

HP Storage Media Kits for DAT 72 and Ultrium 200 GB and 400 GB

Launch Date May 1st 2006

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Background:

Issues that put data at risk

- Customers that do little or no backup today
- Media overuse
 - Beyond recommended specifications, often “till they break”
- Improper storage or handling of data cartridges
 - Cartridges placed in unlocked desk drawers, open shelves, bags, trunks of cars
 - Subject to dust, contamination, elements, and theft
- Infrequent tape drive cleaning
 - Can adversely affect the writing and reading of data on cartridges
 - Accidental “wrong tape” insertions
 - Overwrite important data

Solution: HP Storage Media Kits

- 1 x carrying case
- 14 x HP DAT 72 data cartridges + 1 DDS cleaning cartridge or;
- 20 x HP Ultrium 1 200GB or HP Ultrium 2 400GB data cartridges + 1 Ultrium cleaning cartridge
- Daily, weekly, quarterly, annual coloured cartridge labels
- 'The Essentials of Successful Tape Backup', a booklet co-authored by award winning author Dorian J. Cougias
- HP Open View Data Protector Express software (free 60 day trial)



New Products – May 1st 2006 CPL

SKU	Description
C8012A	HP DAT 72 Storage Media Kit
C8013A	HP Ultrium 200GB Storage Media Kit
C8014A	HP Ultrium 400GB Storage Media Kit

Key Features

- HP Storage Media Kits provide a complete, annual media solution for the standalone drive user
- Educates customers and avoids the common issues of tape misuse that lead to data loss
 - Media overuse
 - Improper storage or handling of data cartridges
 - Infrequent tape drive cleaning
 - Accidental “wrong tape” insertions
- Kit provides a discount over purchasing the elements separately (approximately 5%)

Benefits

- Saves time and money – one easy to buy media solution
- Sufficient quantity of data cartridges - reduces risk of tape overuse
- Protective Case - security for storing or transporting media
- Cleaning Cartridge – for cleaning tape drive when needed
- Coloured Labels - reduces risk of “wrong tape” insertions
- “The Essentials of Successful Tape Backup” guide
 - Easy to read manual on basic tape backup principles
 - Condensed from the award winning book “The Backup Book”
- HP Open View Data Protector Express software – powerful but simple to use software that makes it easy to setup and maintain backup best practice.

Target Audience

- **Novices** are customers (mostly SME) who currently do not have a formal backup strategy in place.
 - Lack of expertise; unwillingness to invest in technology they perceive as expensive; ignorance or fear of thinking about a disaster to their business.
 - According to IDC, 30% of SMEs do not have any backup plans at all.
- **Poorly Backed Up** customers may have some kind of backup in place but it is poorly managed, irregular or vulnerable due to the way in which cartridges are transported or stored.
- **Enterprise IT Departments** may be responsible for backup in remote offices or sites and would see the Storage Media kit as a “one stop shop” to make it easier for non-specialist staff to complete successful backups without guidance.

