



Selkie™ SOFTWARE

WWW.TUGBOATENTERPRISES.COM

## SELKIE RESCUE: Functions and Features

### What is Selkie Rescue?

Selkie Rescue 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 on a working computer, either on an existing network or on one set up to recover your files. It is also an excellent, speedy tool for data migration if you are upgrading your computer and want to transfer the files so that they remain in the same order on the new desktop.

Selkie Rescue is a user-friendly data recovery and migration software application which automates the transfer of files from a dead computer to a working one quickly and easily. Selkie Rescue is on a live CD and boots the dead computer from underneath the Windows operating system. It is not backup and it is not undelete. Selkie Rescue:

- Is real-time data recovery; requires no pre-installation and no pre-existing backup and will grab the files as they were on the computer just before it crashed.
- Detects and configures hardware automatically.
- Is automated; it is up and running in under a minute, with three clicks of the ENTER key.
- Sets up a network connection between two computers and manages the transfer of files with minimal user interaction, reducing user or technician time dramatically.
- Will detect and set up a network connection without any user input. Even on a computer with more than one network device, Selkie will find the appropriate device and use it without requiring the user to do any configuration.
- Will not choke in the middle of the transfer/recovery of files; once the process is started, Selkie can continue unsupervised; the end user/technician is free to do something else.
- Includes the Selkie Rescue Center which is installed on the recovery computer and manages the process of file recovery much more efficiently than native Windows applications.

- Also works with Windows Networking on the recovery computer; if the user wants to navigate Windows to grab the recovered files, that option is available.
- Can be used to transfer all the files back to the computer post-repair quickly and securely by reversing the original transfer process.
- Displays a list of device drivers that are on the failing/source computer, identified during the hard drive scan. These are a road map to speed up repair of the computer.
- Has its own operating system which sits on the live CD, and operates from the Tugboat software platform, which is small and powerful.
- 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.
- Protects the privacy of the end user by providing a 'do-it-yourself' option so sensitive files are not handled by a third-party; this is useful for senior executives, human resources or finance officers.
- 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.

### **Remote capabilities**

Selkie Rescue's network capabilities make it possible for technicians to have user's insert the Selkie Rescue disk into a broken computer that would normally require travel time, and recover the files to a networked server allowing the user to have access to some data within minutes and all of it within a few hours (depending on the amount of data being copied) allowing Service Level Agreements to be met, if not exceeded. This same method can be used for migration of data from one machine to another, allowing information from one machine to be easily copied over a network to several other machines.

### **Selkie Rescue Center: simple failure-free recovery**

Selkie's Rescue Center is a Windows utility which runs the entire file-recovery process. The Rescue Center manages the transfer seamlessly and automatically. If a file is corrupt, the Rescue Center will skip that file and continue recovering uncorrupted files. Even Windows itself cannot do this; Windows Explorer will halt the transfer of hundreds or thousands of files based on a single problematic file. When it encounters a bad file, the Selkie Rescue Center will simply log the problem and continue the recovery process. At the end, the technician or end user will have a record of any problematic files.

## Comparison Cost for a Sample Enterprise Service Level Agreement

Before Selkie	# per Month	Tech cost/hr	# hours	Repair cost	Staff cost/hr	# hours	Loss/ staff	Monthly Cost	Annual Cost
Data recovery	3	95	4	\$ 1,140	40	24	\$ 960	\$ 2,100	\$ 25,200
Data migration	5	95	4	\$ 1,900	40	8	\$ 320	\$ 2,220	\$ 26,640
Computer replacement	42	95	3	\$ 11,970	40	8	\$ 320	\$ 12,290	\$ 147,480
Current monthly costs								\$ 16,610	\$ 199,320
With Selkie	# per Month	Tech cost/hr	# hours	Repair cost	Staff cost/hr	# hours	Loss/staf f	Monthly Cost	Annual Cost
Data recovery	3	95	1	\$ 285	40	1	\$ 40	\$ 325	\$ 3,900
Data migration	5	95	1	\$ 475	40	1	\$ 40	\$ 515	\$ 6,180
Computer replacement *	42	95	0.25	\$ 998	40	1	\$ 40	\$ 1,038	\$ 12,450
Current monthly costs								\$ 1,878	\$ 22,530

\* assumption on replacements is that technician is working on 4 units at once; in fact he/she could be working on 10 or more at once.

