



Hewlett Packard Enterprise

"HPE StoreEver has saved my business thousands and increased our data security."

Lynn Murphy,
System Administrator,
Endocan

"Tape is expected to remain significantly less expensive than hard disk storage for years to come. Tape is ideal for production IT environments because it is able to reduce costs through new software-defined storage and flash-based architectures that create a tiered data storage architecture suitable for both archive and emerging workloads requiring fast transactional processing."

IDC White Paper

'Tape and Cloud: Solving Storage Problems in the Zettabyte Era of Data' Sponsored by the LTO Program, June 2019

"HPE StoreEver systems bring us proven reliability and the most cost-effective solution for long-term data storage in our organization."

Anand Trevidi,
Virtualisation Architect,
Reliance Industries Limited

"We had data replication set up to an offsite disaster recovery site, forgoing traditional tape backups. Guess what? The cybercriminals targeted that data as well. Tape backups and an air-gapped solution are an absolute necessity."

Jeremy Bayness,
Chief Technology Officer,
Bag Makers

"Tape is not dead. In recent years, actually, it has made significant leaps and bounds in terms of performance. Its cost profile and scale cannot be beaten by alternative technologies. And ESG's research shows that, if current data growth patterns continue, tape must be considered for nearline storage and for active archives."

'Leveraging Tape for Active Archiving at Scale',
White Paper, Enterprise Strategy Group,
May 2020

HPE STOREEVER TAPE: THE EVERGREEN STORAGE TECHNOLOGY THAT'S BECOMING EVER MORE RELEVANT

HPE StoreEver tape. The storage technology you may have forgotten about or thought was on the verge of disappearing. But far from being on the edge of extinction, tape is a \$1 billion global category that's more relevant than ever! In 2021, a record amount of LTO tape capacity was shipped - over 148,000 petabytes – and HPE is a leader in many tape categories¹.

HPE StoreEver is a leading vendor in tape in worldwide open systems tape drive, tape autoloader and tape automation markets - 2H CY19 Revenue



LTO Standalone Tape Drives - 33.5% WW Share gaining 2.1 pts Y-o-Y

Tape Autoloader - 42.8% WW Share gaining 11 pts Y-o-Y

Branded Tape Media Vendor



Tape Automation - 22.1% WW Share gaining 1.6 pts Y-o-Y

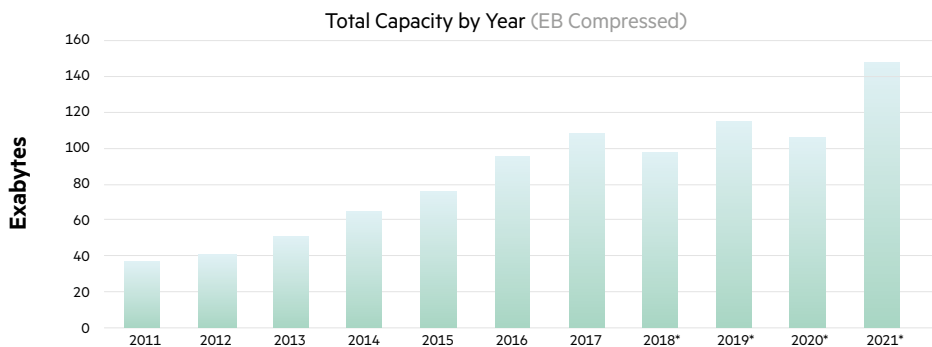
Source:

- 2H 2019 IDC WW Quarterly Branded Tape Tracker for hardware
- Change comparisons to 1H '2019
- LTO Program data from media

HPE StoreEver tape protects your high end storage revenue!

