diagnose and troubleshoot technical problems. It's also great at tracking all applied application and operating system updates, including version numbers for all installed applications.

Available for: 

## Testimonials

“I have had teachers near retirement tell me they were ready to call it quits because of erratic and inconsistent computer software. Not until after last summer when Deep Freeze was installed did they finally remember why they liked to teach. Computer issues sometimes used as much as 20 minutes of a teacher’s 45 minute period before Deep Freeze was deployed.”

— *Chuck Taylor, San Juan Unified School District, CA*

“We use Deep Freeze to protect the integrity of our hotel front desk system. Having computers perform flawlessly helps ensure that both our staff and guests enjoy a fast and stress-free check-in experience. Since the installation and configuration of Deep Freeze, we have had no further IT challenges. Thank you Faronics!”

— *Dave Rhodes, Guest Services, Quality Inn - Airport, Sarasota*

“CTV uses Deep Freeze on computers that are often exposed to external networks where standard methods of protection may not be sufficient—such as our field video editing kits. These kits are used worldwide by our reporters to edit and submit video over local Internet or satellite connections. The fact that we can repair a virus-infected machine with a simple reboot is of great value to us!”

— *Mike Kozlakowski, Media Technology Systems, CTV*

“Deep Freeze and Anti-Executable are crucial to preserving an image determined for mission critical law enforcement systems used 24x7 to ensure reliability and security with minimal downtime and with the least reliance on IT personnel.”

— *Chief Tim Riley, CIO and Bureau Chief, Los Angeles Police Department Information and Communication Services Bureau*

“My extensive testing of Faronics Anti-Executable reveals it to be an excellent product with well thought out features such as the trusted check box in the white list that makes software development possible on a white listed machine. My interaction with your Tech support reveals it to be a world class support organization.”

— *Bill Patton, President, Cognetic Systems, Inc.*

“We’ve deployed Power Save enterprise-wide on all our workstations, which is saving us over \$50,000 per year in energy costs. That’s \$50,000 that we now have to buy new IT equipment and software, hire more personnel, or invest into employee training.”

— *Sung Lee, Director of Computer Support, HCC*

## Memberships

Faronics is proud to be a corporate member of the following organizations. We support their mission statements and share their goals to advance the use of technology for the betterment and empowerment of those who use it.



BC Technology Industries Association (BC TIA) is a not-for-profit, member-funded organization that represents the technology industry of British Columbia. As the largest and most influential technology association in the province, they provide the leadership, connection, and action needed to foster the continued growth and success of the technology industry in BC.



EDUCAUSE is a nonprofit association whose mission is to advance higher education by promoting the intelligent use of information technology. The current membership comprises more than 2,000 colleges, universities, and educational organizations, including 200 corporations with 15,000 active members. EDUCAUSE has offices in Boulder, Colorado, and Washington, D.C.



The Consortium for School Networking (CoSN), a national non-profit organization, is the premier voice in education technology leadership. CoSN's mission is to serve as the national organization for K-12 technology leaders who use technology strategically to improve learning.



Small School Districts' Association of California was established in 1983 to advocate the concerns, welfare, and special needs of small school districts throughout California. SSDA is a growing organization of over 500 small and mid-sized districts, and is comprised of a professional group of small district governing boards and superintendents. Faronics is proud to be a Platinum Member of SSDA, and one of several organizations who are uniting with schools to create a better today and a brighter future for education.



ISTE is a non-profit professional organization dedicated to providing leadership and service to improve teaching and learning by advancing the effective use of technology in education. ISTE provides their members with information, networking opportunities, and guidance as they face the challenge of incorporating computers, the Internet, and other new technologies into their schools.



## Alliances



The Climate Savers Computing Initiative is a non-profit group of eco-conscious consumers, businesses and conservation organizations dedicated to improving the power efficiency and reducing the energy consumption of computers. By producing and purchasing power-efficient products, our goal is to achieve a 50 percent reduction in power consumption by computers by 2010.

## Awards



Scholastic Administrator is trusted by 85,000 of the nation's top administrators to provide insight into the best education solutions and the most effective technology and leadership strategies. Every product chosen as the Best in Tech has been hand-picked and carefully evaluated by the magazine's expert administrator-reviewers.



Technology and Learning's Annual Awards of Excellence have recognized Faronics Deep Freeze, Deep Freeze Mac, Insight, and Anti-Executable Enterprise with an Award of Excellence. Software and Web products are honored for innovative applications that break new ground in some important way and also best-of-breed examples that demonstrate clear superiority over similar products in the market. Technology & Learning is one of the leading publications in the K-12 educational technology market.



The readers of District Administration magazine selected Faronics Deep Freeze as a Readers' Choice Top 100 Product of 2008. District Administration readers are the top school administrators in the country, and they know firsthand what works and what does not work within their districts. The winning products were chosen by evaluating readers' online ratings, new product suggestions, and comments. District Administration is a monthly publication covering all of the important topics faced in today's K12 school systems.



## Contact Us

### **Faronics Technologies USA Inc.**

170 - 2411 Old Crow Canyon Road  
San Ramon, CA 94583  
USA

**Toll Free:** 1-800-943-6422  
**Fax:** 1-800-943-6488  
**E-mail:** [info@faronics.com](mailto:info@faronics.com)  
**Website:** [www.faronics.com](http://www.faronics.com)



### **Faronics Corporation**

620 - 609 Granville Street  
PO Box 10362 Pacific Centre  
Vancouver, BC V7Y 1G5  
Canada

**Tel:** 1-604-637-3333  
**Fax:** 1-604-637-8188  
**E-mail:** [info@faronics.com](mailto:info@faronics.com)  
**Website:** [www.faronics.com](http://www.faronics.com)

### **Faronics (EMEA) Ltd.**

Siena Court,  
The Broadway Maidenhead,  
Berkshire, SL6 1NJ  
UK

**Tel:** +44-162-850-9008  
**Fax:** +44-162-850-9118  
**E-mail:** [info@faronics.com](mailto:info@faronics.com)  
**Website:** [www.faronics.com](http://www.faronics.com)