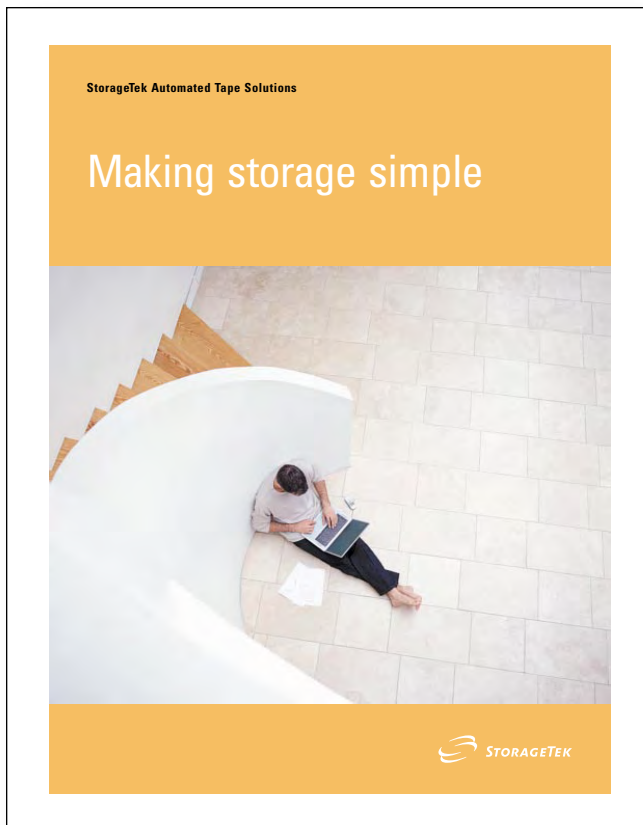


STORAGETEK ENTERPRISE BROCHURE

(This PDF contains five pages including this introduction)



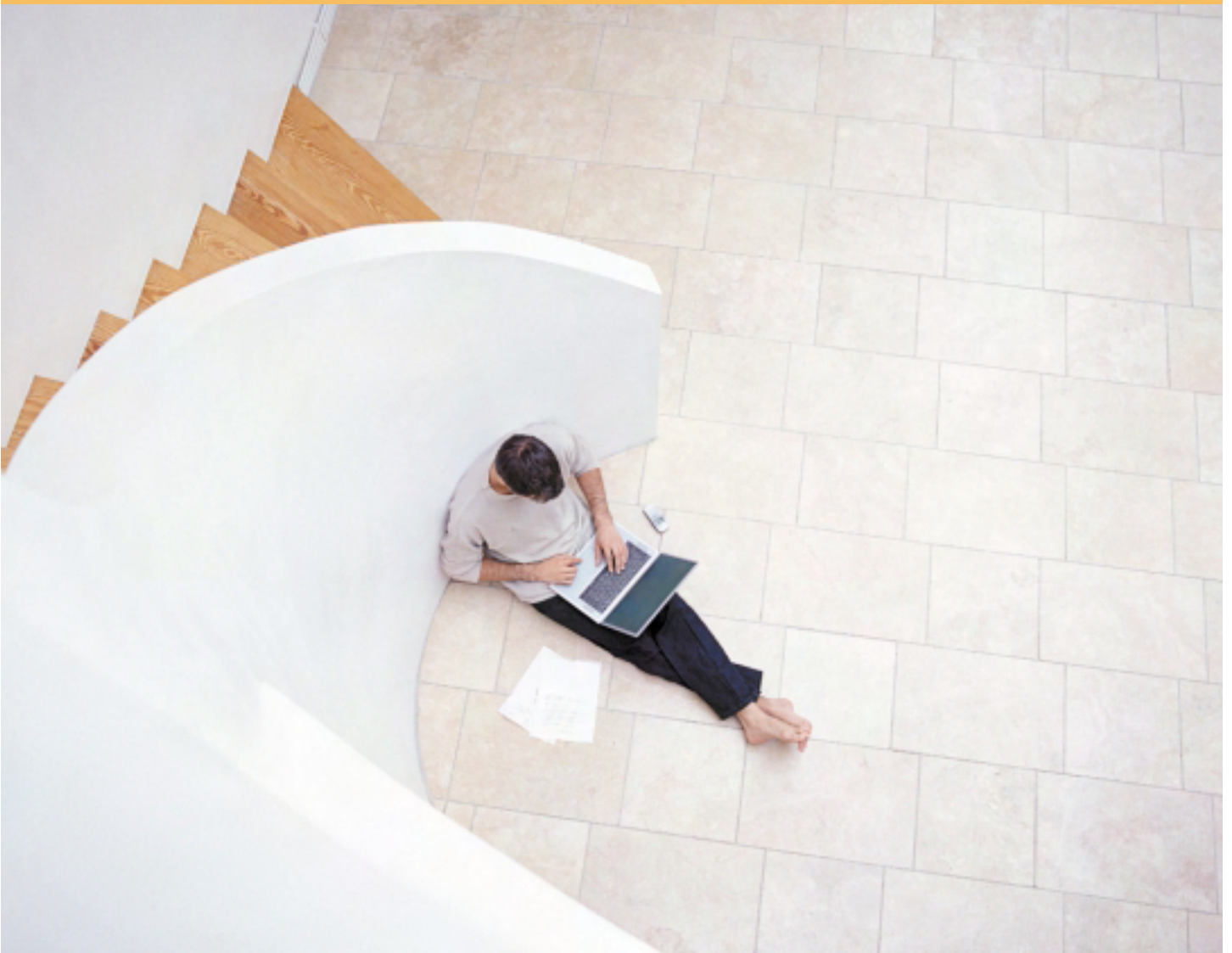
The theme of this piece, as the headline suggests, is simplicity. I chose stock imagery that would reflect people working, but in tranquility, with little stress. The underlying graphic message is that StorageTek products will reduce stress by making the customer's notoriously complicated information technology demands simple and easy to manage.