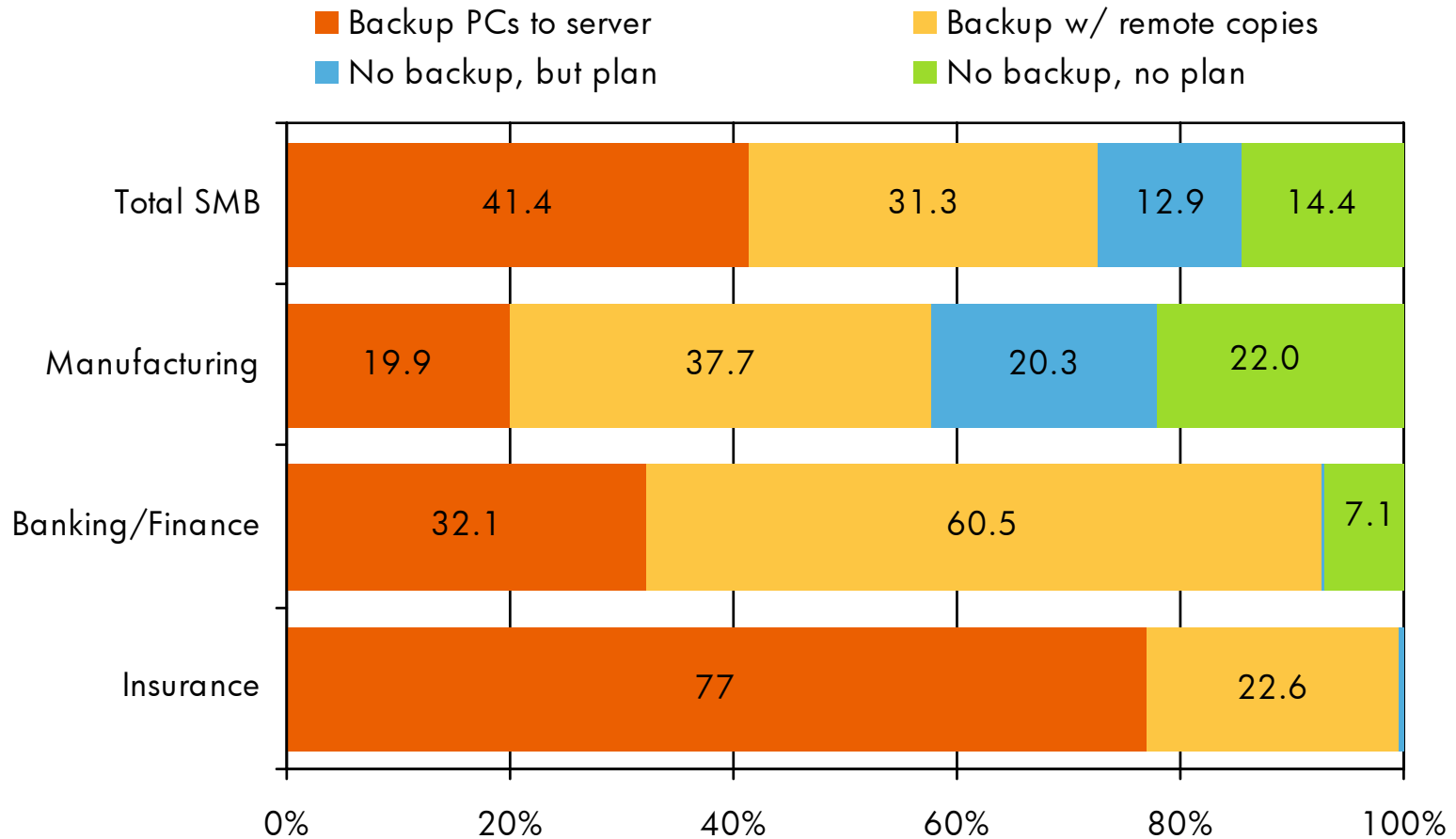
The SME Backup Black Hole

- IDC SME Storage Study 2005 says 27% of SMEs do not have a backup.
- Gartner Group says that less than 1% of SMEs perform daily backups.
- Fifty percent of companies that lose their data go out of business immediately and ninety percent don't survive more than two years*
- Only three percent of all data loss is caused by fire, flood and other such disastrous events. The most common causes are hardware or system malfunction (44 percent), human error (32 percent), software corruption (14 percent) or viruses (7 percent)**

*University of Texas Centre for Research on Information Systems

** Baroudi Bloor Group (2004)

The SME Backup Black Hole



IDC SME Storage Survey 2005

End users are positive about this product

- “Well, that a lot of work is taken away from you, basically, a lot of burden is taken off your shoulders. I could concentrate on other things, you know, I don’t have to concentrate on such routine things.”
- “Well, labelling might only be a small thing, but that seems to come in quite handy, because often it’s the small things that cause a lot of work, unnecessary work. Yes, that sounds very well thought out and very well organised.”
- “But it could be a good solution for somebody who thinks of a back-up strategy for the first time, who needs to have a back-up strategy for the first time or maybe for somebody who is in locations further away from the company headquarters and needs back-ups as well.”
- “Our departments have to do back-ups for their service themselves from time to time and if we had something like that, at least we would win something. It would be relatively easy for them, because they only have to put in the tapes.”

Key HP differentiators

Why should the customer choose HP?

- HP media is continuously tested, batch by batch, from manufacturing
 - Logo interchange tests only occur annually
- HP media is tested for quality, not just interchange
 - Logo tests tell you if a tape from Vendor A will work in a drive from Vendor B – but not how good the tape is.
- Deeper and wider testing that leads the industry
 - The best microscope for media quality is a tape drive. As a drive manufacturer and a media leader, HP tests hundreds of thousands of tapes and drives in R&D and Production every year.
 - This level of investment in equipment and facilities is difficult to match

FAQ

- **Question:**
Why are there no SDLT or DLT Media Kits? Or for Ultrium 3?
- **Answer:**
DLT categories sell in relatively small volumes compared to Ultrium media. For this reason, it would not be economic to create Storage Media Kits for these technologies. Meanwhile, Ultrium 3 is not, as yet, targeted at the SMEs.
- **Question:**
Can the kits be broken apart and sold separately?
- **Answer:**
Theoretically, anything is possible, but in reality, it would not really be worthwhile to do this as much of the value is in the combined bundle and certain elements – e.g. the ‘Backup Guide’ are not easily sold separately.
- **Question:**
If I buy this product, do I have all the media I need for a year?
- **Answer:**
Yes. If you are backing up to a single tape drive and do not need to span tapes to complete a full backup, this product will cover your needs through the adoption of the popular ‘Grandfather, Father, Son’ backup procedure.

Additional information

- For further information:

www.hpplm.com

www.hpstoragemedia.com

www.hp.com/go/storagemedia

www.lto.org

www.datmgm.com



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