

# PCmover<sup>®</sup>

The world's best-selling utility for moving programs, files, and settings!

## Reviewer's Guide

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## Overview

The personal computing industry continues to grow at a rapid date. In 2005, 66% of US households owned PCs, with the average household owning 1.5 PCs<sup>(1)</sup> and for the first time ever, laptop sales surpassed desktop sales<sup>(2)</sup>. Today, Worldwide PC shipments for 2007 are projected to grow 12.2% to 256.7 million units<sup>(3)</sup> with the US alone shipping 70 million PCs. While much of the developing world is buying a PC for the first time, in the US and other mature markets, most PC sales represent either an additional PC or a replacement PC. In addition, such users have become very reliant on application software and data residing on their existing PC. This reliance, in turn, has resulted in the development of new technology designed to save users time and expense - **migration software**.

Migration software is a relatively new sub-category within the "PC Deployment" utility category. Most deployment software can be classified as either image-based (so-called, "ghosting" software) or facilitate ease of data transfer. Within the migration sub-category, there are several utilities that provide a higher level of customization, moving user settings as well as data from one computer to another automatically. However, the industry's leading migration software, PCmover, is also able to transfer entire software applications along with files and settings from PC to PC.

Hardware analysts estimate the average computer's lifespan to last from two to five years with three years being the average for 'normal' usage<sup>(4)</sup>. It is safe to calculate that in 2007; with personal computers first appearing twenty six years ago; that most consumers and businesses are on their third, fourth or even fifth PC. This means that with each new PC the user has had to manually transfer files, rework settings and reinstall applications to recreate the usability and personality of their old systems, thus powering the growth of migration software.

PCmover, the world's leading migration software utility was built to eliminate the traditional rituals that come with the purchase of a new PC. It offers an automated 'hands off' solution that allows users to recreate their old computer's personality and functionality on their new PC while experiencing minimal downtime and reducing costs. Each user or employee has an array of personalized settings that they adjust throughout the lifespan of their PC to effectively maximize their productivity. For instance, sales people might rely heavily on customized email templates, selective word processing features and spreadsheet software while a teenager in high school might rely more on his favorite 'playlists', photograph or video utilities and personalized signatures for her email application. In each of these instances, the usability of their computer is inextricably linked to the investment in personalizing their "Personal Computer".

For businesses deploying department wide upgrades, the ability to automatically mass migrate each 'digital personality' is essential to minimizing employee downtime, reducing cost and increasing productivity. Manually reinstalling software (often including unique or customized software), transferring settings and documents, and keeping track of each detail to be changed on the new PC is a time consuming task for an IT force, resulting in a cost of over \$300 per migration in labor expense and lost productivity. Post upgrade costs must also be considered as employees searching for lost files, understanding new features and installing additional applications that were on their original PCs can increase downtime dramatically. Post upgrade, computer help desks see an increase in call volume of up to 30% - 50% in the first thirty days<sup>(5)</sup>.

[1] IDC, January 2005

[2] "Data Points", *Newsweek*, June 27, 2005, p. E2

[3] IDC, June 12 2007

[4] <http://compreviews.about.com/od/general/a/UpgradeReplace.htm>

[5] Ronni Colville, Michael Silver, and Kris Brittain; Windows Migration: Desktop Management and CSD Effects; Gartner Group, Inc.; Research Note: DF-14-7121; November 5, 2001.

## Target Markets



### Home Consumer

PCmover is designed with a user friendly interface and intuitive customization options. Novice computer users will be familiar with a simple wizard based system that has the ability to select which application and folders to migrate and which file types to leave behind on the old computer. Graduation presents, back-to-school laptops, a household's second computer 'for the kids' – there are many uses for migration technology in the home consumer market. Additionally, many businesses have their humble beginnings in a 'home office'. For instance, tax preparers find PCmover especially useful as it automatically migrates years' worth of tax files and applications.

### Business Consumer

#### Small - Medium Sized Business

PCmover allows flexibility for small and medium sized businesses through its single license and multi-license (discounted) purchase options as well as volume licensing agreements. The technology promises minimal downtime for employees being upgraded to a new PC and reduces cost to the company as it doesn't require an IT professional for deployment. As well, it reduces post migration costs caused by employees needing to reinstall additional applications and data. PCmover is also designed to run unattended allowing the migration to occur after normal office hours, without any employee present, thus further reducing employee down time.

#### Resellers

A study performed by the Hebert Research Firm<sup>[6]</sup> revealed that over 30% of computer shoppers are reluctant to purchase a new PC because of the perceived difficulty in moving their data to the new machine. PC manufacturers who directly inform customers about the issues of PC migration and bundle a migration solution; whether via bundling, a desktop link, or online configurator; with each PC sale can reduce intent-to-purchase barriers among consumers and small business owners and raise satisfaction by improving the post-purchase customer experience<sup>[7]</sup>. PCmover adds value to each replacement PC sold and provides a service that all new PC owners will find indispensable.

