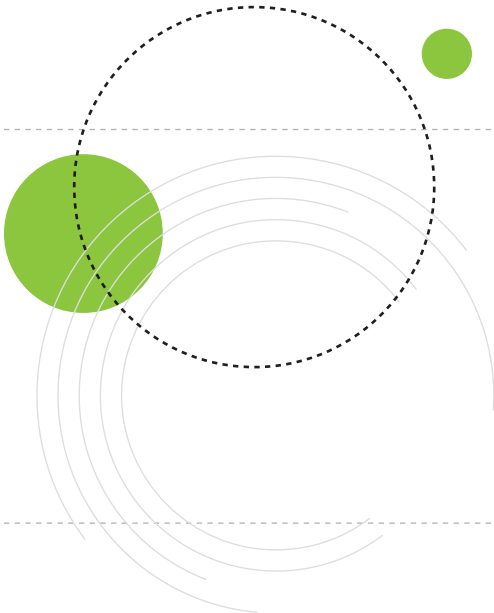




Marketing Bulletin

Data Protection and Recovery Simplified With Seagate Rescue | Restore™ Software

...worldwide IT spending may reach US\$3.6 trillion in 2011, according to the Gartner research firm.¹

Businesses around the world face growing and significant threats from reduced productivity and financial exposure due to computer systems being compromised. A sobering testament to this fact can be seen in the total market associated with products and services aimed at protecting computers from viruses, attack and system failure, which now comprises a multi-billion dollar industry. On an even broader scale, worldwide IT spending may reach US\$3.6 trillion in 2011, according to the Gartner research firm.¹

The simultaneous needs for computers to run smoothly and efficiently while also keeping data protected are primary factors that sustain the booming security industry. Indeed, the widening scope of computer and data corruption, particularly among businesses in the United States, only reinforces the need for enhanced tools and services that focus on computer failure and attack.

When focusing on this issue as it relates to the millions of personal computers deployed across the business landscape, both a challenge and an opportunity emerge. System integrators, resellers and IT service providers must develop competitive and effective strategies for dealing with computer failure and restoration more efficiently.

Seagate addresses this opportunity with the introduction of the Seagate Rescue | Restore™ software solution. With this new tool, integrators and service providers are able to create a competitive product and service position, reduce field support costs, and can achieve enhanced fee-for-service revenue potential, all while building business models suited to their needs and the needs of their customers. Rescue | Restore software is designed to bring robust benefits to both channel customers and the businesses they serve, providing a fast, reliable way to recover computer systems in case of corruption or malicious attack.

Increasing Security Threats Cost Businesses

Today's booming network security industry is primarily driven by the increasing prevalence of computer viruses, malware and related threats. In an effort to address the increasing amount of security threats, the global network security

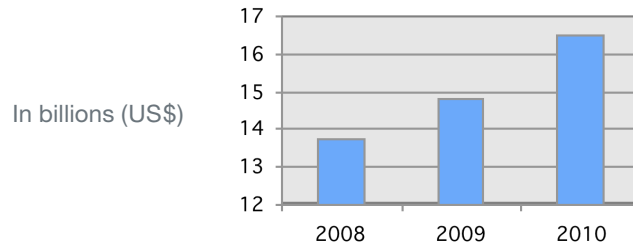
¹ Gartner, Inc., *Forecast Alert: IT Spending, Worldwide, 2008-2014, 4Q10 Update*, Richard Gordon, et al, January 4, 2011

Data Protection and Recovery Simplified With Seagate Rescue | Restore™ Software



...the global network security market is expected by IDC to see the most growth in software-based solutions, which are predicted to comprise 26% of the market by 2014.²

market is expected to see the most growth in software-based solutions, which are predicted by IDC to comprise 26% of the market by 2014.² For 2010, the global industry for software designed to protect computers from attack and malfunction reached a staggering US\$16.5 billion, growing 11.3% from the previous year.³



Source: Gartner, Inc.

Figure 1. Global software-based network security market

Global Industry for Software Security Solutions

Despite numerous products and services available to defend computer systems, viruses and system failures continue to plague both businesses and IT support providers. The frequency and scope of this problem is overwhelming, particularly in the US. Computer viruses are rated as the primary concern for small businesses worldwide, and a recent study by Microsoft found more infected PCs in the US than in any other country.⁴

Malware detections have also experienced a threatening increase, nearly doubling between 2009 and 2010, and most often targeting small businesses. Such incidences reflect the need for a reliable solution among system integrators and service providers, who require ways to provide efficient, cost-effective assistance to customers demanding direct support.

The annual costs of computer system corruption and failure to US businesses take a number of forms. Corporations spend billions of dollars for the lost time and business, IT support costs, and decreased productivity associated with computer system failure. According to a McAfee-commissioned report, the average estimated cost of downtime due to hackers and malware amounts to US\$6.3 million per day in the US.⁵

Furthermore, a 2010 CA Technologies Study found that slow recovery from system downtime costs North American businesses US\$26.5 billion in revenue each year, in addition to 1.25 million hours of diminished work performance.⁶ Service providers and IT companies also face the staggering costs of computer corruption and malfunction, as they must spend hours on system reboots and recoveries. Such incidences rob these professionals of valuable time that could be spent on more lucrative projects.

