



Ontrack Data Recovery News

DATA RECOVERY NEWS

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Dear Ontrack newsletter subscriber:

You are receiving this newsletter because you are a data recovery customer or because you have specifically requested to receive it. This information-based newsletter provides you with the latest in data recovery news, tips, and cutting-edge technology. We offer the Data Recovery Newsletter in HTML and text versions. To change your subscription to text or HTML, or to remove your email from this subscription, please visit the link below and follow the easy, on screen instructions:

<http://www.ontrack.com/newslettercenter/login.asp>

➔ DATA RECOVERY NEWS

Understanding the Linux Reiser File System



Happy New Year from Ontrack – and with the New Year comes the beginning of fresh starts and fresh budgets. Last year's budget planning was no doubt an exciting and sometimes difficult process; now comes the reckoning—the actual building and rollout of those plans.

This year, more IT professionals are going to be looking seriously at a Linux type system and trying to determine how to implement this system into existing networks. Is this on your project list for 2005? If so, this month's technical article will be an enlightening look at the choices you'll have to consider. Read the complete article here:

Data Recovery on the Rise – A Brief Look Back at 2004



2004 was an amazing year in the data recovery world with more than enough data disasters to keep us busy. Despite steady advancements in storage technology, businesses and home users continue to experience data loss and turn to Ontrack in their time of need. With every recovery job we do, Ontrack improves the speed, quality and technological expertise we offer our customers – keeping your data better protected than ever. The following are a few interesting worldwide statistics from the past 9-12 months that demonstrate how important data recovery has become:

- *Keep Them Coming* – A look at the amount of hard drives shipped gives some context to the amount of data out there – there were approximately 261 million new drives shipped in 2003 alone, with that number expected to reach 380 million shipped by 2006.
- *Take a Byte* – A look at the amount of data processed in Ontrack’s labs is further proof that recovery is becoming more important – Ontrack processed an amazing 1050 Terabytes (1.05 Petabytes) in 2004. That’s equivalent to 1,005,000,000,000,000 bytes!
- *A Big Deal* – People are using higher capacity drives to store their valuable data, but that doesn’t mean it is any safer from complications. The average hard drive size for recovery jobs increased 36% over last year.
- *Remote control* – Ontrack’s patented Remote Data Recovery™ service saw a 24% increase in business over last year, proving that people are catching on to this time (faster turn-times) and money (no shipping costs, less cost associated with downtime) saving option.

→ TIPS & TRICKS

Best of Both Worlds – The Value of RDR® and In-Lab Service

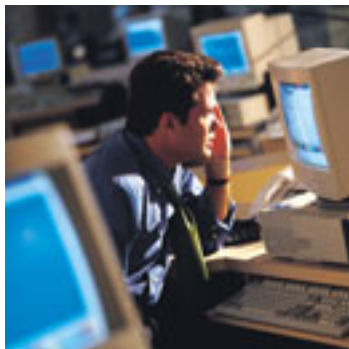


Ontrack Data Recovery offers our partners access to the most advanced, state-of-the-art products and services in the industry. Among the available choices is our patented Remote Data Recovery™ service, which allows Ontrack engineers to perform lab-quality data recovery service right on your customer's server, desktop or laptop through a modem or Internet connection. This is an excellent option for large systems where the hardware is functioning normally and speed of recovery is particularly important.

The same pricing structure applies for both types of service, so your customers can take advantage of whatever service best fits their specific data loss situation. RDR can save them additional money by eliminating shipping costs – and in many cases – help them avoid the huge costs associated with downtime.

Make sure your customers know all their options so they can start utilizing Remote Data Recovery today!

Make Money – Save Time – Provide Secure Data Recoveries



Ontrack Data Recovery offers a *no cost/no quota* program, which enables you to increase your revenue stream, **provide critical services for your customers**, and save the time and costs associated with offering a new service. As the leading innovator in the data recovery industry, Ontrack Data Recovery offers partner programs to companies who can benefit from **discounts and frequent-user privileges**. Whether you prefer to resell Ontrack Data Recovery services or simply refer customers to Ontrack, you can generate additional revenue for your company, while offering your customers world leading data recovery services.

To find out more:

Phone: Jodi Bredemeier at 1.800.872.2599

Email: jbredemeier@ontrack.com

Online: <http://www.ontrack.com/partner>

➔ **PRODUCT & SERVICE DETAILS**

Take the Virtual Tour – New Flash Demo Available on Ontrack.com!



If you're looking for a quick way to learn more about Ontrack Data Recovery, check out the new Flash demo on our Web site, which provides a dynamic overview of Ontrack's products and services. The tour includes details about Ontrack's background, resources and recovery expertise - explaining why we are the largest, most technologically advanced company in the recovery industry.

This is an excellent way to become more familiar with Ontrack or help your customers learn more about the competitive advantages we offer. Click here to take the tour:

<http://www.ontrack.com/virtualtour>

How Would You React? Take the Reaction to Data Loss Survey



In our recent newsletter, Ontrack described some of the worst data disasters our customers experienced in 2004. From frozen hard drives to flushed laptops, it's clear that people go through a wide range of emotions when they discover their data is missing.

In order to learn a little more about this topic, we're interested in how you react to data loss situations. Do you try to sweet-talk the computer or are you driven to a more violent response? Are you likely to try your hand at fixing the computer yourself or do you leave it to the pros? Let us know how you react by following this link to take the survey:

<http://www.ontrack.com/survey/reaction.asp>

We hope you enjoyed this month's edition!

Sincerely,
The Ontrack Data Recovery Team

TO SUGGEST IDEAS OR COMMENT ON OUR NEWSLETTER CONTENT, PLEASE EMAIL US AT drnews@ontrack.com

Please DO NOT email technical support or customer service questions to this address. See below for further information on those questions.

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