[6] Hebert Research, 2005.

[7] Stuart Williams. *Technology Business Research*

# Manual Migration VS Automatic Migration

This table demonstrates a manual migration performed by IT professionals. In the final calculation, the total savings per migration can rise to above \$300.

**Table 1: PC Migration Cost Model (IT Resource)**

IT Support	Amount	Time / Unit	Total
Migration setup	20	1	20
Data in GB	20	3	60
Applications	10	15	150
Unique Settings	30	1	30
After Migration Support	20	1	20
Total Migration Time			280
Hours	4.67		
Unproductivity	3.00		
Hourly Rate	50		
Total Migration Cost	\$383.33		
PCmover Install	0.2		
Migration Configuration	0.4		
Software Cost	25		
Total Cost	\$55.00		
<b>Net Savings</b>	<b>\$328.33</b>		

This table demonstrates the tasks and needs of the employee during a migration and shows the time and expense saved by using PCmover.

**Table 2: PC Migration Cost Model (Employee)**

Employee	Amount	Time / Unit	Total
Migration setup	20	1	20
Data in GB	20	5	100
Applications	10	20	200
Additional Support	20	2	40
Unique Settings	30	5	150
Total Migration Time			510
Hours	8.50		
Unproductivity	0.00		
Hourly Rate	60		
Total Migration Cost	\$510.00		
PCmover Install	0.2		
Migration Configuration	0.4		
Software Cost	25		
Total Cost	\$61.00		
<b>Net Savings</b>	<b>\$449.00</b>		

*Average cost for volume licenses - \$25.*

- Model assumes 280 minutes of migration time for PC-PC connectivity, data search and copying, re-establishing User settings and after migration support due to forgotten data or settings
- IT resource time and employee unproductive time add up to 7.7 hours. This does not include bigger configuration issues, data recovery or additional trouble shooting.
- PCmover estimates are based on an after hour installation and an unattended migration over night. Migration can be up to 10 Gb in one hour.
- All tasks are calculation for work post Windows installation and general PC setup.
- Gartner Group\* estimates that help desk support after manual migration will increase by 40% which would add to the above costs.
- Employee time increases due to lack of understanding about file transfers, settings and application installations. In worst case the migration is abandoned and a IT help ticket has to be created. Productivity might go to zero until the IT support completes the migration.

## Competitive Advantage

In the current migration market, there are a few well-known programs:

**Detto Intellimover**

**CA Desktop DNA**

**Windows Easy Transfer**

These three products can only migrate files and settings from an old PC to a new PC. Although it is useful to automatically migrate files and settings, an employee will still waste considerable time reinstalling new applications or requiring an IT professional to perform the reinstallations manually. Most applications require 'keys' or licenses to function and this information is often misplaced – leaving the user to find CD jackets, CD inserts or call customer support to retrieve the necessary information for a reinstallation.

Some of the features that make PCmover the global leader in migration include:

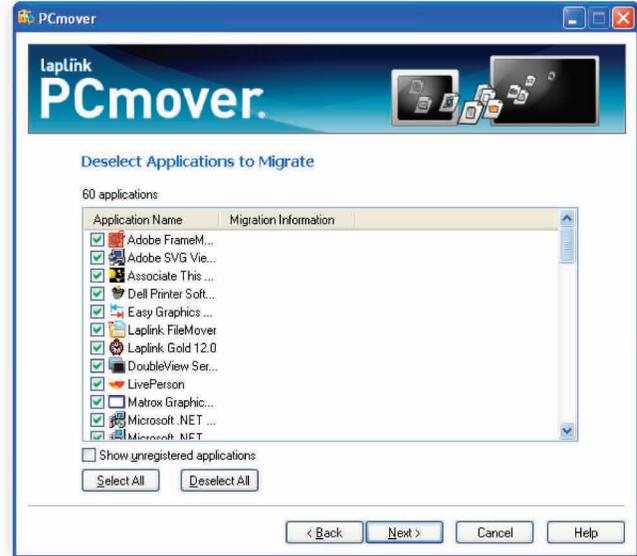
- 
**One Step Solution**  
 Migrates applications, settings and files in a single step to effectively recreate the personality of an old PC onto a new PC.
- 
**Selectivity Options**  
 Allows the user to choose which applications and folders to move to a new PC therefore eliminating the need to uninstall and reinstall applications manually.
- 
**Multiple Connectivity Options**  
 Laplink USB cable, Parallel cable, LAN, WLAN, Removable media (CD-R/RW or DVD-R/RW), Windows Easy Transfer Cable (Laplink, Belkin, Vivanco, and other brands).
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	Laplink PCmover	Detto Intellimover	CA Desktop DNA	Windows Easy Transfer
Moves Programs	✓			
Moves Files	✓	✓	✓	✓
Moves Internet Settings	✓	✓	✓	✓
Migrates all PC user profiles at once	✓			
"Undo Migration" Feature	✓		✓	