The copy for this piece was "set in stone" by the time it reached design stage, so the challenge was to fit a large amount of copy into a 4-page brochure and still keep the simple, uncluttered feel.

See the following pages for brochure highlights >>

StorageTek Automated Tape Solutions

Making storage simple



Add data. Subtract costs.

Automated Tape Solutions from StorageTek® let you store, access and manage all your data throughout its lifecycle at a low Total Cost of Ownership.

The amount of business information is skyrocketing but the costs of keeping that data safe and available don't have to. StorageTek has combined software, hardware and the Power of Virtual into solutions that enable you to store more data, access it faster, and keep it safer – for less money and with less effort.

Absolutely the best! For some enterprises, the only question is which will you run out of first: space, the money to buy more storage, or the people to manage it all? StorageTek makes that question obsolete, because our solutions are designed to meet your operations and your business needs.

A U T O M A T E D T A P E

One easy to manage, integrated tape solution.

Our PowderHorn® Automated Cartridge System (ACS) provides virtually limitless, cost-effective storage capacity to accommodate rapid data growth. Designed to make storage consolidation easy, a single PowderHorn ACS can be shared across UNIX, NT, mainframe and supercomputer environments. It can also be shared across a variety of ISV software applications without requiring you to manage any cumbersome physical partitions. Easy to grow, easy to manage.

The PowderHorn ACS features StorageTek's ultra-reliable robotics for high availability and accommodates a mix of enterprise tape drives to allow you to use the right drive for each application:

- The StorageTek T9840 "access-centric" tape drive, with superior speed and unmatched access, ideal for transaction-intensive, time critical applications and HSM.
- The StorageTek T9940 "capacity-centric" tape drive with unmatched capacity and throughput, ideal for archiving, backup, record retention, and disaster recovery.

These drives work seamlessly side-by-side within the PowderHorn ACS. This maximizes your investment and decreases management time and costs. The T9840 and T9940 tape drives are available in native Fibre, SCSI, and ESCON interfaces to simplify connectivity. As the first native Fibre tape drive family, the StorageTek drives are also fully Fabric aware, making connection, operation, and maintenance easy.



V I R T U A L T E C H N O L O G Y

Maximum efficiency, automatically!

Achieve nearly 100 percent capacity storage with StorageTek's Virtual Storage Manager™ (VSM™) system, the industry-leading virtual tape solution. Now you can store more on fewer cartridges, even fewer libraries, and improve data access at the same time. StorageTek's unique VSM system enhances performance and increases capacity in mainframe environments.

- Uses the full 100 percent of media capacity – unlike traditional tape storage, which typically uses as little as 10 percent.
- Lets you retrieve tape data at disk speed, increasing your business's response time and improving your customers' satisfaction.
- Includes a portfolio of disaster recovery capabilities, including remote vaulting, for cost-effective business continuity.
- Lets you define data-management policies according to your unique requirements. Your critical information stays highly available, while less-frequently accessed information is stored Nearline on lower-cost tape. You can also preference between the fast access T9840 and high-capacity T9940 to optimize your system.

S O F T W A R E

Eliminate the hassle factor.

StorageTek has a suite of software that includes everything you need for cost-effective, hassle-free enterprise storage management.

- StorageTek's Nearline Control Software (NCS) manages the library and allows it to be seamlessly shared across mainframe, UNIX, and NT servers. You can even run different ISV backup applications simultaneously as NCS provides the virtualization software to allow each server to have its own logical library. All of this is done without the need for hard partitioning of the library, making consolidation simple.
- Too much data to backup and not enough time? StorageTek's Extended High Performance Data Mover (ExHPDM) software can optimize your Backup and Restore. ExHPDM's patented technology allows multiple Backup/Restore jobs to access a single tape drive. You can complete multiple jobs in the same amount of time a single job used to take. ExHPDM lets you backup with fewer drives and media, and less management time and expense.
- StorageTek's Expert Library Manager (ExLM) software provides content management for the PowderHorn environment. ExLM can effectively manage the most complex environments, minimizing operating costs.
- ExPR, the Expert Performance Reporter, automates performance reporting and simplifies management for manual tape systems, automated tape libraries, and VSM. You enjoy total management for all your tape systems, plus desktop optimization of tape drive and tape library throughput and tuning.

S E R V I C E S

More than experts – a complete team.

StorageTek's enterprise solutions are based on over thirty years of experience. We've been the industry leaders in tape automation long enough to understand how storage needs change, and we've designed products to be easy to use now, and grow with your needs in the future.

Our professional services experts are there whenever you need them, from evaluation and planning to implementation and training – anytime, anywhere. They understand what enterprises need and how to accomplish it. And our global storage experts are ours alone, not third-party sources with various levels of experience. Today and tomorrow, you can rely on us.

Making storage simple. Automated Tape Solutions from StorageTek.



About StorageTek

StorageTek (NYSE:STK), a \$2 billion worldwide company with headquarters in Louisville, Colo., delivers a broad range of storage solutions for digitized data. StorageTek solutions are easy to manage and allow universal access to data across servers, media types and storage networks. StorageTek is the innovator and global leader in virtual storage solutions for tape automation, disk storage systems and storage networking. Because of StorageTek, customers can manage and leverage their digital assets as their businesses grow, and can maximize IT productivity to ensure enterprise-class business continuity. For more information, see www.storagetek.com or call 1.800.786.7835.

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Singapore: 65.6774.9248
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MT 9184 A 10/02

