

SEAGATE Partner Program

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3.5 HDD SALES CARD

SkyHawk™ Surveillance Drives

# 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, 24×7 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<sup>™</sup> 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, singlebay applications, 8×5 power-onhours (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, 3× that of a desktop drive and competition.
- Quick time-to-record for motion sensing cameras.
- 24×7 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

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