



3.5 HDD SALES CARD

SkyHawk™ Surveillance Drives

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WHO IS THE TARGET AND WHY DO THEY NEED IT?

Who needs it?

System Integrators: Surveillance system integrators and installers commonly bidding on surveillance projects.

Surveillance Manufacturers and Distributors

What problems are they trying to solve?

Increased data retention: Growth and retention of high-definition content requires scalable, high-capacity systems to archive content. Need to move to high capacities to support 10K+ hours of HD content.

Increased drive performance: Support for multiple cameras over analogue or IP systems. Improved vibration tolerance for recording and archiving content, with low power consumption, 24x7 for months or years at a time.

Avoiding returns and post-deployment maintenance: Need reliable performance in multi-drive systems with RAID support, keeping drives in the field longer.

BUT WHAT IF?

Objection: “Desktop HDDs are affordable. Why purchase a surveillance drive?”

Your response: *SkyHawk surveillance drives deliver optimised performance with top reliability for surveillance systems. SkyHawk drives support:*

- ImagePerfect™ firmware tailored to meet surveillance performance and reliability demands.
- High camera count and reliability specs.
- Three times the workload rating of desktop drives, driving down your cost of ownership.

Competitive Analysis

- With 10 years of experience shipping surveillance drives, only Seagate offers features to improve performance in large drive count systems, RAID systems and quick time-to-record.
- Some competitors charge a premium to purchase surveillance storage with this feature set.

WHY DOES IT MATTER?

Key trends you need to know

For the first time in 2016, network video recorders (NVR) are expected to out-ship digital video recorders (DVR) (IHS, 2015).

2,500 petabytes are expected to record daily by 2019 (IHS, 2015).

The number of cameras shipped will grow 23% over 2015 (IHS, 2015).

Implications

Storage needs flexibility to scale to meet system and capacity requirements. The more data stored, the more valuable it becomes for analytics.

Possibilities

- **Desktop HDDs:** Low cost, single-bay applications, 8x5 power-on-hours (PoH), no video support.
- **SkyHawk:** High camera counts, workload and reliability to scale with NVRs.
- **Enterprise HDDs:** Performance in heavy video analytics.

Solution

SkyHawk offers three times the workload rating of desktop and competitor drives with premium capacity and features.

CLOSE THE SALE.

High-Level Summary

SkyHawk Surveillance Drives:

Celebrating 10 years of surveillance drives optimised for heavy write loads.

- Built for video surveillance systems with multiple drives and high camera counts.

Key Benefits

- Up to 10 TB supports 10K+ hours of HD content and 64 cameras per drive.
- Surveillance-optimised with ImagePerfect firmware.
- Rotational vibration sensors for reliable performance in multi-drive, RAID-enabled systems.
- Workload ratings of 180 TB/year, 3x that of a desktop drive and competition.
- Quick time-to-record for motion sensing cameras.
- 24x7 operation with 1M hours of mean time between failures (MTBF).

SEED THE IDEA. Leading questions...

Key Customer Questions

- Q. What kind of surveillance system are you using today?
- Q. What infrastructure is in place for your current surveillance system?
- Q. What is your biggest pain point in building surveillance systems?
- Q. What requirements do your end users put on their surveillance systems?

ADDITIONAL SALES MATERIALS

available at
spp.seagate.com/partners

- Data sheet
- Training
- Surveillance Drive Selection Guide
- Case Studies
- Marketing Kit