



Seagate® Storage Solutions

A Guide to Increasing Productivity

Accelerate Profits by Driving Customer Productivity

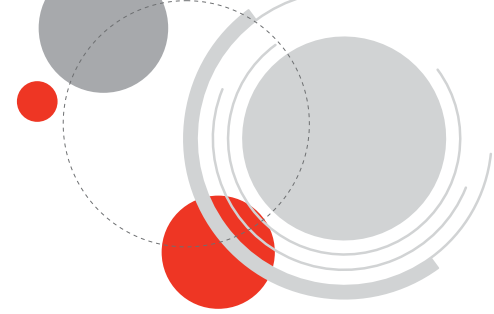
Storage is a critical element of every company's IT infrastructure, driving employee productivity and business efficiency. This easy-to-use guide helps you ask your customers the right questions, enabling you to diagnose their requirements and specify the optimum storage solutions across a range of complex computing environments. It will enable you to sell Seagate® storage more successfully, while helping your customers to raise productivity.

Successfully identifying customer storage needs involves a focus on two key issues: employee productivity and business IT performance. This sales tool addresses these two areas separately, so you can simply and effectively identify and address customer performance shortfalls, progressing each opportunity rapidly to the stage of a profitable sales closure.

The Right Storage for Employee Productivity

Your customers' employees may never think about storage, but the reality is that it's crucial to their daily productivity. Inadequate storage speed and capacity inhibits employees' ability to quickly access and utilise the files and applications they need. By addressing this, you can free them to create, connect and share information, so that they ultimately achieve more. You'll impress your customers - and drive your sales skywards.

Issue (Potential problems caused by a lack of quality storage)	Questions (Questions to ask customers to identify whether this issue applies)	Seagate Solution (Products to enhance performance, plus additional questions for more detailed diagnosis)
Capacity Insufficient capacity prevents staff from completing basic tasks, slowing work to a crawl.	<ul style="list-style-type: none"> • Do staff spend time deleting files to free space on their PCs? • Do staff ever use 'workarounds', like saving files on memory sticks, to compensate for a lack of storage? • Does insufficient storage ever slow your IT, or prevent the use of any applications or files? 	The Seagate Barracuda® 7200 hard drive family offers superior performance, reliability and value with up to 1.5TB capacity to support high storage demands.
Access Whenever staff have to wait for files to open or applications to run, they are not working productively.	<ul style="list-style-type: none"> • Do your staff spend time waiting for files to upload or download? • Do applications ever run slowly due to a lack of storage? 	Seagate delivers unparalleled data access speeds with Barracuda 7200 for desktops, and Momentus® 7200 for laptops.
Mobility Mobile storage is critical to enabling mobile workers to work as efficiently out of the office as they do in it.	<ul style="list-style-type: none"> • Do you have staff who work on the go? If so.. • Are your mobile workers able to carry and access all the files they need on their laptops — even very large ones? • Do your mobile workers ever complain that their laptop batteries do not last long enough? 	Seagate Momentus 7200 drives provide the best combination of desktop-like performance and capacity in a laptop form factor. The Maxtor® OneTouch™ Mini offers travel-friendly storage and backup, so digital workers can always keep their data backed up wherever they may be. The Seagate Momentus 5400 PSD hybrid drive combines traditional storage with flash memory, for increased battery life and faster boot-up.



The Right Storage for Productive IT

Efficient and productive IT infrastructure is critical to your customers' success. Without the right storage, organisational efficiency and employee productivity suffer – reducing performance and results. You can help your customers ensure they get this right, minimising business disruption and ensuring competitive, agile operation. Selling industry-leading Seagate storage solutions and ensuring IT performance are great ways to cement customer relationships, identify new opportunities and increase deal values.

Issue (Potential problems caused by a lack of quality storage)	Questions (Questions to ask customers to identify whether this issue applies)	Seagate Solution (Products to enhance performance, plus additional questions for more detailed diagnosis)
Sufficient storage capacity Storage is critical to the smooth operation of IT infrastructure. Insufficient storage can bring organisations to a standstill.	<ul style="list-style-type: none"> • Does your IT department ever report that storage space is running short? • Does lack of storage ever disrupt workflow? • Are you able to run all the applications and use all the files you need to – whatever their storage demands? • Have you recently implemented any programs (such as Windows Vista®) that place large demands on storage? 	Seagate's Barracuda ES enterprise hard drive is the industry's highest-capacity 7200-RPM drive for 24 x 7, multi-drive, business critical applications. The 6GB SAS (Serial Attached SCSI) interface enhances speed, reliability and performance. Seagate Barracuda hard drives deliver superior capacity, performance and value. With capacities from 250GB to 1.5TB, they are ideal for organisations upgrading their desktop architecture to Windows Vista, and run a wide range of applications.
Reliable storage Data loss can have catastrophic consequences. It is vital that customer storage solution reliability matches the critical nature of data.	<ul style="list-style-type: none"> • Has your business ever experienced loss of data? • Currently, is it possible for this data to be lost? • What procedures are in place for automatic data backups? 	Seagate Cheetah® drives are the best-in-class 3.5-inch 15K-RPM drives used in mission critical server and storage solutions, where system availability and reliability are of utmost importance. Maxtor OneTouch drives can prompt employees for scheduled backups, and make desktop backup incredibly simple. The Maxtor Shared Storage™ external hard drive supports a centralised backup solution.
Secure storage on mobile devices Companies need to keep confidential information from falling into the wrong hands. As more workers work on the move, the chances for data on laptops to be lost increases. Furthermore, UK legislation requires that details of such breaches are made public.	<ul style="list-style-type: none"> • Do you have mobile workers who travel with company data stored on their PC or other storage device? • Would it affect your business if this data fell into the wrong hands? • How is this data currently protected? Is it automatically encrypted? 	The Seagate Momentus 5400 FDE.2 drive offers state-of-the-art data protection for personal and company data from unauthorised access. It achieves this by automatically encrypting all information and by providing a robust platform for stronger security measures.

World Class Storage Solutions

For more information on Seagate's world-class storage solutions, visit the Seagate website:

www.seagate.com