According to a McAfee-commissioned report, the average estimated cost of downtime due to hackers and malware amounts to US\$6.3 million per day in the United States.⁵

² Source: IDC

³ Gartner, Inc., *Forecast Analysis: Software Security Markets, Worldwide, 2009-2014, 2Q10 Update*, Ruggero Contu and Matthew Cheung, July 26, 2010

⁴ Microsoft Security Intelligence Report, Volume 8 (July through December 2009), *Key Findings Summary*

⁵ McAfee, *In the Crossfire, Critical Infrastructure in the Age of Cyber War*, Stewart Baker, et al, 2009

⁶ CA Technologies, *The Avoidable Cost of Downtime*, November 2010

Data Protection and Recovery Simplified With Seagate Rescue | Restore™ Software



A Refined Solution for Computer Recovery

Recognizing the immense costs of computer malfunction and sluggish system recovery, in addition to the growing threats to computer security, Seagate designed a purpose-built solution. Seagate Rescue | Restore™ software is an innovative new tool for the multitude of system builders, integrators and resellers who provide services to small and medium-sized businesses. With the growing threats of data corruption and computer downtime, these professionals must find new ways to save time and money, and combat the risk of system attack or failure.

Rescue | Restore software enables such opportunities through its streamlined, efficient facilitation of computer recovery. By forming an exact duplicate of the initial hard drive configuration within a separate, hidden partition, Rescue | Restore software provides quick and simple restoration following any source of system corruption. Independent from the Windows operating system environment, Rescue | Restore software runs extraordinarily fast, distinguishing it from other solutions with similar functions.

In terms of system recovery, Rescue | Restore software offers features similar to those provided by recovery tools from well-known competitors. Yet Rescue | Restore software is fundamentally different, combining outstanding speed and efficiency with the potential for customized system images that lack the associated bloat of competing solutions. The software allows integrators to provide highly tailored system images for their clients, as opposed to the more standardized images of conventional recovery tools.

Designed to meet customer-specific needs, Rescue | Restore software relieves users of such standardized images, which often include *special offers* and trial versions that can slow down a system restoration or clutter the system with unwanted software. Rescue | Restore software also enables service providers to create a secondary system image, which exists simultaneously with the original and can be used to form another, even more tailored rescue image immediately before a system is deployed.

Seagate specifically designed Rescue | Restore software to include a variety of core competitive components that differentiate it from competing software security products:

- Rescue | Restore software delivers the key system restoration functionality, reducing lost productivity for end users, while simultaneously increasing field support efficiency for IT professionals.
- Rescue | Restore software allows system builders in the channel to compete with larger branded companies by creating more tailored images unavailable in similar products.
- Operating in its own optimized Linux kernel, Rescue | Restore software is exceptionally fast and does not require the operator or the user to run under the Windows operating system.

Data Protection and Recovery Simplified With Seagate Rescue | Restore™ Software



- Rescue | Restore software was designed only after significant consultation with system builders and integrators in order to optimize its ability for fast deployment, efficient integration into the computer build process and flexible execution in the field.
- Rescue | Restore software enables channel customers to serve companies more effectively while helping to increase their own profitability.
- Given the competitive dynamics of the IT marketplace, service profitability is becoming more important for sustainable business strategies. With Seagate Rescue | Restore software, system builders and resellers can benefit from increased fee-for-service revenues, charging customers for restoration and also driving customer satisfaction with enhanced speed of service.

Conclusion

The multi-billion dollar computer security market will continue to grow in response to the expanding threats of system corruption and attack. In this increasingly risky landscape for computer systems, it is crucial for businesses and system integrators, resellers and IT service providers to have efficient and profitable ways of dealing with system restoration. Seagate Rescue | Restore™ software not only alleviates the costly results of downtime for businesses facing system compromise; it also enables system builders and IT professionals to deliver enhanced field support and achieve higher service profitability.

With a variety of compelling features, including simplicity, speed and image customization, Rescue | Restore software delivers significant advantages compared to similar products offered by well-known branded competitors. Optimized for the specific needs of service providers and their customers, this new software tool from Seagate is an ideal solution for refined system recovery and restoration.

seagate.com

1-800-SEAGATE (1-800-732-4283)

AMERICAS	Seagate Technology LLC 920 Disc Drive, Scotts Valley, California 95066, United States, 831-438-6550
ASIA/PACIFIC	Seagate Singapore International Headquarters Pte. Ltd. 7000 Ang Mo Kio Avenue 5, Singapore 569877, 65-6485-3888
EUROPE, MIDDLE EAST AND AFRICA	Seagate Technology SAS 16-18, rue du Dôme, 92100 Boulogne-Billancourt, France, 33 1-4186 10 00