October 2020

DATA PROTECTION

How you can win both the battle and the war
with HPE StoreEver tape

Hewlett Packard Enterprise

INGRAM MICRO®

DIFFERENT STORAGE TECHNOLOGIES....
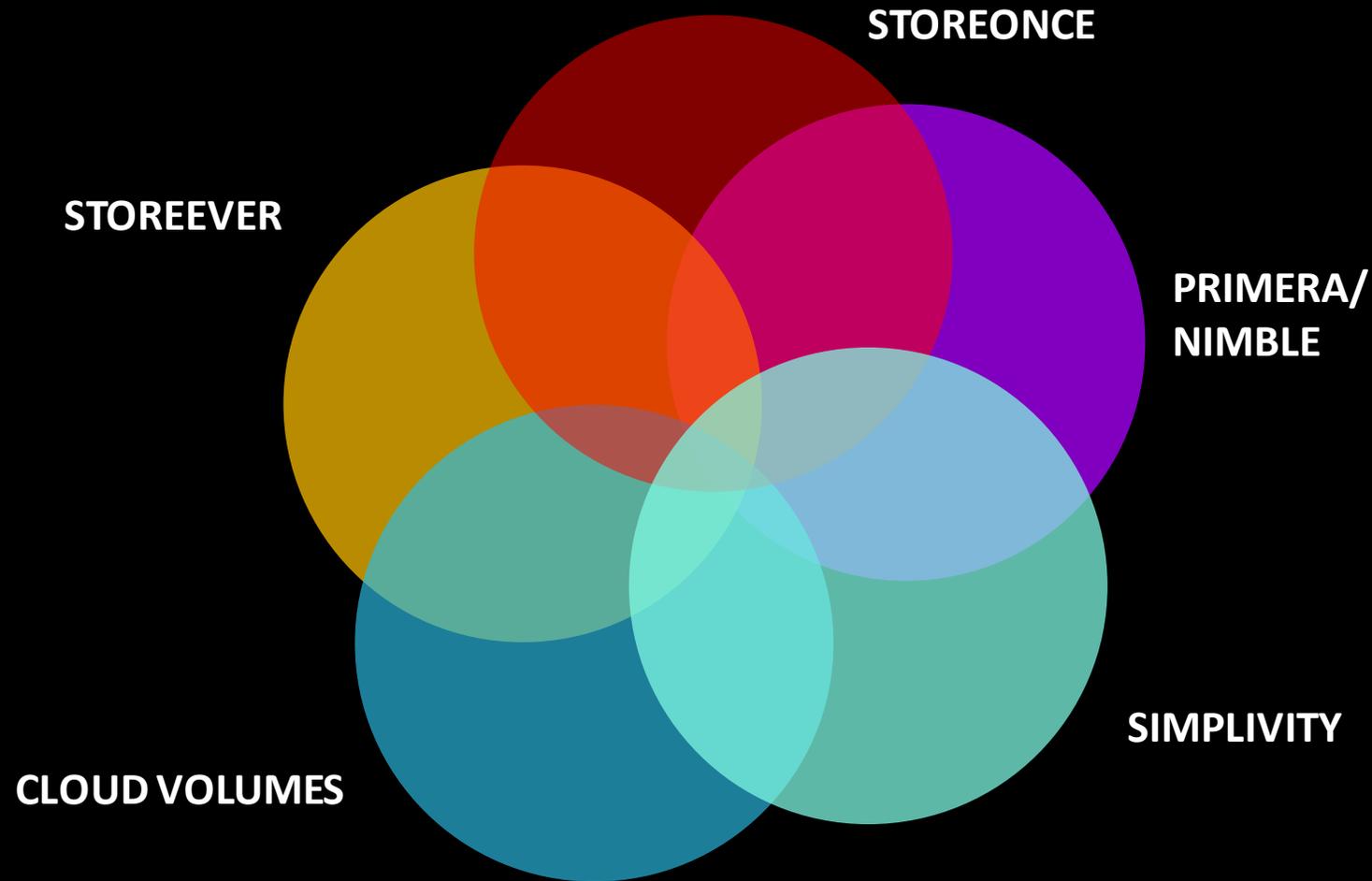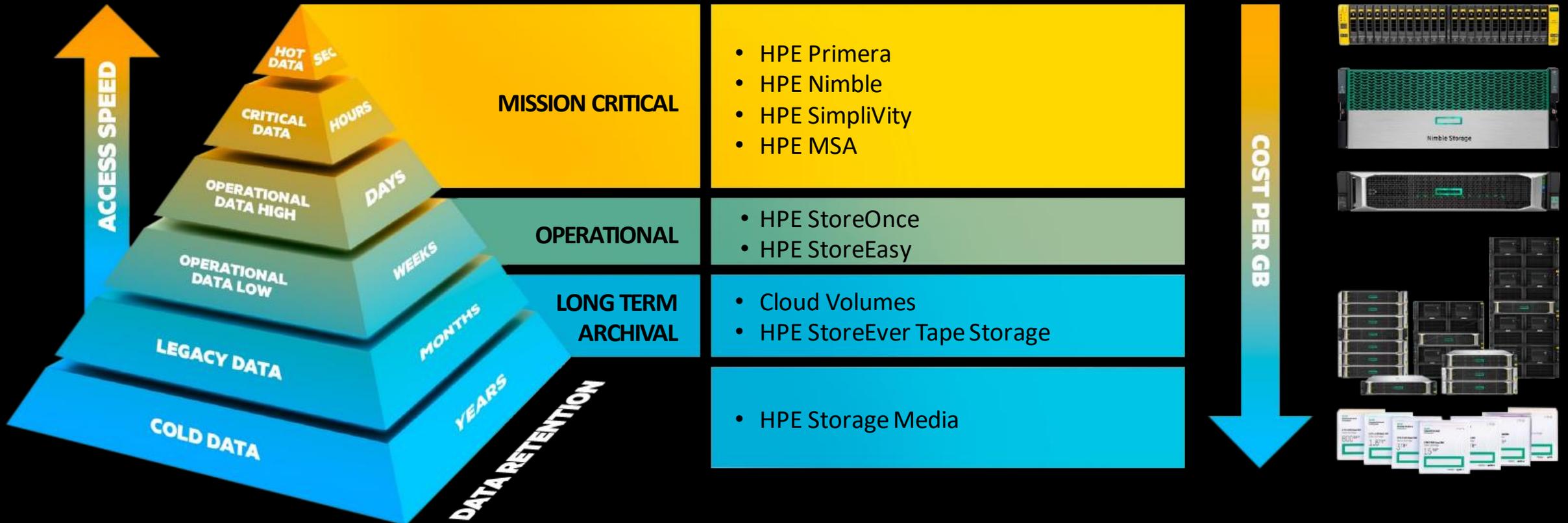
STOREEVER

