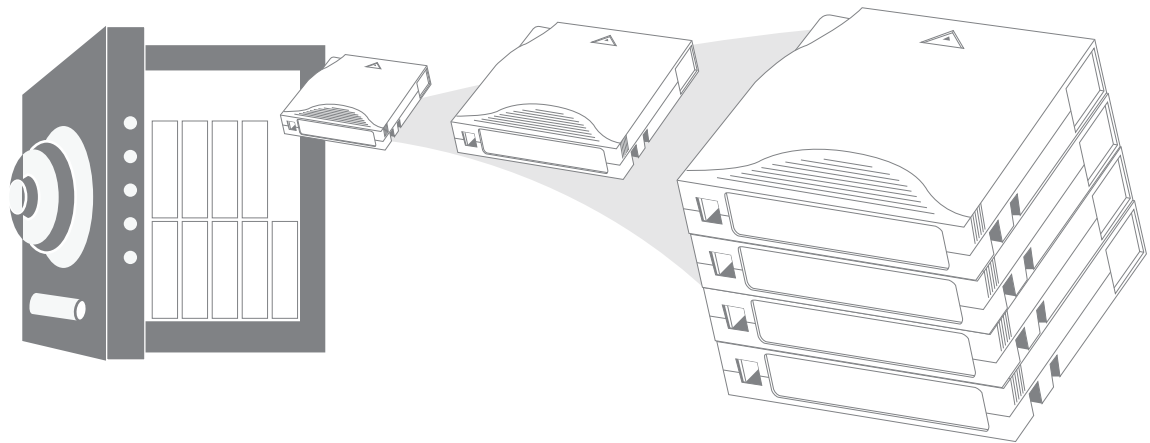# Marketing & Sales Tips

for

Data Protection Service Providers

REB

If your data protection services are not growing, the answer could be simply to put efforts towards the right marketing and sales outlets. Companies that focus on selling Data Protection services generally do very well in adding customer tapes to their vault.

FACTORS *to* CONSIDER

- Do you have a sales person or sales team dedicated to selling Data Protection services?

- Are they calling on the proper contact or decision maker?

- Does your sales person understand the advantage of tape compared to disk?

Are you calling on the proper contact or decision maker? Here are 14 of the top data protection decision makers:

1. Data Center Consultants
2. Data Center Directors
3. Data Center Engineers
4. Data Center Investors
5. Data Center Managers
6. Data Center Owners
7. IS and IT Vice Presidents
8. IT and Infrastructure Managers
9. MIS (Management Information Systems) Directors
10. Network and Communications Managers
11. Networking, Cabling, and Communications Engineers
12. Storage Administrators
13. Systems Software Managers
14. Data Architect

