



Selkie™ SOFTWARE

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SELKIE FREEDOM: Function and Features

What is Selkie Freedom?

Selkie Freedom is what you need when your computer crashes due to a virus attack, malware, spyware, or computer breakdown, and you need your files right away but you have no second computer to receive your recovered files. It is also an excellent, speedy way to do data migration of key files.

Selkie Freedom is a user-friendly data recovery application which automatically recovers files to a USB key, an external USB-connected memory device or hard drive. It requires minimal user input and does most of its work without supervision. The user or technician recovers all the valuable data files in seconds using Selkie Freedom.

- Selkie Freedom is network independent; you can use it if you are travelling with a laptop or in an office without a wired network;
- Selkie Freedom protects the privacy of the end user by providing a 'do-it-yourself' option so that sensitive files are not in the hands of a third-party; this is useful for senior executives, human resources or finance officers.
- Selkie Freedom has its own operating system; Selkie works when Windows doesn't by going below the Windows operating system;
- Selkie Freedom is secure: the connection is between the USB device and your desktop/laptop;
- Selkie Freedom finds files by a pre-set level of importance using its own Smart File Finder technology to recognize data files and distinguish them from system files. Selkie Freedom recovers files *even when the user does not know where the data files are or what they are called.*
- Selkie Freedom requires no pre-installation or pre-existing backup.

- Selkie Freedom is real-time data recovery; it is not backup and it is not undelete.
- Selkie Freedom is automated; once you select the method you want to use, it does all the work;
- Selkie Freedom does not tie up the end user or technician's time; you can start it and leave and your files will be saved when you come back;
- Selkie Freedom does not choke in the middle of a recovery/transfer; if there's a problem file it logs it and keeps going, so at the end you know what you've saved and what problem files there were, if any;
- Selkie Freedom is 'do-it-yourself', if you do not want a technician's help, you don't need it. Just plug in the USB key, press enter a couple of times, and Selkie Freedom will get all your files.
- Selkie Freedom is configured to protect the files; an end user cannot accidentally delete files while doing the recovery/transfer.
- Selkie Freedom is updated constantly on the Selkie Software servers and all customers have online accounts for the latest updates which can be downloaded to a CD-R for immediate use.
- Selkie Freedom protects the computer warranty because no hardware is removed from the failed computer; in a manual data recovery the hard drive is removed, usually voiding a warranty and sometimes permanently damaging the drive.

A technician's time is valuable. When a technician must sit with a client and determine which files constitute data, this is time-consuming for both the technician and the client, and potentially hazardous since data can be missed through human error.

For example, if a computer has more than one account, one particular user may not be aware that a second user has vital bookkeeping files stored in a separate account. Selkie Freedom will find these files and recover them.

Some applications store their data in obscure locations, creating folders at the root of the hard drive, for example. Selkie Freedom retrieves these files automatically.

Industry Cost Comparison: Per Unit Response Cost

	Selkie Freedom	Selkie Rescue	Norton Ghost	OnTrack Data Recovery	Data Rescue PC	Geek Squad	Drive Savers	Seagate Recovery
Secure file transfer	Yes	Yes	Yes	No	No	No	No	Yes
Does NOT require installation	Yes	Yes	No	No	Yes	Yes	Yes	No
Works when windows doesn't	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Works when video card is failing	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Remote access to failing PC	Yes	Yes	No	No	Yes	No	No	Yes
Runs from boot CD	Yes	Yes	No	Yes	Yes	No	No	No
Windows OS is NOT required	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Copy rescued files to network	Yes	Yes	Yes	Yes	No	No	No	No
Does NOT require hard drive client	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Works with 98/ME/2k/NT/03/XP/Vista	Yes	Yes	XP/Vista Only	Yes	Yes	Yes	Yes	Yes
Tech Support Hours	Human 24/7	Human 24/7	Limited 24/7	Digital 24/7	Mon-Fri 8-5 PST	Store Hours	24/7	24/7
Works over problem files	Yes	Yes	No	No	No	No	No	No
Smart File Finding Capacity	Yes	Yes	No	No	No	No	No	No
Recovers Work in Progress	Yes	Yes	No	No	No	No	No	No
Recovery time	Immediate recovery	Immediate recovery	Immediate backup recovery	4 days	Immediate File Recovery	Up to 3 weeks	2-7 days	2 days to 4 weeks
Price	99.99+ USB	\$99.99	\$69.99	\$500 to \$2500	\$249.00	\$1200.00+	\$1000 to \$3000+	\$1500 to \$3500

Who can Use Selkie Freedom?