**PRIMERA/
NIMBLE**

STOREONCE

CLOUD VOLUMES

SIMPLIVITY

ARE COMPLEMENTARY, NOT COMPETING

HPE'S TIERED STORAGE PORTFOLIO

ACCESS SPEED

- HOT DATA — SEC
- CRITICAL DATA — HOURS
- OPERATIONAL DATA HIGH — DAYS
- OPERATIONAL DATA LOW — WEEKS
- LEGACY DATA — MONTHS
- COLD DATA — YEARS

DATA RETENTION

COST PER GB

MISSION CRITICAL
- HPE Primera
- HPE Nimble
- HPE SimpliVity
- HPE MSA

OPERATIONAL
- HPE StoreOnce
- HPE StoreEasy

LONG TERM ARCHIVAL
- Cloud Volumes
- HPE StoreEver Tape Storage

- HPE Storage Media

ESG TAPE LANDSCAPE SURVEY – AUTUMN 2020

- 67% of the organizations it surveyed use tape for archiving

- 57% use tape for backup

- 61% plan to continue to invest in tape and increase their current tape footprint

- 28% say they plan to maintain their current tape footprint

- 62% using isolated recovery solutions said they'd definitely be able to recover from a cyberattack using tape."

Sample of 396 businesses of multiple sizes and industries conducted by ESG in Autumn 2020.

INGRAM MICRO®

LTO-9 JUST AROUND THE CORNER

22400% increase in capacity

200 GB

LTO-1

45 TB

LTO-9

INGRAM MICRO®

MOVING INTO A ZETTABYTE ERA

40-50% data growth is like the crowd at the soccer World Cup final becoming the size of Los Angeles in ten years.

