

How to Sell Ontrack® PowerControls™ for Exchange

Reseller Reference Guide

Why offer your customers Ontrack PowerControls?

Ontrack PowerControls is the software equivalent of a Swiss-army knife; an easy to use tool designed with Microsoft Exchange server administrators in mind. This DIY software offers ease of use, outstanding performance and a granular search capability which translates into time savings, improved resource utilisation and ROI for managers, directors and CIOs.

Ontrack PowerControls makes search, recovery and restoration tasks easier without changing existing backup procedures or current Exchange environment. This tool has the ability to reach into and read existing backups, archived EDBs, PSTs and pull out anything you need. This allows you the ability to granularly restore individual messages (as well as tasks, notes, contacts, etc.) and makes discovery of backed up or archived EDBs incredibly fast and easy.

With Ontrack PowerControls you get:

- Granular restoration. *No need to restore entire databases*
- Reduced downtime. *Get a mailbox back quickly*
- Reduced admin time for restores. *Opportunity cost from planned work*
- Legacy support. *Eliminates the need to keep older Exchange Servers around for restores*
- Targeted migrations. *Only move what you need to the newer platform*
- Read-only search and export. *Preserve metadata as required for ediscovery*
- Works with backups/offline EDBs. *The production server is not impacted*

How to recognise potential sales opportunities

Situations that might translate into a direct need for a solution such as Ontrack PowerControls include:

- The customer has deleted mailboxes or messages – this may be due to user error or an update/migration issue

- The client has received some ediscovery requests (from their legal or HR teams, or perhaps as part of an investigation or even for compliance issues)
- Your customer's legacy backup software or Exchange software is not present – this could be due to a migration or a merger
- Your client requires a full database restore (depending on the size, it can take from tens of minutes to several hours; PowerShell scripting may also be required)

Licence options

Ontrack PowerControls offers flexible licence options for providing the services directly, or reselling the software to your customers:

- **Commercial Licences** are configured for a defined data capacity for a specific licence period and number of simultaneous sessions. Configurations range from one, two, or three year licence periods including one or more simultaneous sessions. A one-month licence period is available to consultants and service providers working on a project for an end customer/client. Commercial licences are easy to move around and are ideal for lab environments or mobile technician environments where you want flexibility that can be tailored to fit a certain project or other specific budgetary or usage cycle. Each Commercial Licence requires a USB hardware key (dongle) to operate. Commercial Licences may be used for commercial or financial gain such as providing recovery, restoration, and ediscovery services to your end clients.

For customers who manage their own corporate production/development systems within their own establishments, we offer two licence options which can be resold to the client:

- **Perpetual Licences** are configured for specific features and a specified data capacity to match the needs and size of your customers' environment. Configurations begin at 100 mailboxes and are not restricted by licence period or number of simultaneous sessions.

- **Term Licences** are configured for specific features, a specified data capacity or number of servers and a number of months to match the needs and size of your environment. Configurations begin at 100 mailboxes and are not restricted by number of simultaneous sessions.

Please note: Perpetual and Term licences are for internal use only and may not be used for commercial or financial gain including, but not limited to, using it for technical or consulting services.

Supercharge your software

You can enhance the basic Ontrack PowerControls features with the following add-ons:

- **ExtractWizard** – Capability to access Exchange data from backups and tape. After extracting the data you can restore mailboxes and/or individual mailbox items (messages, tasks, etc.) to a running Exchange server or .PST. Supports recent and older versions of ARCserve, Simpana, NetWorker, Data Protector, Tivoli, Backup Exec, NetBackup, and UltraBac backup software.
- **PowerPack for Exchange** – Includes Advanced Searching, PST as a Source, Content Analysis.
- **Administrative Services** - Audits actions taken with the software and is installed on a separate machine from Ontrack PowerControls. Administrative Services is a critical component of an enterprise sale.

Overcoming customer objections

Once you've identified a potential opportunity to help your client overcome their problem, you may still come across some common objections or questions. We offer some suggested responses for turning doubts into Ontrack PowerControls sales:

I've seen similar tools. Why should I choose Ontrack PowerControls?

- It is compatible with all versions of Exchange, from 5.5 to 2013 and can help you search, recover, restore and copy data to a live environment or to PST
- The software can restore from backup tapes
- It's storage agnostic and will work with most common backup types
- Users benefit from our global technical support network and continuous product upgrades

- Keep your current production and backup processes intact. Ontrack PowerControls requires no changes to your current processes and runs on any Windows-based workstation

Ontrack PowerControls is too expensive.

If you are looking to complete a short-one off project then there are multiple licence options to suit your budget. Pricing starts at 100 mailboxes and up for the SMB market. The cost of owning the software, when extended over time, is minimal. When you consider other manual methods, using Ontrack PowerControls provides significant time savings. Take for instance an Exchange recovery scenario: simply connect to your source environment and drag-and-drop what you need to either PST or a live environment. There is no need to build a recovery server. If you receive multiple restore requests throughout the year the cost savings are vast.

We don't need a Perpetual Licence; we just have an urgent one-off need for a client.

In these situations we can provide you with a term licence so you can get your project or that urgent restore completed in minutes rather than hours. However, if you have multiple projects throughout the year it may be more cost-effective to own a Commercial Ontrack PowerControls licence.

Aren't these features already included in the native Exchange functionality / other backup software?

Ontrack PowerControls offers efficient granular search and restore which is not available from most backup and storage software or the native Exchange functionality. Ontrack PowerControls complements existing backup software and is compatible with all the leading vendors.

Our customers include:

Netapp, EMC, Tintri, Nimble, Unitrends, PHD Virtual

As well as most companies from the FTSE 100, several finance and banking institutions, the NHS and thousands of SMBs.

CONTACT

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