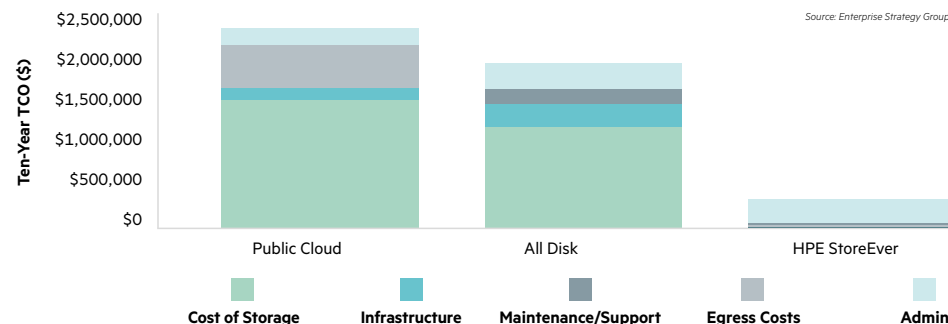
All of which means that far from being a technology you can ignore, LTO is a technology you should be trying to sell! Because if you don't, not only are you missing out on revenue and profit from your HPE storage portfolio, but you are opening a door for your customer to talk to a competitor, which puts your Nimble, StoreOnce, Simplify and Aruba business at risk also. Your customers **want** tape. Missing the HPE StoreEver opportunity gives other companies and partners the opportunity to present their tape solutions – and outflank you with their flash, disk and HCI offerings as well.

Don't fall into the trap of thinking that different storage technologies are competing to displace each other. In reality, tape, disk and cloud all have unique and complementary strengths.



*Aggregate capacities do not include LTO-7 Type M media
** Graph shows data from past 10 years only

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



Source: Enterprise Strategy Group

And for your customers, there are five compelling reasons why they still want tape and why you can sell HPE StoreEver with confidence.

1. Last line of defence against ransomware.

Tape is the only platform that creates a physical barrier, or 'air gap' between the network environment and data at rest, which makes HPE StoreEver almost impregnable against the threat of cyberattack.

2. Extreme capacities for big data.

The LTO roadmap currently shows 12 generations, with LTO-12 cartridges projected to have 360 TB compressed capacity. And current R&D trends suggests capacities of over 700 TB will be feasible by the end of the decade, a rate of improvement far in excess of hard disk drives. With data growth rates of 40-50% per annum, tape's capacity and massive scalability make it the optimal solution to the challenge of how to store immense amounts of archive data while maximizing the use of data center resources.

3. Evergreen in more ways than one.

And following on from this, the fact that data stored at rest on tape requires no additional power or cooling, makes LTO tape an extremely sustainable and environmentally friendly storage technology.

4. Tape is the most inexpensive storage tier.

Analysis by ESG estimates that an organization can achieve cost savings of approximately 90% over a ten-year period using HPE StoreEver for a 1 PB archive over the public cloud and an all-disk solution².

5. Intelligent and easy to manage.

– HPE's unique Command View for Tape Libraries (CVTL) software makes it easy for customers to manage their tape library from any location. CVTL provides layers of intelligent insight into the efficiency and health of their tape library, its tape drives and the tape media that it contains. This increases data protection reliability and liberates IT resources for value-added projects.

¹ IDC Factory Exit Report, H2 2019

² 'The Economic Benefits of HPE StoreEver as Active Archival Storage', ESG White Paper, September 2020

Key Links

[Sales and Marketing
Channel Portal](#)

hpestoragesupplies.com

[Compatibility – SPOCK -
h20272.www2.hpe.com/
SPOCK/index.aspx](#)

[The Value of Tape](#)
tapetember.com

[Social Media](#)
twitter.com/tapevine

[Seismic](#)
hpe.seismic.com

In conclusion, there has never been a period of such incredible storage opportunity and there has never been a better moment to sell HPE StoreEver tape. So after DPC, make sure you:

- Train your sales force with the wide array of StoreEver training and sales & marketing information at your disposal.
- Equip your pre-sales and technical teams with up-to-date information about StoreEver configurations and compatibility.
- Tap into your installed base for potential StoreEver opportunities – there are prospects in every industry, including cutting-edge fields of life sciences, AI, High Performance Computing and Big Data Analytics.

Plus, with HPE Storage Media, an essential requirement for all tape users, you have the perfect reason to contact your customers regularly and discuss not only their tape requirements, but latest plans on storage, compute, networking and software.

HPE StoreEver tape is the last line of defense in data protection and the key that unlocks the door to future solution selling across the HPE Storage portfolio.

It's lasting innovation that you and your customers can depend on, both today and in the decade ahead. An evergreen storage technology that is ever more relevant!



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May 2022