

Seagate® Enterprise Capacity 3.5 HDD

Seagate 
Partner Programme

Sales Card

WHO IS THE TARGET AND WHY DO THEY NEED IT?

Who needs it?

Customers who need an enterprise storage solution that can cope with fast-growing bulk storage needs and runs reliably 24x7.

What problems are they trying to solve?

Rapid data growth. They need the highest capacity possible that will run reliably in multi-drive environments.

High power consumption and other running costs. They need to save money on cooling, and reduce overall power consumption. They need to achieve efficiencies in storage management overall as IT budgets are limited.

Meet customer SLAs. They need a storage solution that combines performance with reliability to meet their obligations to their customers, either internal to their company or external.

BUT WHAT IF?

Objection: “Won’t a desktop 7,200-RPM SATA drive work just as well?”

Your response: *No. In multi-drive environments, the RV-enhanced enterprise drives perform consistently better – even in a less robust chassis. Enterprise Capacity is the optimum choice: a 3.5-inch high-capacity, low-power, highly reliable drive for multi-drive systems in both cloud and data centres of all sizes.*

Competitive Analysis

Competitor Option A: No 4TB options. Requires separate qualifications for SAS and low-power options. No Self-Encrypted Drive option, FIPS certification or Instant Secure Erase feature.

Competitor Option B: No SAS option. Drives lack SED FIPS and Instant Secure Erase for easy drive disposal or repurposing.

WHY DOES IT MATTER?

Key trends you need to know

Data capacity on average in enterprise data centres is growing at 40% to 60% year over year, while IT budgets remained constrained.

78% CAGR for mobile data up to 2016, and providing mobile users access to applications and information is changing the way data is stored.

Implications

Customers need to deploy more storage without expanding their data centre, and increase capacity while lowering their energy costs. They want to improve data centre uptime while lowering their storage management costs.

Solution

Enterprise Capacity 3.5, with its enterprise-class RV technology in a 3.5-inch form factor, provides the highest storage capacities (up to 4TB) at the lowest £/GB within a small power envelope, while ensuring data security, maximum reliability and minimum management.

CLOSE THE SALE.

Enterprise Capacity 3.5: Best nearline performance with highest vibration tolerance. Customers get up to 4TB capacity with the lowest £/GB and low power consumption.

- Maximises the data centre footprint with up to 152TB per square foot.
- Save on power and cooling costs with low operating power and more, with PowerChoice™.
- Systems perform faster and more reliably with SAS.
- Highest reliability with MTBF of 1.2M hours.
- 6Gb/s performance in both SAS and SATA interfaces.
- SuperParity and Humidity Sensor keep it working in harsh environments.
- Seagate Instant Secure Erase for secure, easy and cost-effective drive disposal.
- Seagate RAID Rebuild speeds up RAID recovery times significantly.
- Meets regulatory compliance with US government-grade security.

SEED THE IDEA.

Leading questions...

Key Customer Questions

- Q. Do you wish to design higher performance and value into your data centre bulk storage solutions?
- Q. Do you want the maximum amount of storage per square foot of premises?
- Q. Do you need drives that can easily and securely be disposed or repurposed?
- Q. Would you like faster RAID rebuilds?

ADDITIONAL SALES MATERIALS

available at spp.seagate.com

- Product Overview
- Training
- Marketing Kit
- Sales Guide