RANSOMWARE AND THE 3-2-1-1 RULE

THREE COPIES OF YOUR DATA

TWO DIFFERENT MEDIA TYPES
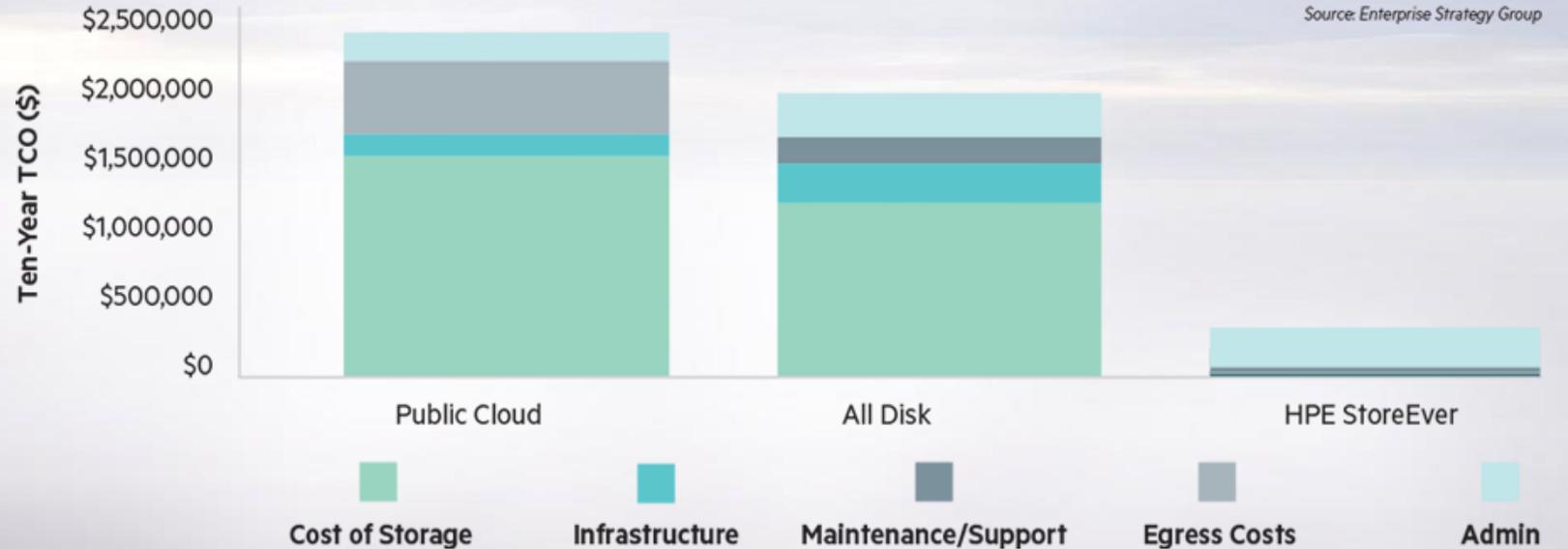
ONE STORED OFF SITE

ONE OFFLINE BEHIND AIR GAP

TAPE'S TCO ADVANTAGE OVER 10 YEARS

Ten-Year TCO: HPE StoreEver versus All-disk versus Public Cloud
(1 PB Archive, 10% Annual Growth, 3% Monthly Retrival)

Source: Enterprise Strategy Group

Ten-Year TCO ($)

| | Public Cloud | All Disk | HPE StoreEver |

Legend:
- Cost of Storage
- Infrastructure
- Maintenance/Support
- Egress Costs
- Admin

Check out our new TCO Campaign on hpestoragesupplies.com!

TAPE'S TCO ADVANTAGE OVER 10 YEARS

86% cheaper than all-public cloud
$2.358M versus $329k

82% cheaper than all-public cloud
$1.803M versus $329k

For 1 PB archive growing at 10% CAGR + 3% retrieval per month

HPE COMMAND VIEW FOR TAPE LIBRARIES

- Making it simple to manage your tape library from any location via a single pane of glass

- Providing layers of insight into the efficiency and health of your tape ecosystem

- Receiving automatic notification of essential updates.

- Giving you proactive information about potential issues **before** they arise to minimise disruption.

- A complete portfolio so you can choose the level of insight and reporting that meets your needs

  - Free basic licence with perpetual licence add-ons

INGRAM MICRO®

DEFEND YOUR STRATEGIC STORAGE!

