

laplink

# PCmover

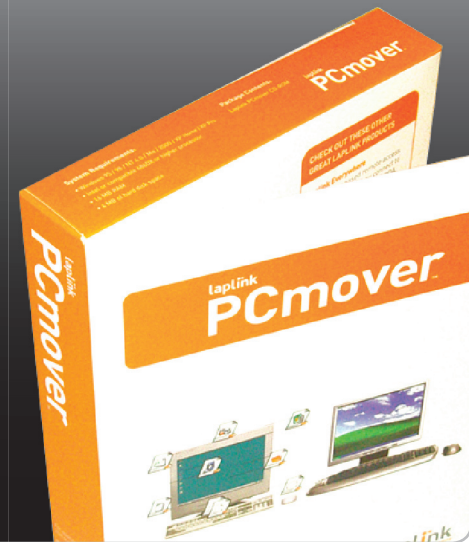
Move All Your Programs, Files & Settings to a New PC

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New research shows that bundling Laplink PCmover with new PCs is a simple, effective way to increase PC sales and customer satisfaction.

## PCMOVER IS PROVEN TO INCREASE PC SALES

30% of people who used PCmover stated that they would buy their next PC sooner if it were bundled with this migration software!



Hebert Research surveyed recent users of PCmover to determine the impact bundling the software would have on sales of new PCs.

The study revealed that 30% of the respondents who used PCmover to move all of their programs, files and settings from an old PC to a new PC would buy a new PC sooner if it included PCmover software. This research also indicated that most of the respondents are willing to pay more for a PC that comes with PCmover software.

PCmover is a simple-to-use application that moves all files, settings and programs from one PC to another with minimal user involvement. And because PCmover works even when the two PCs have different hardware or operating systems, it's ideal for migrating from an old PC to a new one.

### PCmover increases PC sales by:

- Adding value to the PC
- Reducing consumer resistance
- Shortening the purchasing cycle and increasing customer loyalty



Got a question?  
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## Adding value to the PC

Retailers work hard to differentiate their brand from the competition. Bundling PCmover with PCs helps create such a differentiation, and adds significant value, according to people who have used the product. In fact, 40% of people who have tried PCmover would pay a premium for a PC that includes PCmover.

It is estimated that it costs a business an average of \$250 in time and money to set up a replacement PC. PCmover can reduce this cost significantly. Anyone – whether business or consumer – can use PCmover to set up a replacement PC in just a few unattended hours instead of spending days copying files and looking for old software CDs and registration information.

Allowing the user to quickly and automatically move files, settings and programs to a new PC adds value to the purchase and reinforces the positive relationship between the retailer and consumer.

## Reducing consumer resistance

Retailers often cite the “hassle factor” of setting up a new PC as a key resistance point for consumers and small businesses alike. Customers dread reinstalling all of their applications, don’t like the new unfamiliar settings, and are afraid of losing important data.

Bundling PCmover with the PC purchase makes the process of transitioning from the old PC to the new one less intimidating. When customers realize that setting up a new PC won’t require hours or days of effort, and won’t result in lost files, settings and programs, their resistance to the PC purchase is significantly reduced.

There is no better time than right now to begin bundling PCmover with new PCs. As consumers continue to store even greater amounts of data on their PCs and increase the number of frequently used applications, the difficulties involved in moving to a new PC increase exponentially. And because most PC purchases today are for an additional or replacement PC, buyers need a fast and easy way to set up that new PC – which is exactly what PCmover does.

I was dreading the days and weeks it would take to move everything from my four-year-old Dell laptop to a new one. I have dozens of programs, utilities, and add-ons. Hundreds of tweaks; settings, saved lists, passwords, associations, views, etcetera... Thousands of folders and directories. 30 gigabytes of my life!

**Leib Lurie**  
CEO, OnecCallNow

I have been a freelance PC technician on and off for almost 20 years now, and one headache that I dreaded up till now was migrating users from one physical PC to another, complete with all their favorites, e-mails, programs, docs, desktop settings, and so forth. Not only a very time consuming task, but rife with potential pitfalls.

**John Hall**  
Microsoft Certified Professional



## Shortening the purchasing cycle and increasing customer loyalty

Bundling PCmover with new PCs can shorten the purchasing cycle by increasing customer loyalty and making the PC upgrade experience easy and painless.

The study revealed that 30% of the respondents who used PCmover to move all of their programs, files and settings from an old PC to a new PC will buy a new PC sooner if it includes PCmover software.

Customer loyalty has become increasingly important. A single customer's repeat business can be very valuable. By making the PC upgrading process as easy and convenient as possible, eliminating the risk of lost data, and minimizing lost productivity, retailers are rewarded with customer loyalty and repeat business, which includes referrals.

PCmover customers are satisfied customers! 32% of all PCmover buyers are repeat customers. "Ease of use" is the most frequently cited reason for their satisfaction with the product, with "highly functional" performance coming a close second.

Retailers can harness that loyalty by making PCmover part of the PC purchase.

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

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

Overall the entire migration took less than four hours, whereas a previous migration took me well over two days, with missing data and applications turning up for weeks afterwards.

**Gary Bunker**  
Director Asia/Pacific  
Usability by Design Ltd.



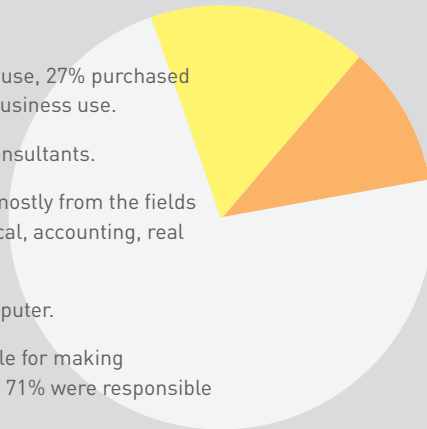
## CONCLUSION

Bundling PCmover with new PCs reduces purchase resistance, stimulates increased sales and improves customer satisfaction and loyalty. Research conducted by an independent firm indicated that 30% of people who have tried PCmover stated that they would purchase a PC sooner if it was bundled with this simple migration tool. 40% of these indicated that they would pay a premium for a PC bundled with the software. By differentiating the PC from competitors' brands, reducing consumer resistance to new PC purchases, and shortening the purchase cycle, PCmover can stimulate significantly higher sales.

### Selected data on PCmover Customers

#### Are they YOUR customers?

- 48% of survey respondents purchased PCs for personal use, 27% purchased them for business use, and 25% for both personal and business use.
- 15% were business owners and 12% were technology consultants.
- The types of businesses represented in the study were mostly from the fields of technology, consulting, education, engineering, medical, accounting, real estate, and legal.
- Over 69% of the respondents owned more than one computer.
- Over 75% of the respondents were personally responsible for making purchasing decisions within their organization, and over 71% were responsible for the purchase process itself.



### About Hebert Research

Hebert Research is an independent research firm headquartered in Bellevue, Washington. For more than 25 years, Hebert Research has worked with businesses to help them understand their customers and products. Hebert Research assists companies ranging in size from shoe-string start-ups to Fortune 500's in industries as diverse as high-tech, manufacturing, automotive, healthcare and real estate. For more information, please visit [www.hebertresearch.com](http://www.hebertresearch.com).