## Screenshots



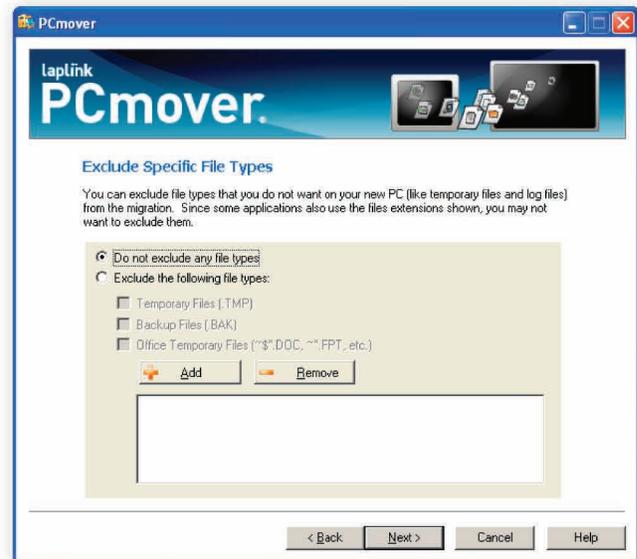
Connectivity options allow flexibility in the migration process.



PCmover allows you to choose applications to migrate.

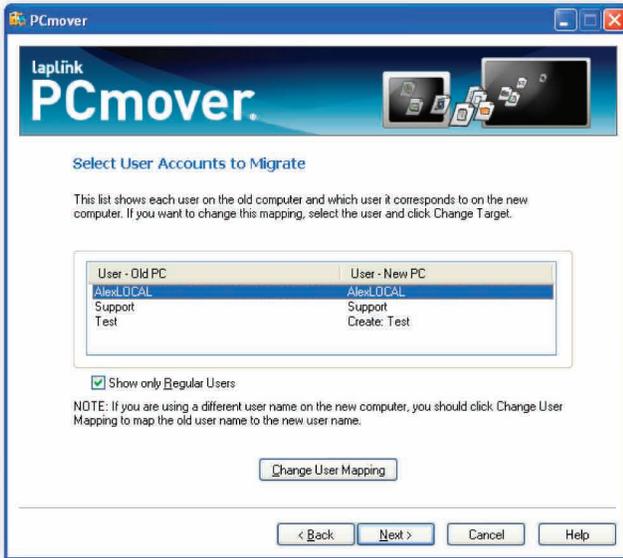


PCmover allows you to choose folders to migrate.

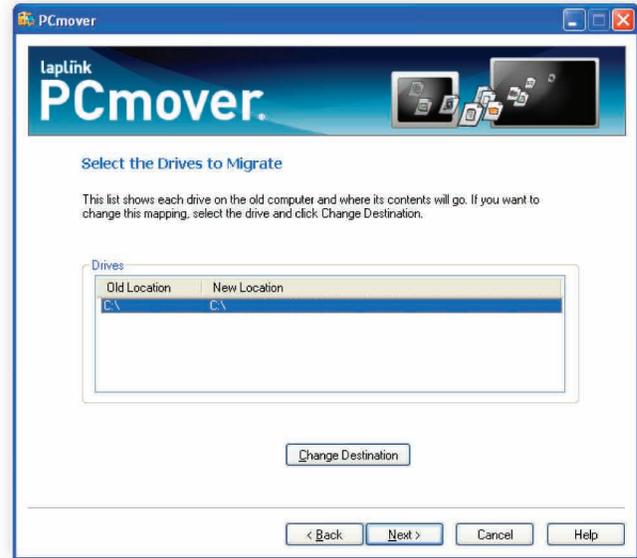


PCmover allows you to choose specific file types to migrate.

## Screenshots



You can choose to migrate all User Accounts, or select specific ones to migrate to the new PC.



PCs with multiple hard drives or partitions can retain their separation as PCmover allocates data to appropriate drives.

