

March 2005

ActionFront Reseller Data Recovery Techletter

Spring Ahead!

After spring cleaning and fixing broken rooftops many of your clients will be upgrading their computers as well. Seize this opportunity to increase your business while helping your clients get more out of their systems. And before you do so, watch out for those simple mistakes that can turn a computer from an impressive multimedia center to an expensive paper weight. Don't lose data when you upgrade!

Backup first

One of the best "upgrades" you can sell anyone is a good backup! Then, throw-in some advice about using it:

- Do not upgrade without a verified backup.
- Before upgrading any system, organize all original software and hardware documentation and original copies of software, then perform a complete backup.
- We also recommend a 'trial restore', especially for those who are dependant on their systems. Many data recovery cases involve upgrades gone wrong. Prove that you can quickly restore the status quo before embarking on an upgrade.
- For home users, backing up to CD or DVD or using an online service may be sufficient.
- All business users (and some home users) should consider a tape drive, an external hard drive or perhaps even a NAS appliance.
- Depending on how valuable your data is, you might want to make a second, or even a third, backup just in case.
- Rotating a backup set to an offsite storage location for recovery from a potential fire or flood is highly recommended.

Make sure that your clients know how to backup their systems properly. This can be a great opportunity to sell backup services or devices to your clients.

Electrostatic Discharge

If your clients are planning on upgrading their systems, make sure that they are aware of electrostatic discharge (ESD). When opening a computer to do an upgrade be very careful to avoid ESD. ESD can damage the components and devices inside a computer quite easily. Luckily, it's also quite easy to avoid.

- For professional users, ensure ESD floor mats and ESD wrist straps are used at all times when touching computer components.
- For home users make sure to always discharge before opening a computer by touching a metal object while working.
- Avoid opening a computer on the carpet if possible, since carpets hold a lot of static.

When removing components from your system always ensure that they are placed inside anti-static bags to prevent ESD.

Remote Data Recovery.... NOT!

Some companies offer remote data recovery (via the Internet), as a quick and easy way to get data back. It sounds like a great solution to your data loss problem. However, even though we have the technical ability to do so

ActionFront does not offer remote recovery! Why not?

- This method addresses only logical data loss where there is no physical media damage - less than half of all cases.
- Physical problems cannot be properly diagnosed remotely.
- If the media is physically damaged, remote recovery will likely compound the data loss problem due to continued use of a failing drive and may make the case unrecoverable.
- ActionFront's **do-no-harm** approach involves mirroring the drive early in the diagnostic-evaluation process. Many times a temporary clean-bench repair must be effected in order to complete the mirror. This ensures that we will always have an exact mirrored copy to work with, while various methods are used to produce useable data.
- Remote data recovery cannot offer this option, putting your data at a huge risk in exchange for potentially saving a few hours, if you get lucky.

ActionFront's well-tested, ISO-certified process precludes offering remote data recovery. Instead, we offer five regional labs and for those clients who cannot move their servers, we offer a very successful on-site service via our Critical Response Team. For more information on this service, please visit www.actionfront.com or call our Elite Recovery Team at 1-800-475-0156.

Have customers with data-loss?

Help your customers and your bottom line! **Submit a Reseller Case.** Every qualified case you submit earns you a \$50.00 honorarium and 10% commission (or discount) on paid recoveries.

Remember, ActionFront performs a **Free Diagnostic-Evaluation** within 24 hours of receiving the media and all of our recoveries are covered by our exclusive Data Guarantee and our promise: "**Your Data Back or No Charge**". For more information visit https://www.actionfront.com/cs_dealers.asp or contact our Reseller Accounts Executive Bob Maludzinski at 1.800.563.1167 ext 239 or bobm@actionfront.com.

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