

IMATION CORP TO CUT JOBS



Imation Corp is a name that many of you may not be that familiar with, even if you happen to have used some of their products in the past. So before we talk about the job cuts that the company is making lets begin by looking at how the company has chosen to [describe itself](#), “Imation is a global scalable storage and data security company. Our portfolio includes tiered storage and security offerings for business, and products designed to manage audio and video information in the home. Imation reaches customers in more than 100 countries through a powerful global distribution network and well recognized brands” Sadly the company may be getting ready to make a mass layoff action happen in the near future. The company is getting ready to cut back on 200 workers, which is more then enough to qualify as a mass layoff action in terms of numbers, but the company has not outlined the locations of the cuts as of yet. For those of you who are not familiar with the idea of a mass layoff action here is a look at how the federal government [defines](#) the term, “The **Mass Layoff Statistics (MLS)** program collects reports on mass layoff actions that result in workers being separated from their jobs. Monthly mass layoff numbers are from establishments which have at least 50 initial claims for unemployment insurance (UI) filed against them during a 5-week period. Extended mass layoff numbers (issued quarterly) are from a subset of such establishments—where private sector nonfarm employers indicate that 50 or more workers were separated from their jobs for at least 31 days.” In their most recent release the company chose to highlight the [marketing for its newest acquisition](#) instead of the jobs the were cutting , “**Imation Corp.** (NYSE: IMN), a global scalable storage and data security company, today announced its new brand strategy for its Imation Mobile Security portfolio, to be built around the IronKey™ brand. The new Imation Mobile Security brand architecture will feature the Imation IronKey brand for Imation’s secure data, identity and workspace solutions for enterprise and government customers. The Imation IronKey portfolio includes the iconic IronKey products, technology, and expertise that – along with assets of MXI Security™ and ENCRYPTIX™ – became a foundation of Imation’s Mobile Security business with Imation’s acquisition of the IronKey secure storage hardware business in 2011. Initially used by Imation under a brand license, the IronKey brand is now wholly-owned by Imation. The current IronKey, Inc., which enables secure access to enterprise provisioned public and private clouds, has re-branded as [Marble Cloud, Inc.](#)” This is, as you can imagine, not the only technology company to make recent cuts. For those of you who missed out on our earlier coverage of cuts to Advanced Micro Devices Inc here is an excerpt that will get you [up to speed](#) in no time at all, “Sadly the company has chosen to make some truly massive job cuts in the near future. After some seriously disappointing results in its third quarter the company is getting ready to cut back on about 15 percent of its staff. For the time being the company has not outlined detailed plans about the job cuts, but if the job cuts impact workers in the USA then the company is likely to trigger a mass layoff action.” **Update:** New opportunities are available at [Imation Corp.](#) [visit Granted.com](#) for more information.

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