

Seagate® Enterprise Capacity 3.5 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 that need an enterprise storage solution that can cope with fast-growing bulk storage needs and runs reliably 24x7.</p> <p>What problems are they looking to solve?</p> <p>Rapid data growth. They need the highest capacity possible that will run reliably in multi-drive environments.</p> <p>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.</p> <p>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.</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, 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 centers of all sizes.</i></p> <p>Competitive Analysis</p> <p>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.</p> <p>Competitor Option B: No SAS option. Drives lack SED FIPS and Instant Secure Erase for easy drive disposal or repurposing.</p>	<p>Key trends you need to know</p> <p>Data capacity on average in enterprise data centers is growing at 40% to 60% year over year, while IT budgets remained constrained.</p> <p>78% CAGR for mobile data through 2016, and providing mobile users access to applications and information is changing the way data is stored.</p> <p>Implications</p> <p>Customers need to deploy more storage without expanding their data center and increase capacity while lowering their energy costs. They want to improve data center uptime while lowering their storage management costs.</p> <p>Solution</p> <p>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.</p>	<p>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.</p> <ul style="list-style-type: none">• Maximizes data center storage footprint with up to 152TB per sq. foot.• Save on power and cooling costs with low operating power and more, with PowerChoice™.• Systems perform faster and more reliably with SAS.• High 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 ISE for secure, easy and cost-effective drive disposal.• Seagate RAID Rebuild significantly speeds RAID recovery times.• Meets regulatory compliance with government-grade security.	<p>Key Customer Questions</p> <p>Q. Do you want to design higher performance and value into your data center bulk storage solutions?</p> <p>Q. Do you want the maximum amount of storage per square foot of real estate?</p> <p>Q. Do you need drives that can easily and securely be disposed or repurposed?</p> <p>Q. Would you like faster RAID rebuilds?</p> <div><p>ADDITIONAL SALES MATERIALS</p><p><i>available at spp.seagate.com</i></p><ul style="list-style-type: none">• Product Overview• Training• Marketing kit• Sales Guide</div>

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