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The Entertainment Industry

The entertainment industry has converted from professional tape formats such as small beta tape, large beta, 4mm, 8mm, etc. to LTO tape which is a common tape format used in data protection. This is a big potential area that most companies offering data protection services are not focusing on.
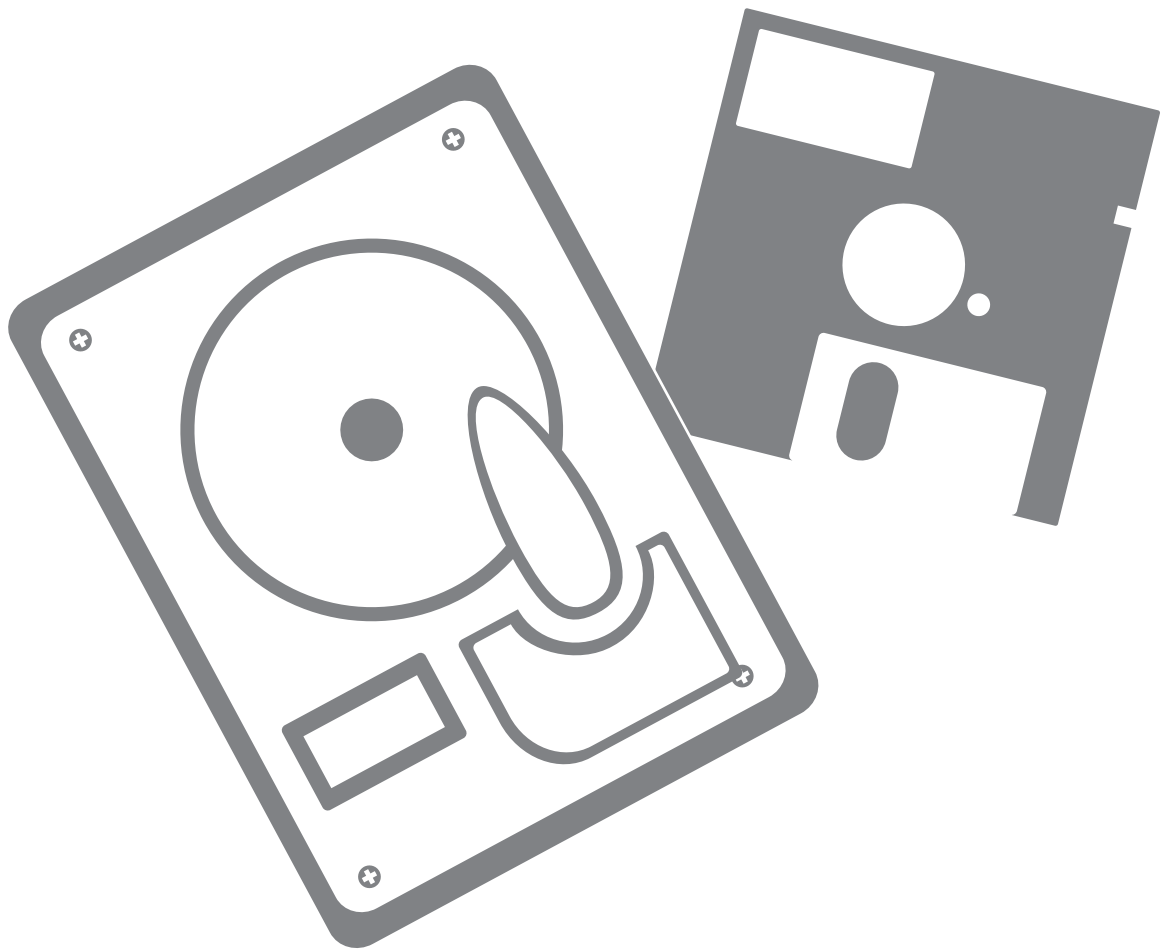
TYPES OF COMPANIES to CALL ON

- Production Companies

- Major Broadcast Companies

- News Networks

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Hard Drive Storage

A customer's hard drives can be a viable part of your Data Protection services. Many companies are storing hard drives internally and when prospecting for new business it is wise to inquire about their hard drive storage situation. This can also be an excellent addition to the other forms media you are storing for current customers.
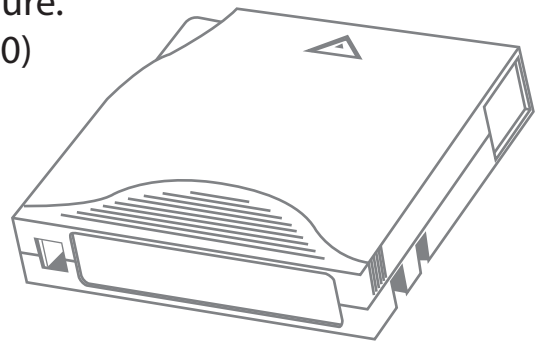
REB

How the development *of* Linier Tape File System (LTFS) *can* help your data protection business

The development of LTFS is significant and has improved the speed of retrieving data on the newest generation of LTO tape (LTO5 and LTO6) compared to disk computer hard drive storage. This has made it a viable new option for archival data storage.

