

## PCmover turns a power user's "nightmare move" into a dream come true

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### The Client

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Leib Lurie is CEO of OneCallNow Message Notification Service, a Troy, Ohio automated call service for nonprofit groups. A self-described "power-user", his laptop is his constant companion at work and at home.

### The Challenge

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Leib needed to have a fast machine with great display capabilities, so he decided to upgrade to a new PC.

"I was dreading the days and weeks it would take to move everything from my four-year-old Dell laptop to a new one," he said. "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's case is not unusual. PC users have become exponentially more sophisticated, using a greater range of specialized applications, and spending more time and effort customizing their computing environments. When the time comes to transfer everything to a new PC, it can take hours, or even days to transfer applications, files, and the hundreds of special settings and configurations that make a PC user's machine uniquely functional for them.

### The Solution

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Leib has used Laplink products since the 1980's, so when he found out about PCmover, he decided to give the product a try. PCmover is a simple, but powerful migration solution that transfers ALL applications, files and settings over a network connection, cable, or using removable media. With PCmover, you can even move from one PC to another wirelessly, by connecting PCs to the same wireless network.

PCmover is specifically designed to move files, settings, and applications from an older PC to a newer one. As a user, you don't have to determine which data you need to transfer; PCmover automatically knows what you'll need to recreate the functionality and the familiar "look and feel" of the old PC, without overwriting anything on the new machine.

### The Result

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Leib was thrilled to discover that PCmover worked even better than he could have imagined. "Rarely have I found a product I use just once every three or four years that I am willing to buy," he stated. "This is it!"

He marveled, "Everything moved flawlessly in five completely unattended hours while I slept, dreaming of sugarplums instead of tossing and turning with nightmare expectations of needing to find holographic serial numbers and an endless parade of installation CDs. It took fewer clicks to complete the whole move than it does to re-arrange my Internet Explorer shortcuts. Even re-registering Microsoft Office was just two clicks. I didn't need to squint and type the 37-digit number on the original DVD."

Leib now considers PCmover an essential application for any PC owner who plans to upgrade to a newer machine. "Every replacement PC should come with the option to ship this software with the new computer," Leib enthused.

For more information on Laplink PCmover, or to purchase the product, please visit [www.laplink.com](http://www.laplink.com). A Laplink USB cable is included in every box of PCmover, or a download version can be purchased online."