

# Seagate® Backup Plus



## Sales Card

WHO IS THE TARGET AND WHY DO THEY NEED IT?	BUT WHAT IF?	WHY DOES IT MATTER?	CLOSE THE SALE.	SEED THE IDEA. <i>Leading questions...</i>
<p><b>Who needs it?</b></p> <p>Consumers needing a hassle-free set-and-forget solution to back up files on their computers and shared on social media sites.</p> <p><b>What problems are they looking to solve?</b></p> <p><b>Basic Backup.</b> They need an automatic and scheduled backup of computer files and to restore data as needed.</p> <p><b>Backup Made Simple.</b> They desire an easy, one-click solution for hassle-free, set-and-forget data backup.</p> <p><b>Backup Made Better.</b> They would like to quickly save photos and videos posted on social network sites.</p> <p><b>Sharing.</b> They need an easy way to quickly upload multiple photos and videos to a social network site.</p>	<p><b>Objection:</b> “But backing up is so complex, I just hate doing it.”</p> <p><b>Your response:</b> <i>The Seagate Dashboard provides an easy solution for backup and restoring files.</i></p> <p><b>Objection:</b> “How is Backup Plus better than any other external hard drive?”</p> <p><b>Your response:</b> <i>Backup Plus provides backup not only for your computer, but for your social network sites, such as Facebook, Flickr, and YouTube.</i></p> <p><b>Objection:</b> “But I put everything on Facebook, it’s already backed up there.”</p> <p><b>Your response:</b> <i>Due to connection or other technical issues, you may not be able to access those images and videos. The social networking site might also be down. Your account could also be hacked or wiped. Wouldn’t you rather have a copy that’s right at your fingertips?</i></p>	<p><b>Key trends you need to know</b></p> <p>Social media sites continue to grow – there are 1 Billion Facebook users, and 2-3TB of photos are being upload to Facebook and Instagram...EVERY DAY!</p> <p>The average consumer has 100GB of data in their digital libraries.</p> <p><b>Implications</b></p> <p>As more and more photos are created and uploaded to social media sites, local backup for computer files alone is not comprehensive enough.</p> <p>Users may not have any form of backup for images and photos on social media sites. Accounts get hacked and data can get erased.</p> <p><b>Solution</b></p> <p>Backup Plus provides a comprehensive backup of a users’ digital life: images that are on the computer PLUS those images uploaded and shared on social media sites.</p> <p>The Seagate Dashboard also makes it easy to manage all the content loaded on social media sites. Easily upload multiple photos and videos to a site.</p>	<p><b>Backup Plus:</b> Easy backup for your digital life on the computer and on social media sites.</p> <ul style="list-style-type: none"><li>• Local and social networking storage</li><li>• Use between Mac and PC without reformatting</li></ul> <p><b>Seagate Dashboard:</b></p> <ul style="list-style-type: none"><li>• One-click backup</li><li>• Scheduled backups</li><li>• Save files from social network sites</li><li>• Share files to social network sites</li><li>• Save files to the cloud</li></ul> <p><b>Interchangeable interfaces:</b></p> <ul style="list-style-type: none"><li>• Use the same drive with the fastest interface available on the system</li><li>• Upgradable interfaces include Thunderbolt™ technology and FireWire 800</li></ul> <p><b>Cross-platform compatibility:</b></p> <ul style="list-style-type: none"><li>• One drive for either PC or Mac computer – no formatting needed</li><li>• No file size limitation or performance degradation</li></ul>	<p><b>Q.</b> Do you want a complete backup solution that can start protecting your files in less than 30 seconds?</p> <p><b>Q.</b> Would you like to be able to backup your social network content from sites like Facebook or Flickr?</p> <p><b>Q.</b> Do you use both PC and a Mac? Would you like to be able to use the same drive on both systems without reformatting?</p> <div><p><b>ADDITIONAL SALES MATERIALS</b></p><p><i>available at <a href="http://spp.seagate.com">spp.seagate.com</a></i></p><ul style="list-style-type: none"><li>• Marketing kit</li><li>• Universal Storage Module FAQs marketing bulletin</li><li>• Videos</li></ul></div>