

# Seagate® Enterprise Value HDD

## Sales Card

### WHO IS THE TARGET AND WHY DO THEY NEED IT?

#### Who needs it?

Customers requiring large amounts of storage for cloud, but who have constrained budgets for building and managing their data centres.

#### What problems are they trying to solve?

**Maximum capacity for minimum budget.** They need a high-capacity, enterprise-class drive for cloud solutions at a desktop drive price.

**Lower ongoing data centre costs.** They are looking to save power costs but not at the expense of performance and reliability.

**Data Security.** They are worried about how to dispose of or repurpose drives without risking data breaches.

**Reliability and performance to meet customer SLAs.** They need a drive that is affordable, but that they can rely on to work in harsh, multi-drive environments and keep their customers' data secure and available.

### BUT WHAT IF?

**Objection:** "Won't a desktop 7,200-RPM SATA drive work just as well?"

**Your response:** *No. In multi-drive environments, you need a drive that has higher vibration tolerance to ensure it performs.*

**Objection:** "I don't need a lot of enterprise performance, just a lot of capacity. And I don't want to be charged extra to add on features."

**Your response:** *Seagate's Enterprise Value HDD is the optimum cloud drive for bulk storage with its high capacities, enterprise-class reliability and features like Instant Secure Erase, but without the price tag of a normal nearline HDD.*

### Competitive Analysis

**Competitor Option A:** Only supports capacities up to 2TB. Only 3Gb/s SATA. No Instant Secure Erase.

**Competitor Option B:** Drives lack Instant Secure Erase feature and have fewer data correction features.

**Competitor Option C:** Not enterprise-class. Low performance (5,400 RPM). Specifically for home and small-office NAS systems with one to five drive bays.

### WHY DOES IT MATTER?

#### Key trends you need to know

Demand for cloud storage will grow at a colossal rate; it will be 38 times bigger in 2020 than it is today. That means approximately 60% of all capacity delivered will be into Cloud – either Hybrid, Public or Private.

Exabyte growth is nearing 40% per year, yet energy and property budgets remained fixed or are being reduced.

#### Implications

With this huge movement of capacity to the cloud, organisations need to add more storage for cloud quickly and inexpensively; increase capacity while lowering energy costs; and improve data disposal practices while lowering storage management costs.

#### Solution

Enterprise Value HDD with its RV technology, high capacities (up to 3TB), lowest power consumption, lowest £/GB and secure disposal provides the optimum solution for cloud bulk storage.

### CLOSE THE SALE.

**Enterprise Value HDD:** The industry's first drive optimised for the cloud. Highest capacities, lowest power and Instant Secure Erase. All at the lowest £/GB of any enterprise-class HDDs.

- Maximises storage footprint (up to 114TB per sq. ft.)
- Rotational vibration tolerance
- Lowest 3.5-inch enterprise HDD operating power to save on power and cooling costs
- Seagate Instant Secure Erase for secure, easy and cost-effective drive disposal or repurposing.
- SATA 6Gb/s interface
- 150MB/s sustained data rate
- 800K-hour MTBF
- 3-year limited warranty

### SEED THE IDEA.

*Leading questions...*

**Q.** Do you want an enterprise-class bulk storage solution but not at enterprise drive costs?

**Q.** Do you need to quickly and easily repurpose or dispose of drives?

### ADDITIONAL SALES MATERIALS

*available at [spp.seagate.com](http://spp.seagate.com)*

- Product Overview
- Training
- Sales Guide
- Marketing Kit