Note: current back up costs and exercises will likely be reduced with the new system of response/maintenance; these savings are not reflected here.

### 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 Rescue 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 Rescue files are transferred in one move with no need to open the computer.

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.

### Comparison Chart for “Free” Data Recovery Response Options

	Time to Complete Tasks, Hours			
Task	Remove & Copy Drive	Linux Live CD	Selkie Rescue	Selkie Field Agent
<b>Scenario: One Computer</b>				
Total time elapsed to make data available to user	2.7	1.6	1.1	1.2
Total supervised technician time	3.3	2.08	1.7	1.7
<b>Scenario: Five Computers</b>				
Total time elapsed to make data available to user	5.2	2.2	1.8	1.4
Total supervised technician time	6.2	2.8	2.5	1.9
<b>Scenario: 100 Computers</b>				
Total time elapsed to make data available to user	520	215	180	140
Total supervised technician time	620	280	250	190

### A Tiny Footprint

Selkie Rescue operates on as little as 32 megabytes of system memory. This light footprint ensures that Selkie Rescue does not place a heavy burden on the failing computer. It does not require installation, instead running entirely from a bootable CD. It does not use the higher functions available in a video card, such as high-resolution graphics. This means it can be used on computers with failing memory, a failing video card, or even a hard drive that has begun to deteriorate.

Selkie Rescue can be set to use only the first 32 megabytes of RAM. This means a hardware flaw in a computer’s memory outside of this range will not affect Selkie’s operation. When Selkie is operating in this mode, there is virtually no degradation in performance.

A video card that has begun to fail will often function in its most basic mode (called VGA). It is when the operating system activates the card’s higher functions that problems will occur. While a

technician may, with time available, diagnose the problem and replace the video card, the user is left unable to use their data files until the technician has done this job. Selkie Rescue allows data to be transferred to a working computer where the user can continue working while the technician diagnoses and repairs the problem.

A hard drive which has begun to make a clicking sound may no longer be capable of functioning well enough for an operating system to properly boot and operate, although the data may still be available and readable. Selkie's minimal footprint will not place any stress on the hard drive until the data on the drive is required.

### **Protection of Hardware/Data**

Since there is no need to physically open your machine, the user does not need to risk the chance of static discharge damaging hardware within their PC. For privacy, the user is able to recover their data without another individual having access to their data.

### **Recovering data on Non-Windows Computers**

Selkie works on all Intel-compatible computers, which includes modern Apple computers. Selkie will automatically identify and access Linux and Unix as well as Windows partitions. Files from a failed computer with an operating system other than Windows are recovered quickly and easily.

### **“Last mile” Recovery**

Selkie Rescue can be used to perform a “last mile” recovery even when a computer which is normally backed up has failed. If a computer backs up every evening, a user may have generated hours of new work before the crash; a presentation scheduled at 4pm may be on a computer that fails at 3pm. Selkie Rescue permits the user to recover valuable files that a routine backup has not preserved.

### **Device identification**

Selkie Rescue includes a “Devices” feature which will show the user what devices are installed in the computer. With this list a technician does not need to open a computer to identify the devices and find device drivers. (Windows' own device manager operates on a catch-22: it will not tell you what a device is until it has a working driver installed for that device.)

### 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 req. hard drive client	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Works with ALL Windows OS	Yes	Yes	XPMsta 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
Recoverytime	NOW	NOW	backup recovery	4 days	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