

## **On Track! Kroll Ontrack Rolls Out Data Recovery Certification**

By Christopher Rogers

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It's your worst nightmare - losing all your data. Where do you turn, what can you save? Have you lost everything? Data recovery solutions offered by Kroll Ontrack offer customers the potential to save their data when their storage fails.

Their partner base in Canada is already at an approximate 3,800 in Canada since they opened their Canadian operations in April 2005, and they're continuing to grow. Kroll Ontrack offers both data recovery services as well as data management and erasure for end-users and corporate customers. They also offer a remote data recovery service indirectly through their Minnesota headquarters.

Although Kroll Ontrack has offered a partner program, in December 2010 they rolled out a data recovery certification, which offers partners who complete the training additional benefits and discounts. The training is all done through the Kroll Ontrack partner website and consists of five training podcasts and videos. They have already certified around 1,000 partners.

"They have the option of four of five courses or podcasts that we ask them to participate in and ultimately what this...[gives] them the tools and the lingo and a little bit more information on how to sell data recovery a little bit better than what they've previously been provided by us or other vendors," said John Riddell, head of operations, Kroll Ontrack Canada. "What we do is give them the tools and educate them in order to sell more confidently and with ease."

The five courses offer very different curriculum and start with the basics of data recover, a simple introductory course that gets at the nitty gritty of the business. Riddell said the course even gives partners insight into how to treat customers in a data loss situation.

Kroll Ontrack is also the only data recovery provider currently able to recover from VMware environments so naturally, they have a course on data recovery in virtual environments. "We give them a bit of an education there so when they run into that situation they're a little bit more in tune with what to offer," said Riddell.

There is a course on the Ontrack PowerControls software suite which gives the option for Microsoft Exchange and Sharepoint customers to migrate data, restore data, as well as search and recovery options.

Other courses deal with the other side of the Ontrack business - data destruction. How to make the entire process secure and reliable so as to comply with all applicable regulations.

"We sell an Ontrack Eraser software as well as we offer physical hardware degaussing in labs - so that gives [partners] the tools there," said Riddell. "If you run into a situation where you're running into end-of-life hardware or some security requirements such as in healthcare and banking where they actually have to delete that data, as well as physically wipe it - we can offer that as well."

Partners send the physical storage devices to Kroll Ontrack to be wiped or recovered depending on the situation.

Not all partners have to become certified, but it does provide additional benefits.

“We’re going to give them access to our partner resource centre that they normally wouldn’t get and that’s going to get them a little more tools, said Riddell. “We’ll give them a certificate they can hang on the wall...we’ll give them some point of sale collateral and that’s going to be counter cards, referral cards, posters anything we need in order to help that partner resell that service and show that we’re in teamwork, in tandem with them...”

Riddell said that certified partners would also receive additional benefits such as discounts on software and certain types of recoveries under certain themes.

“We really want to try to engage them a little bit more than they ever have been,” said Riddell, referring to the company’s partner base.