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## **O&O to present a new licensing model at CeBIT**

### **System and data management for a fixed monthly rate: O&O EasyLicensing SMB**

Berlin, February 23, 2010 – In the Security World area at CeBIT 2010 (Hall 11, Stand A32) as well as their current product range, Berlin-based O&O Software will also be introducing a brand new licensing model for small and medium-sized businesses (SMB).

For just a small monthly fee, SMBs receive the entire O&O Software GmbH product portfolio in one pack. This complete solution for data and system management increases network performance, images, rescues data and supports Administrators. The price also includes updates to the newest versions of all the products. The O&O EasyLicensing SMB contains the following programs:

#### **Administration**

- O&O BlueCon – The Toolkit for all Administrators
- O&O DiskStat – Easily detect disk space wastage
- O&O Enterprise Management Console – Manage O&O programs centrally across a network
- O&O PartitionManager – Reliable hard disk management

#### **Data Rescue**

- O&O UnErase – Quick rescue of deleted data

#### **Data Security**

- O&O DiskImage – Backup and restore data
- O&O DriveLED – Advanced warning of hard disk crashes
- O&O SafeErase – Secure deletion of data traces

#### **System Performance**

- O&O CleverCache – Maximum use of PC resources
- O&O Defrag – Maximum PC performance

O&O EasyLicensing SMB contains licenses for both server and desktop operating systems. The small pack contains software for 5 desktops and 1 server respectively, 49 licenses in total. The largest pack contains a total of 484 licenses for use on up to 50 desktops and 10 servers.

Customers automatically receive new product versions, meaning they are always in possession of the latest versions and at no extra charge.

"System and Data Management is one of the central issues affecting today's IT infrastructure," says Olaf Kehrer, Managing Director at O&O Software GmbH. "Our new O&O EasyLicensing SMB is a major contribution toward fast and safe networks for corporate customers – and at an unbeatable price!"

#### **Price**

The monthly fees for the packs are \$29.00 / \$49.00 / \$69.00 / \$99.00. When paying annually, customers get 12 months of licenses for the price of 10. Every pack has a minimum lifespan of one year, and customers can cancel within the first 30 days in the first year. A Premium Support option is available for an additional monthly payment of \$10.00. The one-off activation fee costs \$59.00 and covers shipping of the Welcome Kit

and 30-day installation support. This fee is being waived during the introductory phase until March 31st, 2010.

### Supply Sources

O&O EasyLicensing SMB is available exclusively through O&O Partners and direct through O&O Customer Service. A list of O&O Partners can be found at

<http://www.oo-software.com/partner/en/reseller>

### O&O EasyLicensing SMB at a glance

| Product                           | 5 Pack      | 10 Pack     | 25 Pack     | 50 Pack     |
|-----------------------------------|-------------|-------------|-------------|-------------|
| Licenses for workstations         |             |             |             |             |
| O&O CleverCache                   | 5           | 10          | 25          | 50          |
| O&O Defrag                        | 5           | 10          | 25          | 50          |
| O&O DiskImage                     | 5           | 10          | 25          | 50          |
| O&O DiskStat                      | 5           | 10          | 25          | 50          |
| O&O DriveLED                      | 5           | 10          | 25          | 50          |
| O&O PartitionManager              | 5           | 10          | 25          | 50          |
| O&O SafeErase                     | 5           | 10          | 25          | 50          |
| O&O UnErase                       | 5           | 10          | 25          | 50          |
| Licenses for server systems       |             |             |             |             |
| O&O CleverCache                   | 1           | 2           | 5           | 10          |
| O&O Defrag                        | 1           | 2           | 5           | 10          |
| O&O DiskImage                     | 1           | 2           | 5           | 10          |
| O&O DiskStat                      | 1           | 2           | 5           | 10          |
| O&O DriveLED                      | 1           | 2           | 5           | 10          |
| O&O PartitionManager              | 1           | 2           | 5           | 10          |
| O&O SafeErase                     | 1           | 2           | 5           | 10          |
| O&O UnErase                       | 1           | 2           | 5           | 10          |
| Licenses for Administrators       |             |             |             |             |
| O&O BlueCon                       | 1           | 1           | 1           | 2           |
| O&O Enterprise Management Console | -           | 1           | 1           | 2           |
| Number of Licenses                | <b>49</b>   | <b>98</b>   | <b>242</b>  | <b>484</b>  |
| Price per Month (net)             | <b>\$29</b> | <b>\$49</b> | <b>\$69</b> | <b>\$99</b> |

### About O&O Software

O&O develops solutions for corporate customers that not only support them in their daily activities, but also help substantially reduce their costs. Our products for system optimization, data imaging, data recovery, secure data deletion and company-wide administration are pioneers in the Windows technology sector. Together with our worldwide network of partners, we support corporations, companies, public authorities and private customers in over 140 countries, all from our headquarters in Berlin, Germany.

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