

Seagate® Enterprise Value HDD



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>Who needs it?</p> <p>Customers requiring large amounts of storage for cloud, but who have constrained budgets for building and managing their data centers.</p> <p>What problems are they looking to solve?</p> <p>Maximum capacity for minimum budget. They need a high-capacity, enterprise-class drive for cloud solutions at a desktop drive price.</p> <p>Lower ongoing data center costs. They are looking to save on power costs but not at the expense of performance and reliability.</p> <p>Data security. They are worried about how to dispose of or repurpose drives without risking data breaches.</p> <p>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.</p>	<p>Objection: "Won't a desktop 7200-RPM SATA drive work just as well?"</p> <p>Your response: <i>No. In multi-drive environments, you need a drive that has higher vibration tolerance to ensure it performs.</i></p> <p>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."</p> <p>Your response: <i>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.</i></p> <p>Competitive Analysis</p> <p>Competitor Option A: Only supports capacities up to 2TB. Only 3Gb/s SATA. No Instant Secure Erase.</p> <p>Competitor Option B: Drives lack Instant Secure Erase feature and have less data correction features.</p> <p>Competitor Option C: Not enterprise-class. Low performance (5400-RPM). Specifically for home and small-office NAS systems with one to five drive bays.</p>	<p>Key trends you need to know</p> <p>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 shipped will be into cloud – either hybrid, public, or private.</p> <p>Exabyte growth is nearing 40% per year, yet energy and real estate budgets remained fixed or are being reduced.</p> <p>Implications</p> <p>With this huge movement of capacity to the cloud, organizations 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.</p> <p>Solution</p> <p>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.</p>	<p>Enterprise Value HDD: The industry's first drive optimized for the cloud. Highest capacities, lowest power, and Instant Secure Erase. All at the lowest \$/GB of any enterprise-class HDDs.</p> <ul style="list-style-type: none">• Maximizes storage footprint (up to 114TB per sq. ft.)• Enterprise rotational vibration tolerance• Lowest 3.5-inch enterprise HDD operating power to save on power and cooling costs• Seagate Instant Secure Erase option 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	<p>Q. Do you want an enterprise-class bulk storage solution but not at enterprise drive costs?</p> <p>Q. Do you need to quickly and easily repurpose or dispose of drives?</p> <p>ADDITIONAL SALES MATERIALS <i>available at spp.seagate.com</i></p> <ul style="list-style-type: none">• Product Overview• Training• Sales Guide• Marketing kit