Selkie Freedom is simple and easy for anyone to use. Many technicians insist users take a “hands off” approach to their computers when problem occur. This is because a user may exacerbate the problem by “tinkering”. Selkie Freedom is safe because the user cannot accidentally delete files from a computer, and cannot miss important files while panicking over the computer’s failure.

An executive travelling for an extended period can keep Selkie Freedom in a pocket on a

USB key and recover files no matter where he is or when he did his last back up.

A technician with multiple copies of Selkie Freedom in hand can launch 5, 10, or 20 file transfers in the time it takes to set a single instance of Selkie Freedom in motion.

How Does Selkie Freedom Work?

Selkie Freedom boots from a USB memory device or an optional CD, if a computer is not capable of booting from a USB device. It takes control of the computer, even when the operating system has failed, and scans all partitions for data. Selkie Freedom categorizes files in a priority scale system from 0 to 9, where 0 represents files irrelevant to the user (such as Windows system files) and 9 represents the most important files on the computer, such as e-mail and Word documents. These priority settings are pre-set for most standard scenarios, and can be customized to suit a specific enterprise requirement.

Selkie Freedom categorizes files based not only on what those files are, but on where they are located. This allows Selkie Freedom to differentiate between important and unimportant files, *even when those files are of the same type*. For example, in the Windows system folder there may be a document called lexmark.doc. This is a manual for an installed printer. The user doesn't need to recover this file because re-installing the printer driver will achieve the same thing. However a file called lexmark.doc the *My Documents* folder may be irreplaceable and invaluable. Selkie Freedom will determine that the first file is irrelevant, but the second is vital, unless the user has specified to recover all files, in which case they are all recovered and placed in their priority categories.

When the user specifies a recovery level, such as level 6, all files from that level and above will be recovered to the memory device or hard drive, in the same structure in which they were originally stored. A list of what kind of files are in each category is provided with the software.

Selkie Freedom does not require supervision while files are being transferred. It is designed to bypass problematic files; where other applications might choke and have to be restarted, causing huge time delays, Selkie will keep going until all the working files have been recovered and provide a list of any files that were causing difficulty. While the actual transfer of files may take time, depending on the volume of data being recovered, this is not time which a technician or user must devote to the process. The recovery can be started in minutes or even seconds, and left to continue unattended.

The Myth of “free” tools

Technicians who work in data recovery and data migration will often say that there are “free” tools that can manage some functions similar to Selkie Freedom so they may recommend against purchasing Selkie Software. However, Selkie Software can be used by anyone, without a technician’s assistance. In addition, if you are paying a technician typically one hour of their time is the cost of Selkie Rescue; most technicians will take at least two hours longer to do the same job as Selkie Rescue (see comparison chart below).

Data recovery from a technician may be a handful of CDs with recovered data on them handed to the end user, which means the end user has to spend hours sorting through the CDs to find his files, if he does not lose them before he has loaded all his files back on his computer. Or it might be the removal of a hard drive from a broken computer, which voids the warranty and often permanently damages the hard drive. With Selkie Freedom files are transferred in one move with no need to open the computer, and they are all conveniently stored on one simple key or USB device.

Free software programs were typically developed by unpaid software developers in their spare time; attention is rarely devoted to making the tool simple and easy to use. A “free” tool will take much longer for a technician to use than Selkie does, and lacks Selkie’s level of automation. There is no prospect that a typical executive can use freeware; Selkie is easy to use and suited for non-technical users. “Free” tools often require the user to configure them before use, thus creating a utility that operates within a given environment. Whenever the environment changes or a new version of the tool is required, the tool must be reconfigured which costs time and money. Selkie’s configuration is automatic, and with Smart File Finding tools, very fast.

Task	Time to Complete Tasks, Fraction of Hour			
	Move Hard Drive	Linux Live CD	Selkie Rescue	Selkie Freedom
Scenario One: One Computer				
Total time elapsed to make data available to user	2.66	1.55	1.15	1.26
Total supervised technician time	3.26	2.08	1.67	1.76
Scenario Two: Five Computers				
Total time elapsed to make data available to user	5.15	2.15	1.87	1.44
Total supervised technician time	6.15	2.8	2.47	1.94
Scenario Three: 100 Computers				
Total time elapsed to make data available to user	515	215	187	144
Total supervised technician time	615	280	247	194