

O&O Study "Hidden IT Costs" Published

This study from O&O deals with the hidden costs inherent to PC use. Focusing particularly on the operational costs to businesses, this analysis sheds light on the very real issue of fragmented data storage volumes and its effect on a system's productivity and efficiency. With this study, O&O offers useful insight and surprisingly relevant conclusions for private users, administrators, and IT-Professionals.

Berlin, February 9, 2005 – With the release of their newest study "Hidden IT Costs", Berlin-based O&O Software reveals the hidden costs involved with the use of computer systems. This study contemplates the value and importance of defragmenting solutions, such as O&O Defrag, to companies and their operating costs.

The success of O&O Defrag, O&O Software's flagship product, speaks for itself, with installed versions of every shape and size operating seamlessly in thousands of businesses around the world. Through the use of solid and easy-to-follow business calculations, O&O makes the case that performance losses due to fragmented file storage inevitably lead to substantial costs. Due to the multitude of positive effects software such as O&O Defrag can have on a system, the probable savings potential of such an installation is always difficult to estimate. For this very reason, this study delivers administrators and IT professionals with budget responsibilities trustworthy insight into those potential savings.

Other aspects considered in this O&O study are:

- Less strain on the hard disk mechanics
- Improved ease of data restoration
- Reduced backup times for system data
- Accelerated operation of applications

As this study suggests, because the costs of fragmented data on all PC workstations are high, the potential savings to be realized are substantial. For network servers, these potential savings increase proportionally to the number of affected users.

The complete study may be downloaded for free at www.oo-software.com. Interested users can download a trial version of O&O Defrag free of charge and obligation. Members of the press can find more information along with product imagery in the O&O PressCenter online.

About O&O Software

O&O Software GmbH has been developing “Tools for Windows” since 1997. Customers include home users, SMEs, public institutions and global business groups. These tools are effectually sold directly and by using our partner network and are available in more than 50 countries. The product portfolio includes applications for performance optimization, data restoration and the secure deletion of data. O&O products have been judged as technologically leading in numerous tests. You can find more information and free trial versions of all products on our website. O&O’s products include O&O BlueCon, O&O CleverCache, O&O Defrag, O&O DiskRecovery, O&O DriveLED, O&O SafeErase, O&O UnErase.

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