– Your customer needs tape

– If they can't buy it from you, they **will** buy it from a competitor

– **Does the conversation stop there?**

– Missing tape is an open door for competition to enter

IBM

DELLEMC

Quantum

SOCIAL ACCOUNTS AND WRAPUP

twitter.com/tapevine

linkedin.com/in/andrew-dodd/
linkedin.com/in/nassrin-schott-40129675/

"As a whole, we are looking at a "perfect moment" for modern tape-based solutions to step up to alleviate the complexities and challenges of today's IT. Tape has historically demonstrated excellent cost profile. It plays an integral role in supporting cybersecurity with isolated air-gapping. And onsite or offsite, it offers virtually endless capacity and scale."
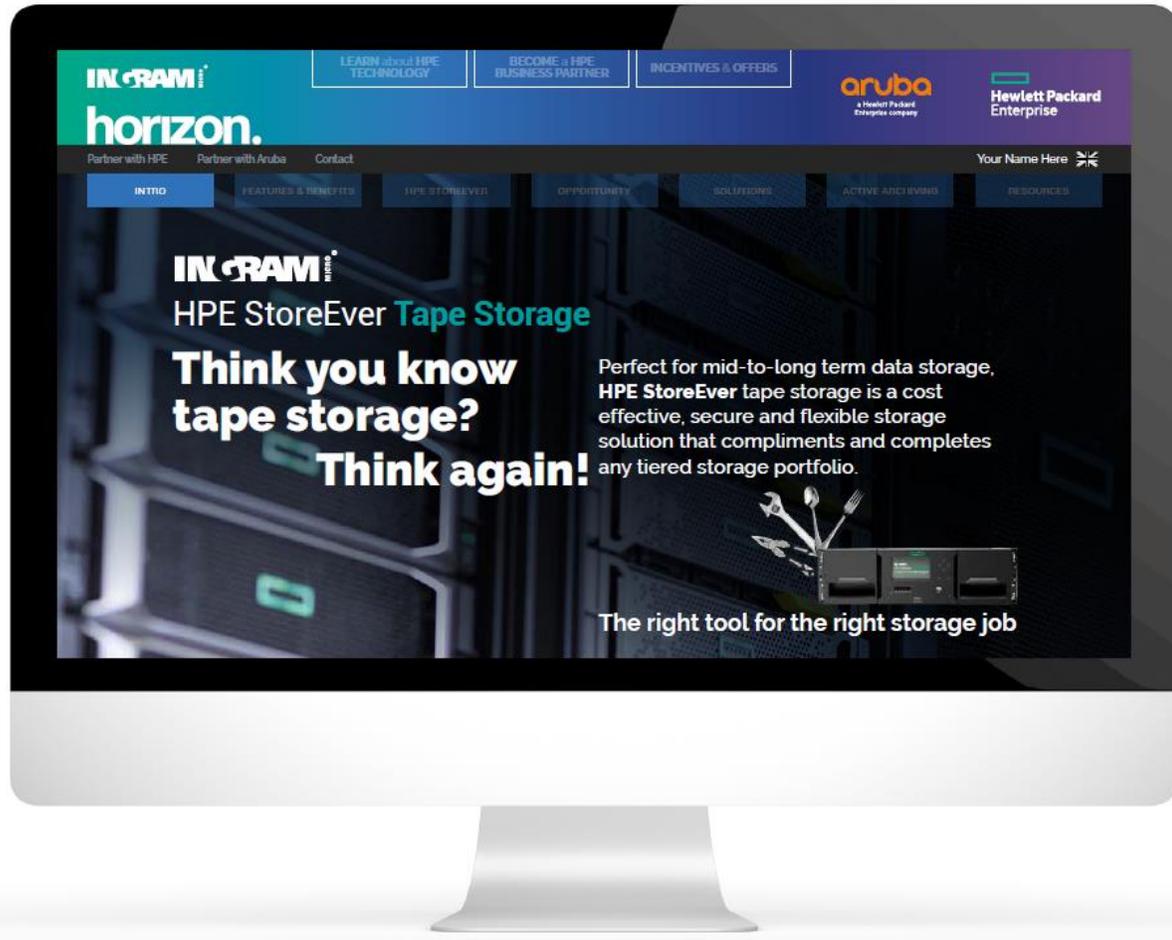
Enterprise Strategy Group, 2020

tapetember.com   hpestoragesupplies.com

HORIZON DIGITAL CAMPAIGN LAUNCHING THIS WEEK

ingramhorizon.com > learn > HPE Solutions > Storage > HPE StoreEver

Visit https://ingramhorizon.com

TAPE TUESDAY – RESELLER WEBINAR SERIES

Registration

English link:
https://ingramhorizon.com/uk/resources/tape-tuesday

German link:
https://ingramhorizon.com/at/resources/tape-tuesday

Webinar 1 - Data Protection – How You Can Win Both The Battle And The War With HPE StoreEver Tape
Date: 10 November
Time: English – 10am CET; German – 2pm CET

Webinar 2 - Ransomware – Is There A Magic Wand Solution, And If So, What Is It?
Date: 24 November
Time: English – 10am CET; German – 2pm CET

Webinar 3 - "You Cannot Change The Laws Of Physics" – Why All Roads In The Zettabyte Era Lead To Tape
Date: 8 December
Time: English – 10am CET; German – 2pm CET

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Q&A

Hewlett Packard
Enterprise

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