

*Reference Guide
White Paper Series*

Innovation: The Driving
Force Behind Diskeeper

*Two Decades of Technology Leadership Keeps
Diskeeper as the Top Defragmentation Product
Choice in Corporations*

By Joel Shore
September 2005

You know you've arrived when your product becomes a clue on the television show *Jeopardy!*

Back in April 2002, the category was "words beginning with d-e-f" and the clue "Diskeeper is software to do this." The correct response: "What is defragment?"

That single moment in the annals of television quiz-show history demonstrates a clear and indisputable fact: Diskeeper is synonymous with hard-disk defragmentation.

Today, 19 years after its introduction, Diskeeper is still the overwhelming market-leading third-party standalone automatic defragmentation solution.

With more than 17 million copies sold since its introduction in 1986, Diskeeper currently holds a commanding 95-percent market share among corporate hard-disk defragmentation software.

Now in its ninth generation, Diskeeper is the sole choice of IT departments at more than half of all Fortune 500 corpo-

rations. Among the Fortune top 10 corporations, Diskeeper is the standard at nine, installed on tens of thousands of their desktops, laptops, and servers.

Tight IT budgets demand that desktop and laptop PCs remain in service well beyond their prime. But as these systems age, performance degrades. The culprit most often is file fragmentation. Hard drives require regular defragmentation, reorganizing their contents so that each file occupies a contiguous area instead of being stored as many small chunks. Defragmentation quantifiably improves worker productivity and extends system life. It reduces calls to tech support, freeing precious IT budget dollars for re-allocation to other projects.

AN EXPENSIVE DRAIN ON WORKER PRODUCTIVITY

Hard-drive fragmentation is costly. 120 employees losing just 4 minutes per day to sluggish computer performance is an aggregate annual productivity loss of 2,080 hours, the exact equivalent of one full-time employee. In a corporation with 5,000 employees, it is comparable to having 42 no-show workers on the payroll. At an average fully-loaded salary cost of \$60,000, the cost in lost productivity alone is \$2,520,000. No business can afford that.

Defragmentation is not a one-time housekeeping chore; it requires a product that runs regularly and does so without any user interaction. The entry-level defragmentation utility built into Windows cannot be automated or scheduled, requiring direct user intervention each time it is run, a task for which they are neither paid nor trained, further reducing productivity.

Diskeeper's Set It and Forget It™ automatic scheduling capability is the answer. Users and network administrators need not worry about fragmentation-related slowdowns or, even worse, system crashes.

**More than 300 of
the Fortune 500
companies have
chosen Diskeeper
as their corporate
standard for
hard-disk
defragmentation.**

This report was sponsored by Diskeeper Corp., however, the sponsor had no input into the content of this report, conclusions reached, or opinions expressed by Reference Guide Testing Laboratories.

TECHNOLOGY INNOVATION

Diskeeper is not the only defragmentation product available. Yet it leads the market by a wide margin, and with good reason. A pioneer in the development of defragmentation technology, the product has won the prestigious *PC Magazine* Editors' Choice award for three years running. In 2004 alone, it garnered 231 awards.

In winning the May 2005 *PC Magazine* Editors' Choice award, its editors said, "Diskeeper 9 is our Editors' Choice for advanced users who want a feature-packed utility." The review goes on to note that "besides acing our performance tests, the tool offers very detailed reporting both before and after cleaning up a disk."

It is precisely this reporting that is essential to IT departments as they monitor the health of individual systems.

Disk fragmentation
is very expensive:
120 employees each
losing just four
minutes per day to
sluggish computer
performance is the
equivalent of one
full-time employee.

Microsoft itself has long recognized Diskeeper's rich history of technology innovation. After testing technology from a variety of vendors, Microsoft chose Diskeeper Corp. to develop the application programming interface in the Windows kernel that allows defragmentation to take place.

In addition to being the first defragmentation utility to be fully Microsoft Certified for Windows 2000 when it was originally released, Diskeeper continues to be the only network defragmenter fully certified for all server and workstation versions. And that tradition continues: Diskeeper was the first defragmenter to receive the Microsoft Enterprise Certificate for Windows 2003 Advanced Server and Windows 2003 Enterprise Server.

Beyond its long association with Microsoft, Diskeeper research remains at the forefront of the industry. Diskeeper engineers were the first to implement terabyte volume support, smart scheduling, and support for Active Directory.

THE CHOICE OF MANUFACTURERS AND DEALERS

No product stands on its own, and Diskeeper is no excep-

tion. Diskeeper Corp. long ago established partnerships with the computing industry's major manufacturers. Today, these relationships continue to flourish with partners including Intel, Hewlett-Packard, IBM, and Toshiba. In September 2005, Diskeeper established a major partnership with Lenovo, the corporation that acquired IBM's personal computer manufacturing business.

