

Service Partner Survey Results -August 2006-

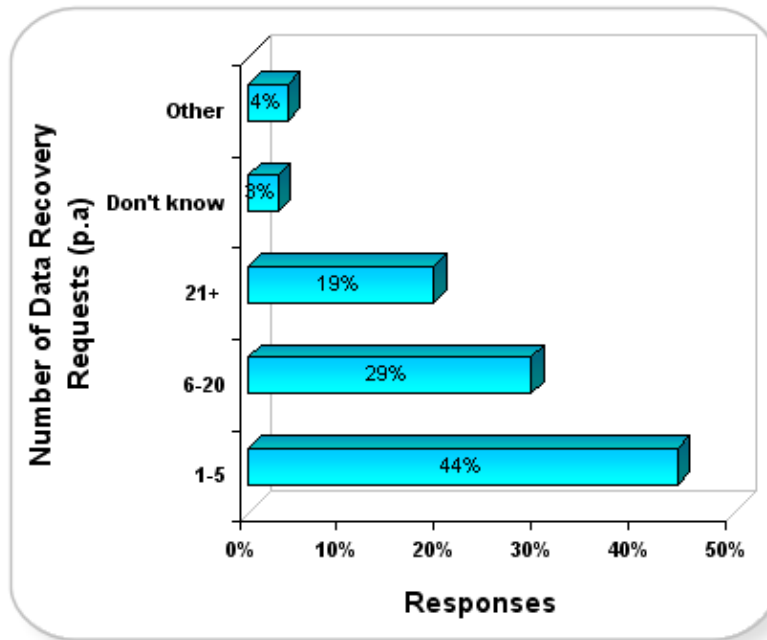


There follows a brief summary of the survey results. The Ontrack team would like to thank you for taking part in our survey. Your feedback is extremely important to us and we hope to use your comments to improve the quality of our service offerings.

✚ **Is Ontrack the only data recovery provider that you use for solving customer data loss?**
80% of respondents use Ontrack as their sole data recovery provider.

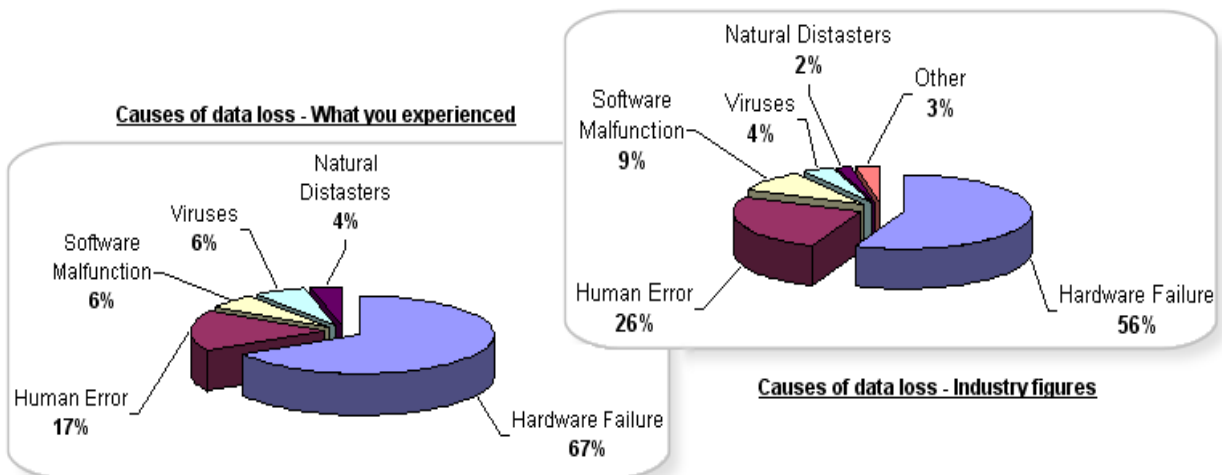
✚ **How many data recovery requests do you receive per year?**

43% of you receive 1-5 customer requests, 30% receive 6-20 and 19% receive more than 21. To put this in perspective, **Ontrack receives an average of 100,000 data recovery enquiries a year**, that's 273 per day - and 11 per hour!!



✚ **Which causes of data loss do your customers experience most frequently?**

According to survey respondents, Hardware failure is the most common cause of data loss (67%), followed by Human error (17%), Software Malfunction, Viruses and Natural Disasters. So how does this compare with the official industry rankings? As you can see, **hardware failure is still the top cause of data loss** but the proportion is not as high. Human error represents 9% more data loss cases, but the rest remain in the bottom percentile (15%)



✚ Average cost for a data recovery job

Only 34% of you are correct in thinking that the average data recovery job costs between £500 and £1,000. The actual figure is: £897.

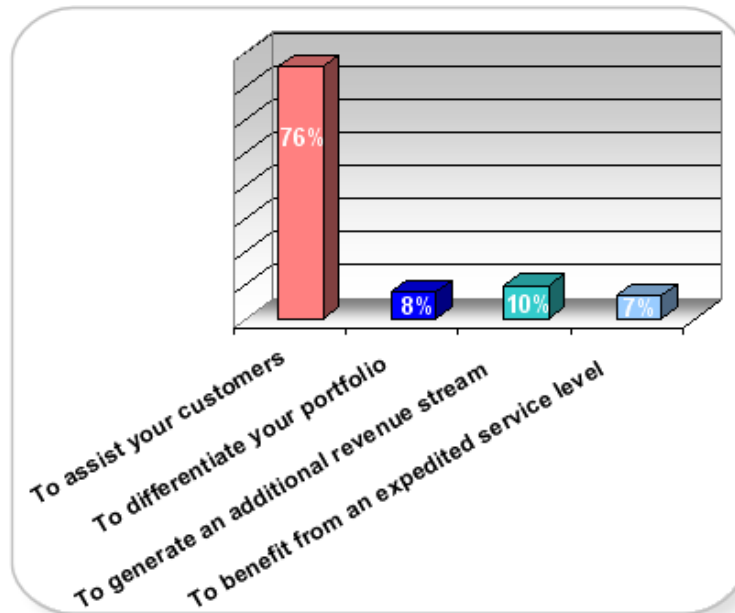
✚ Ontrack Loyalty Programme

60% of survey respondents would be interested in an Ontrack Loyalty Programme, whereby partners collect points for every lead, customer or job they send to Ontrack in exchange for prizes. However, commissions are still regarded as the best incentive (58%), followed by discounts (28%) and then prizes (24%). Given the interest, a loyalty scheme is certainly an incentive to consider in the future. So watch this space!!

✚ Ontrack Newsletter

87% of respondents read our newsletter - which is good to know! Although 60% would prefer to receive HTML rather than our current text format. In light of these results, it is expected that Ontrack will offer both versions in the near future, enabling increased readership and accessibility.

✚ Reasons for partnership with Ontrack



76% of you partner with a data recovery provider in order to assist customers in time of need, hence increasing customer satisfaction and loyalty. The remaining 24% believe additional revenue, differentiation and priority service levels to be added benefits.