

RESUSCITATING DATA:

HOW RECOVERY FORCE CAN KEEP YOUR DATA FROM FLATLINING

BY CHRIS TIESSEN

CAN STILL REMEMBER THE SICKENING THUD MY LAPTOP MADE WHEN IT HIT THE GROUND WHILE I WAS IN GENEVA DOING RESEARCH FOR WHAT WAS GOING TO BE MY PHD THESIS. The noise that followed – *a continuous scraping as my computer's harddrive tried desperately to read information from the damaged disc and bent heads* – I've tried hard to forget. The cold sweats that followed. The sheer terror that came over me as I realized that a key element of what I'd been building for over half a decade could be lost in less than a heartbeat.

In an increasingly paperless world, we rely on our computers to store – and keep safe – our life's information. *Photographs. Financial records. Emails. Grades. Passwords. Entire business databases.* All things that we load onto our computers with nary a thought

about what we'd do if – *or, more likely, when* – our computers failed us.

When I finally got my emotions (somewhat) under control and started thinking of solutions, my first instinct was to call my technician. And yet, depending on the severity of the crash, ordinary technicians' chances of success are low and the risk of permanent data loss is high. Few technicians have mastered professional data recovery procedures and few have access to the requisite tools, which are very expensive and demand a great deal of training to use effectively. As a result, they might be prone to using inexpensive (or free) tools and bypassing standard safeguard procedures, resulting in lower cost – but also in a lower chance of success. In the most regrettable situations, data is rendered unrecoverable at any price.

Lucky for us, Guelph is home to **Recovery Force Inc.** (*Chamber Member since 2003*) – a family owned business that has built an international reputation as one of the top full-service data recovery labs around. Often described by their loyal clients as 'the best-kept secret in town,' Guelph-based **Recovery Force** is one of only a few professional full-service data recovery labs in Canada. With state of the art technology, a cleanroom and a wealth of experience, **Recovery Force** takes great pride in its successful recoveries for clients – which range from large corporations to individuals.

'Losing data is a traumatic experience for anyone,' notes Doug Coughy, who started the business almost fifteen years ago. 'Especially if it's lost forever. That's why we offer a free assessment and quote – to encourage folks to come see us first. It's depressing to think about the number of



Recovery Force's Luke Coughy breathing new life into yet another corrupted harddrive

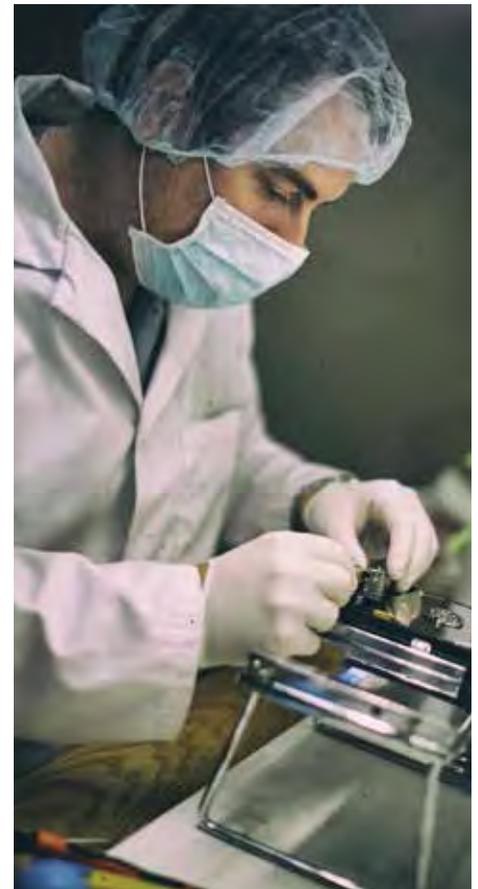
people who call on any old 'data technician' when they lose important data – only to have the technician do more damage than good.' Doug continues: 'We've got multiple software and hardware solutions that, more often than not, result in successful recoveries – *over twelve thousand to date*. And of course we've got 'Wonderboy' too, who's respected internationally as a guru in the field.'

'Wonderboy'? That would be son and **Recovery Force** Co-Founder and CEO Luke Coughy, who is highly respected internationally in the professional data recovery field. Luke is a wealth of information and he readily shares advice with all who are in danger of losing valuable data, or who have already lost it. He invites anyone to call him for guidance whenever data is lost for whatever reason. And he's keen to recommend trusted labs and re-sellers too – many of whom are listed on the **Recovery Force** website at recoveryforce.com/recommended-re-sellers/

'Within the last couple days alone, I've collaborated with recovery specialists in Brazil, Portugal, California and Texas,' notes Luke, seated in front of a bank of monitors hooked up to various corrupted drives on life support. 'But we make sure to work collaboratively with every client – no matter how large or small – as we retrieve their data.' Luke continues: 'While our clients include multinational corporations and even the military, we're just as keen to help regular folks who've lost photos of the birth of their first grandchild, for instance.'

Doug concludes: 'At the end of the day, we're here to help. And we do help.'

Like they helped me. When I got home from Geneva Doug and Luke did manage to save my lost data. Too bad they couldn't save my academic career – I ended up quitting my PhD that Fall. <<



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