Getting technology products to corporate users is a multi-tier journey through the distribution and value-added reseller channel. Fortunately, Diskeeper remains a longtime favorite of Ingram Micro and Tech Data, the two largest distributors of computing solutions in the United States. As of June 2005, the roster of Diskeeper resellers is nearly 1,500 strong, with large and small resellers serving the enterprise, small and medium business markets, non-profits, K-12 and secondary educational institutions, financial institutions, government agencies at the federal, state, and local levels, home offices, and consumers. Major corporate resellers include Accenture, CDW, Dell, EDS, Gateway, GE Capital, and IKON Office Solutions. For smaller businesses and consumers, Diskeeper has long been available at Office Max, Staples, and many others.

To ensure that its distributor and reseller partners maintain peak expertise, Diskeeper provides live technical support, pre-sales support, and advanced online training. And to assure total customer satisfaction, Diskeeper offers technical support online, via e-mail, and over the phone.

Resellers and systems integrators, in the trenches every day, continue to sing Diskeeper's praises:

Other programs I've tried either did not clean as well or slowed the system to a crawl. Diskeeper keeps the system optimized and never requires a second thought. I've begun to put stronger emphasis on suggesting this product to clients.

*Robert Oliver, Sales Executive
Insight Canada*

**Diskeeper's exclusive
"Set It and Forget It"
automatic scheduling
capability eliminates
the need for users
to perform disk-
defragmentation
manually, further
reducing their
productivity**

As a VAR, we focus on service. Diskeeper allows us to maintain performance on our servers with a hands-off approach that is transparent to the end user. This helps keep our servers running better for longer and improves our customer satisfaction.

*Todd Barrack
New Wave Network*

Certainly no one knows Windows better than Microsoft itself. So when the company advises IT systems administrators to use Diskeeper, excellent performance and systems integrity are assured. In its TechNet white paper *Performance Tuning Checklist 4.5*, Microsoft suggests that network administrators “run a defragmentation utility such as Diskeeper.”

**Diskeeper is the only
disk-defragmentation
utility software
certified by
Microsoft for
all server and
workstation versions**

In the book “Microsoft Windows XP Inside Out,” published by Microsoft Press, author Ed Bott writes “Your easiest choice is [Diskeeper Corp.’s] Diskeeper utility, which is a full-featured version of the exact same utility bundled with Windows XP. The full version allows you to schedule continuous defragmentation in the background and also allows you to perform boot-time defragmentation of the page file, which the built-in Windows utility doesn’t touch.”

Writing in *Redmond Magazine*, Mike Gunderloy observes “Diskeeper is network-aware. A single server installation can connect to and control any number of server and workstation installations on your network. As a network administrator, you can use Diskeeper Admin to push Diskeeper out to all the computers on your network, connect to them from your own computer, and schedule periodic defragmentation everywhere.”

© 2005 Reference Guide. All rights reserved. Reproduction without express written permission is prohibited. Reference Guide is an independent entity that makes no endorsement of the companies, products, or technologies discussed in its reports. For additional information regarding product evaluations, white papers, permission to quote, analyst commentary, or reprint inquiries, contact Reference Guide Testing Laboratories via e-mail at info@rgtl.net. Reference Guide, Reference Guide Testing Laboratories, Reference Guide Product Review Series, Reference Guide White Paper Series, Reference Guide Acquisition Index, the Reference Guide logo, and RGTI are trademarks or registered trademarks of Reference Guide. Diskeeper and Set It And Forget It are trademarks of Diskeeper Corporation. All other company and product names and logos are trademarks or registered trademarks of their respective owners. Information in this report is believed to be accurate as of its date of publication, however Reference Guide shall not be held responsible for typographical or factual errors.

It's no wonder that chip manufacturers, computer makers, distributors, resellers, corporate users, and influential editors stand behind the Diskeeper legacy.

CONCLUSION

Diskeeper isn't the only standalone disk defragmentation product. Choices exist. But with its 95 percent market share in corporate hard-disk defragmentation software, nearly 17 million licenses, and dozens of technological advances throughout its 19-year life, those choices quickly pale. Businesses from the largest enterprise to the smallest home office, educational institutions, and government agencies turn to Diskeeper to maintain systems performance levels, reduce help desk calls, and extend the life of aging PCs. Shouldn't you?

ABOUT THE AUTHOR

Joel Shore has been writing about technology for 20 years. He is editor-in-chief of Reference Guide, a professional services firm that provides marketing consulting, product testing, and editorial services to manufacturers of technology and consumer-electronics products. A popular speaker known for his contrarian opinions at industry events, sales meetings, and trade shows, he is perhaps best known as co-founder and longtime award-winning director of the *Computer Reseller News* Test Center. Mr. Shore was the editor-in-chief of ITworld.com, has published hundreds of product reviews, penned several long-running influential opinion columns, and is the author of more than a dozen books on personal computing. He has been a guest on television and radio shows, was the host of the Internet television show *IDC Live*, and has moderated numerous Internet webcasts and online seminars.

With more than 17 million licenses sold, Diskeeper currently holds a commanding 95% market share among corporate hard-disk defragmentation software