



Data Recovery

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Product Backgrounder

Computers have become a very important part of our daily lives. According to the 2005 Pew Global Attitudes Survey, 79 per cent of Canadian and 76 per cent of Americans use a computer at least on an occasional basis. We use them for a variety of purposes: business, communication, paying bills, planning trips, school, music, photos Our computers contain a lot of information. Some of it is important for business or school success. Other files have sentimental value such as photos of family and friends.

Easily done

With one wrong move or a computer malfunction, this information can disappear. It is quite easy to unintentionally delete important files. Failures of computer systems also do occur.

According to a 2003 article in the Graziadio Business Report, human error accounts for 30 per cent of data loss episodes. The report, which is published through Pepperdine University's Graziadio School of Business and Management, states these incidents can include unintentional deletion of data as well as accidents such as dropping the computer. Hardware failure accounts for 40 per cent of data loss, according to the report.

With this data gone, it can mean hours of work to recreate and, thus, in the case of a business, a lack of productivity on new projects. Data recovery through a company can be expensive. Even at a learning institution such as Pittsburgh State University the fee for data recovery by its Gorilla Geeks OIS Campus Services team is \$20 an hour. Private companies can cost even more.

According to an October 2000 report, data loss can be financially devastating to businesses. For example, the Energy sector lost \$2.8 million an hour due to data loss, according to the IT Performance Engineering & Measurement Strategies: Quantifying Performance Loss, Meta Group, October 2000 report.

Recovering it yourself

To avoid the possibility of data loss and the high cost of recovery, you might want to invest in data recovery software. This software does not require advanced computer knowledge. It will scan your PC deeply to detect deleted files and recover them for you.

For example, ParetoLogic Data Recovery Pro goes even one step beyond. It will recover deleted email and email attachment files. As well, it has the ability to retrieve missing files from many peripheral storage devices. This includes digital cameras, and portable media players such as iPod Shuffle, iPod Nano, and iPod Classic.