## System Requirements & Useful Links

### System Requirements:

Windows 95 / 98 / NT / Me / 2000 / Media Center / XP / Vista  
Not compatible with Windows 64-bit Operating Systems  
Intel or compatible 486DX or higher processor  
16 MB RAM  
20 MB of hard disk space

### Useful Links:

Company Website:

<http://www.laplink.com>

Laplink Business Solutions:

[http://cms.laplink.com/business\\_solutions](http://cms.laplink.com/business_solutions)

PCmover Website:

<http://www.laplink.com/pcmover/>

PCmover FAQ:

<http://cms.laplink.com/support/faq/faq.asp?pid=7>

PCmover Quick Start Guide:

[http://cms.laplink.com/pcmover/PCmover\\_QSG\\_EN.pdf](http://cms.laplink.com/pcmover/PCmover_QSG_EN.pdf)

PCmover Datasheet:

[http://cms.laplink.com/media/pressresources/PCmover\\_DS\\_EN.pdf](http://cms.laplink.com/media/pressresources/PCmover_DS_EN.pdf)

PCmover Press:

<http://cms.laplink.com/pcmover/articles.html>

## QUOTES

### ...from our customers

"I have now tried PCmover and am extremely pleased to have found software that performs EXACTLY as promised...Thanks for your **fine product that actually works as advertised.**"

C. David Herring

Attorney at Law, Herring & Herring, Pittsburgh

"Purchased a new computer and dreaded building all the applications ... some very special ones with add in and multiple upgrades. PCmover was outstanding. Moved every application over with no problems. **The software worked flawlessly.** Excellent job, well done, you made a very difficult job transparently easy. **Worth every penny.** Thanks a million!"

Dr. Mark L. Huston, PMP

Sr. Project Manager, IT/IS Software Development

"**Every replacement PC should come with the option to ship this software with the new computer.**"

Leib Lurie

CEO OneCallNow Message Notification Service

"I used PCmover for the first time a couple of weeks ago and it was a life saver. I did not have to reinstall a bunch of applications or hunt around for the user files to copy. **PCmover did it all** for me, while I was working on other things."

Ricky R. Stewart

Computer Service Director, Cornell University

"I used PCmover to transfer my setup and files from one laptop to another. I don't think it could have been easier! Thanks for saving me a lot of time and aggravation! **It's the best way to make a move** between two laptops."

Peter C. Leahey

Member, ITrain

Kudos to you and your team for developing a well thought out, well implemented, long-needed product. **In a word, BRILLIANT!**"

John Hall

Microsoft Certified Professional

"**WOW! What a product.** I just installed a new system at home and I used your product, PC Mover, and what a surprise. It did everything it was advertised to do and much, much more than I expected. This is not the first time I have upgraded to a new system but it sure was **the quickest and easiest** I have ever performed. Thank you for such a wonderful product."

Dennis DeNoble

Laplink Customer

Your product is fantastic!! I cannot say enough good things about the PC Mover. **Genius, pure genius.....**Thanks so much!"

Jamie Sweet

Laplink Customer

I was/am thrilled with the outcome and with your product and highly recommend it to all my clients. Even to the computer guru who said it can't possibly transfer all program files. Oh yes it can. Thanks again for a **great, great product.**"

William J. Simon, CPAGrand Rapids, Michigan

### ...from the media

"it can **save you the many hours and the drudgery** of having to reinstall everything yourself...and, after all, **time is money.**"

Making Money Magazine

"**I was astounded by how good a job it did.** Every application on the new computer worked. All settings were intact...power users wanting to make save hours of tedious system reconstruction should find it **a blissfully simple, remarkably effective time saver.**"

Engadget

"PCmover is a **real time saver** that can make upgrading to a new PC much less painful."

Financial Times

"**It did exactly what it said it would, and did it well.**"

Techgag

"Ultimately, **the only program that satisfied my data- and application-transfer needs** was LapLink's PCmover."

CRN Techbuilder

"PCmover justifies its price with a **polished, easy-to-use interface** that has Windows Easy Transfer beat, hands down."

PC World

"Those looking to follow the upgrade process from a previous Windows version to Vista will want to seriously consider abandoning Microsoft's free tools and look into a product **designed for upgrading operating systems** such as PCmover from Laplink Software."

CRN Tech

"In the nightmare world of PC migration, **PCmover is a rare pleasant dream.**" Transferring from one system to another via PCmover was an amazingly simple and pleasant experience. **The results were outstanding.** Everything landed exactly where it belonged.... in five migrations (three Vista-to-Vista, and two XP-to-Vista), the results were amazing—every single time...PCmover performed as advertised, which is a rare thing in today's software environment. **While all software publishers brag about how amazing their goods are, Laplink actually has reason to.**"

Extreme Tech

"Instead of messing around with program installation and data copying , **PCmover is the ideal tool** for anyone making the change to a new PC."

PC Answers Magazine

"Laplink's **PCmover is a brilliant piece of software** ideally suited to individuals or businesses wishing to upgrade their computers."

Bios Magazine

"How much is your time worth? A painstaking migration done manually can take a couple of days, and you can still miss stuff. A PCmover migration takes hours, and **doesn't miss anything.**"

Extreme Tech

"**Be a smart mover and let PCmover do the job for you.**"

Computer America

"(PCmover) has the **advantage of moving programs, as well as files and settings.**"

The Wall Street Journal

"PCmover moves files, settings and software programs from an old PC to a new Intel-based Mac, **making quick and easy work of the migration.**"

Mac World