In his article, "Tape Storage Future Directions and the Data Explosion", Fred Moore says that one reason LTFS has become a valid option for archival data storage is that "Any file type can be stored to an LTFS formatted LTO-5 tape cartridge as LTO-5 can address long-term archive strategies by creating a self describing tape that has no application dependencies. LTFS can be readily utilized for media and entertainment video archive and workflow applications as well as in related rich media industries such as digital video surveillance, medical imaging, engineering drawings, and in the cloud." (10)

In addition, Moore states "LTFS for automated tape library environments is also becoming available with the first offering recently announced by IBM called LTFS LE (Library Edition) helping to make LTFS an even more viable option for archival storage." (10)

Moore summarizes this by saying "LTFS allows tape to be used in a fashion like disk or other removable media making tape an even more effective archival data storage solution and future tape developments indicate this trend will continue for the foreseeable future.
LTFS changes the rules for tape access!" (10)

Works Cited

Moore, Fred. Tape Storage Future Directions and the Data Explosion. 2011. Web. 18 Nov. 2014.

REB

REB Storage Systems International offers REBtrac, a high-density solution for media container and open slot media storage. Available in 10' x 10' starter units, REBtrac can be expanded both vertically and horizontally as your media storage grows.
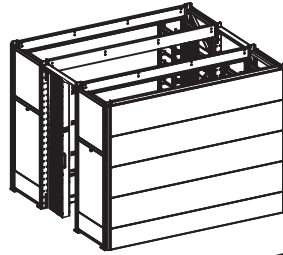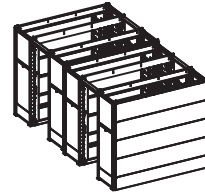
STORES

546
Media
Containers

16,800
DLT Tapes

OR
a combination
of both

ADDS ON

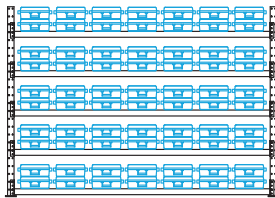**Vertically & Horizontally**
as your media storage grows

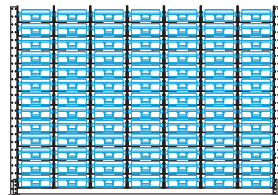
up to
3
Levels
High

Unlimited
Levels Wide

We guarantee that REBtrac will provide the highest storage efficiency for your open slot and container media storage operation. See how REBtrac compares to these common storage methods:

Comparison: Standard Pallet Rack *VS.* REBtrac

Pallet Rack: 120"W x 96"H
• Capacity Per Bay:
210 XpresspaX (3 DEEP)
• Capacity Per 50'x50' Room:
7,560 XpresspaX
• Designed for box storage, not media

REBtrac: 120"W x 98.5"H
• Capacity Per Bay:
273 XpresspaX (3 DEEP)
• Capacity Per 50'x50' Room:
10,920 XpresspaX
• Designed specifically for media storage

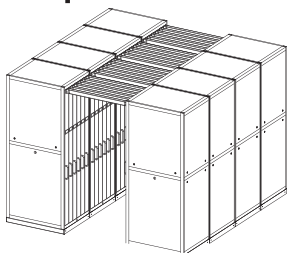### Comparison: Mobile Shelving *VS.* REBtrac

Mobile Shelving
• Must utilize a mezzanine for multiple levels
• Media access is limited to one aisle at a time
• Frequent maintenance costs due to many mechanical moving parts including handles, chains and gears.
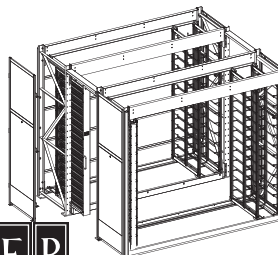
REBtrac
• Designed for single or multiple levels
• Allows access to all stored media at all times
• Zero maintenance costs

Comparison: Gemtrac *VS.* REBtrac

Gemtrac: 10'W x 10'D
DLT Capacity: 16,000

For open slot storage

REBtrac: 10'W x 10'D
DLT Capacity: 16,800 OR
Media container capacity: 273 OR
A combination of both

For open slot & container storage

REB

HOW *to* CONTACT
REB STORAGE SYSTEMS INTERNATIONAL

Global Toll Free: (800) 252-5955
Local: (773) 252-0400

(773) 252-0303

info@rebstorage.com

www.rebstorage.com

4556 W. Grand Ave.
Chicago, IL 60639

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