



Case Study

CMS Products

Tough Backups made Easy with Seagate® EE25 Series™ Hard Drives

Few phrases in the high-technology lexicon are more misunderstood than the familiar counsel, “Back up your data”. For some consumers the nuances of this advice are essentially irrelevant — they simply do not back up at all. But for those corporate users who attempt to follow good data protection practices, a key point often proves elusive: backing up their valuable data without proper recovery capabilities in place is only waging half the battle.

As Ken Burke, CEO of CMS Products, puts it, “If you ever have a problem, how do you access your backup, how do you ensure disaster recovery? When it comes to this particular technology, most people are relatively unsophisticated. They think that executing a backup automatically guarantees that they will have seamless disaster recovery.

“That is not necessarily true. Users frequently have to play a proactive role in solving disaster recovery challenges if they’re just running a standard data backup application. Our professional product is different; it is a complete solution that handles both halves of the equation: backup and recovery.

Company

CMS Products

Location

Costa Mesa, California

Contact

www.cmsproducts.com

Primary Focus

Data backup, encryption and security, providing innovative backup/restore and storage systems for laptop and desktop computer users; full suite of data security products for business and consumer users includes data encryption software and a line of fully encrypted portable backup secure solutions.

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“By contrast, most of the backup applications you see in retail simply do not include strong recovery capabilities.”

It was this commitment to delivering comprehensive data storage solutions, and an emerging opportunity in the healthcare industry, that first piqued CMS Systems’ interest in the Seagate EE25 Series ruggedized hard drive.

Curing the Storage Blues

“Nowadays it has become so expensive to have people stay in hospital that doctors are starting to keep patients at home and send the medical care to them,” explains Gary Streuter, vice president of marketing at CMS Systems. “As a result, healthcare professionals are regularly walking around with notebook computers, going in and out of patients’ homes, working with people either in rehabilitation or medical maintenance situations.

“According to the Visiting Nurses Association, their member healthcare providers are experiencing about a 30 per cent laptop failure rate, primarily due to malfunctioning hard drives. This really should not come as a surprise; these caregivers are constantly on the go, sitting for a moment, then getting up again and moving all around the patient’s room, and all the while they are entering or accessing information on their notebook computers.

“Throughout this time,” Streuter says, “the drives in the notebooks are spinning their platters and moving their heads back and forth, scant microns above the media. Once the healthcare providers conclude a visit, they pack up all their equipment and throw it in the car, literally, to go and see the next patient.

“We believe customers working in such environments are going to be extremely receptive to our new premium storage products, which deliver three key benefits. We rely on EE25 Series drives to make both notebook computers and external storage devices more rugged and reliable. And we include powerful backup software that enables customers to create a spare system drive. Finally, these systems offer enhanced file and folder security via full AES-256 encryption capabilities.”

“The EE25 Series™ hard drive is extremely robust in terms of its tolerance for operating shock, vibration, temperature and altitude. And now we have introduced some additional non-operating toughness to the unit.”

Gary Streuter,
vice president of marketing,
CMS Products

Tough Drives...

Befitting the all-encompassing approach that CMS Products brings to storage solutions, the company is poised to release two distinct products based on the EE25 Series drive. According to Streuter, “One is an external unit that can function as a backup unit or spare system drive. While ideal for the caregivers we discussed earlier, it is intended for all mobile-environment applications. For example, it is a great complement to the ruggedized computers used by the military.

“The second product is a little different,” says Streuter. “Let’s say you have a notebook and have suffered three failures with standard drives; now you want to put a ruggedized EE25 Series drive inside. But it is more than just installing the new drive in the notebook; you also have to retain all of the data (operating system, key applications, customer or client information) on the drive that you are replacing. To simplify that process we are introducing our EasyBundle package.

“EasyBundle includes a bare 80-GB EE25 Series drive,” Streuter says, “as well as our data transfer kit, which consists of both software and hardware components.

“The data transfer software essentially creates a clone of the drive being replaced. But unlike competing cloning applications, it does so at the operating system level. In other words, you do not have to boot into the clone software, you can just run things from Windows and never miss a beat in terms of productivity.”

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Easy Upgrades

"The kit includes a small interface board and an external enclosure into which you initially install the new EE25 Series drive," says Streuter. "After that, you run the data transfer software, which clones the old system drive onto the new EE25 Series drive. Then just pull the drive from the enclosure and install it in the notebook. And for a finishing touch you can put the still-functional original drive in the enclosure and pick up some additional storage capacity."

Streuter summarises the advantages of this approach, "You have all your original system, applications and data up and running again quickly, and they are on a more reliable EE25 Series ruggedized drive. Your old drive has not gone to waste; the data transfer kit's enclosure enables you to use that disc capacity for ancillary storage — pictures, music and so forth."

To Learn More:

Seagate® EE25 Series™ Drives

For more information on using EE25 Series drives, visit www.seagate.com.

Making the Best Better

Given its dedication to offering comprehensive storage solutions, it comes as no surprise that CMS Products even found a way to enhance the EE25 Series drive's ruggedness. "The EE25 Series hard drive is extremely robust in terms of its tolerance for operating shock, vibration, temperature and altitude," Streuter says. "And now we have introduced some additional non-operating toughness to the unit."

Exclusively equipped with EE25 Series drives, the V2 ABS Rugged Backup System employs a sophisticated matrix of energy-absorbing material inside its high-strength plastic case, in concert with an external polymer wrapper, to deliver remarkable non-operating shock tolerance. Streuter pegs it at an eye-popping 1,400 Gs, but Burke happily amends that figure, "That is the original one — we are probably closer to 2,000 Gs now."

And what does CMS Products think of the vaunted benefits of flash storage? "There is no question that solid-state drives seem appealing, all semiconductor with no moving parts," says Streuter. "And they are very, very rugged. But they are also very, very, very expensive." He chuckles, "In a good many cases, a 64-GB SSD costs you more than the notebook computer!"

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