

SUN MICROSYSTEMS DISK-TO-DISK-TO-TAPE DIRECT MAIL CAMPAIGN

(This PDF contains two pages including this introduction)



This was a direct mail series that was going to unfold in succession, one mailing every two weeks. Each card had to tie into a greater theme that encompassed all three. Sun Microsystems' design standards call for a very strict connection between unusual, global/cultural imagery and headline concept. I found the royalty free images first, settling on the food theme as something that would work within Sun standards and work for all three mailings, and the writer crafted headlines to nail down the concepts.

See the following page for a larger view >>

FUEL YOUR GROWTH.
FAST.



YOUR DATA MAY BE AT RISK.
HANDLE WITH CARE



Company name here
Street address
City, State, ZIP

The speed of disk-to-disk solutions reduces backup windows. But they can put your growth at risk because archived data can't be physically removed, leaving it vulnerable. And disk-to-disk scalability can slow performance and add complexity.

Disk-to-disk-to-tape (D2D2T) solutions combine disk and tape in tiers of storage that protect both nearline and archival data. Plus, you can add capacity in tape cartridge-size increments, which takes a much smaller bite out of your budget.

Fuel your business growth with D2D2T solutions that give you a healthy mix of disk and tape.

If you're struggling to digest the limitations, cost and risk of disk-only storage solutions, ask us about Sun D2D2T options.



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- > Speed/performance
- > Security/compliance
- > Intelligent management

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Name here
123 Anywhere Street
Anytown, State 00000

Stamp
or indicia here

WHY CHOOSE ONE
WHEN YOU CAN HAVE IT ALL?

