Ontrack®

Reseller Reference Guide

How to sell Ontrack® PowerControls™ for Exchange

If one of your customers needed to find a single email message, attachment or mailbox in their Microsoft® Exchange backups, how long would it take them? If you provide a managed service or hosted Exchange solution, how long would it take you to find this data for them?

Ontrack® PowerControls™ is the perfect solution for both you and your customers. It reduces the time and cost of email restoration, wherever your clients' data resides: on-premises, in backups or hybrid cloud environments.

In this short guide, we'll highlight the key features of Ontrack PowerControls for Exchange, show you how to spot potential sales opportunities, explain the different licencing options and give you some tips to overcome customer objections.

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 the 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 edisclosure

- **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 yourself, or reselling the software to your customers:

Commercial licences:

- Configured for a defined data capacity, for a specific licence period (1-3 years) and number of 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.

- Commercial licences may be used for commercial or financial gain such as providing recovery, restoration, and edisclosure services to your end clients.

Perpetual licences:

- You can resell these licences to customers who manage their own Exchange environments, catering for their exact needs.

- Configurations begin at 100 mailboxes and are not restricted by licence period or number of simultaneous sessions.

Term licences:

- 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 customers' 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 media. After extracting the data you can restore mailboxes and/or individual mailbox items (messages, tasks, etc.) to a running Exchange server or .PST file. Supports recent and older versions of multiple backup software packages.

- **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. Here are some suggested responses to help you overcome them:

I've seen similar tools, why should I choose Ontrack PowerControls?

- It is compatible with all versions of Exchange, from 5.5 to 2016 and can help you search, recover, restore and copy data to a live Exchange server, new/existing PST or an Office 365 mailbox.

- The software can restore from backup tapes and can work with most common backup types.

- Users can benefit from our global technical support network and continuous product upgrades.

- Keep production and backup processes intact; Ontrack PowerControls runs on any Windows-based workstation.

Ontrack PowerControls is too expensive.

- There are multiple licence options to suit different budgets and projects. The cost of a licence is minimal when extended over time.

- When you consider other manual methods, Ontrack PowerControls provides significant time (and therefore, cost) savings.

- Take for instance an Exchange recovery scenario; simply choose your source environment and drag-and-drop what you need to your chosen destination. There is no need to build a recovery server. If you receive multiple restore requests every year then the cost savings are vast.

We just have an urgent one-off need for one client.

In these situations we can provide you with a Term licence to get your one-off project or urgent restore request completed in minutes. If you have multiple projects throughout the year for clients it may be more cost-effective to own a Commercial licence for Ontrack PowerControls.

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 native Exchange functionality. Ontrack PowerControls complements existing backup software and is compatible with all the leading vendors, including: CA ARCserve, Commvault Simpana, EMC NetWorker, HP DataProtector, IBM Tivoli, NT Backup, Symantec Backup Exec, Symantec NetBackup and UltraBac.