

HPE Smart Choice For **Tape** Storage

Simple quoting. Fast shipping.

December 2024



HPE Smart Choice for Tape Storage

SKU List as of December 2024

SKU	Description
P77033-B25	HPE Storage LTO-8 Ultrium Rack Mount Tape Drive 5 x LTO-8 30 TB Data Cartridges
P77034-B25	HPE Storage LTO-9 Ultrium Rack Mount Tape Drive 5 x LTO-9 45 TB Data Cartridges
P77035-B25	HPE Storage MSL 1/8 Tape Autoloader 1 x MSL LTO-8 SAS Drive 5 x LTO-8 30 TB Data Cartridges
P77036-B25	HPE Storage MSL2024 Tape Library 1 x MSL LTO-8 SAS Drive 15 x LTO-8 30 TB Data Cartridges
P77037-B25	HPE Storage MSL3040 Tape Library 1 x MSL LTO-9 SAS Drive 20 x LTO-9 45 TB Data Cartridges



HPE Smart Choice for Tape Storage

P77033-B25



HPE Storage LTO-8 Ultrium

Rack Mount
Tape Drive

5 x LTO-8 30 TB
Data Cartridges

P77034-B25



HPE Storage LTO-9 Ultrium

Rack Mount
Tape Drive

5 x LTO-9 45 TB
Data Cartridges

P77035-B25



HPE Storage MSL 1/8 Tape Autoloader

1 x MSL LTO-8 SAS
Tape Drive

5 x LTO-8 30 TB
Data Cartridges

P77036-B25



HPE Storage MSL2024 Tape Library

1 x MSL LTO-8 SAS
Tape Drive

15 x LTO-8 30 TB
Data Cartridges

P77037-B25



HPE Storage MSL3040 Tape Library

1 x MSL LTO-9 SAS
Tape Drive

20 x LTO-9 45 TB
Data Cartridges



HPE Smart Choice for Tape Storage – Rackmount Drives

P77033-B25

Smart Choice



HPE Storage LTO-8 Ultrium

Rack Mount - Tape Drive + 5 x LTO-8 30 TB - Data Cartridges

P77034-B25

Smart Choice



HPE Storage LTO-9 Ultrium

Rack Mount - Tape Drive + 5 x LTO-9 45 TB - Data Cartridges



HPE Smart Choice for Tape Storage – Libraries

P77035-B25

Smart Choice



HPE Storage MSL 1/8

Tape Autoloader 1 x MSL LTO-8 SAS
Drive 5 x LTO-8 30 TB Data Cartridges

P77036-B25

Smart Choice



HPE Storage MSL2024

Tape Library 1 x MSL LTO-8 SAS Drive
15 x LTO-8 30 TB Data Cartridges

P77037-B25

Smart Choice



HPE Storage MSL3040

Tape Library 1 x MSL LTO-9 SAS Drive
20 x LTO-9 45 TB Data Cartridges



HPE Smart Choice for Tape Storage – LTO-8 Rackmount Drive

P77033-B25

Smart Choice



HPE Storage LTO-8 Ultrium

Rack Mount + Tape Drive + 5 x LTO-8 30 TB Data Cartridges



HPE Smart Choice for Tape Storage – LTO-9 Rackmount Drive

P77034-B25

Smart Choice



HPE Storage LTO-9 Ultrium

Rack Mount + Tape Drive + 5 x LTO-9 45 TB Data Cartridges



HPE Smart Choice for Tape Storage – MSL 1/8 Autoloader

P77035-B25

Smart Choice



HPE Storage MSL 1/8

Tape Autoloader + 1 x MSL LTO-8 SAS Drive + 5 x LTO-8 30 TB Data Cartridges



HPE Smart Choice for Tape Storage – MSL2024 Library

P77036-B25

Smart Choice



HPE Storage MSL2024

Tape Library + 1x MSL LTO-8 SAS Drive + 15 x LTO-8 30TB Data Cartridges



HPE Smart Choice for Tape Storage – MSL3040 Library

P77037-B25

Smart Choice



HPE Storage MSL3040

Tape Library + 1 x MSL LTO-9 SAS Drive + 20 x LTO-9 45TB Data Cartridges



HPE Smart Choice for Tape Storage - Sales Tools





Smart Choice

The smart money is on the HPE Smart Choice Storage program.

- HPE Smart Choice for HPE Storage tape devices provide you.
1. Simplified, pre-configured "heat of the market" solution for SMB and Midmarket customers.
 2. Instant best price, upfront, to enable you to quote a delay.
 3. Rapid turnaround time from distribution.
 4. Efficient inventory management and more predictable costs.

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Meet your customers needs faster and more effectively. Quote HPE Smart Choice Storage solutions for tape backup and archiving.

And don't forget HPE offers a huge range of sales and marketing materials, videos, social media content, analyst papers and other assets to support your HPE Smart Choice marketing campaigns!

[Learn more](#)





The smart money is on the HPE Smart Choice Storage program.

[Learn more](#)

Web Banners

320 x 1200
600 x 600
600 x 1200
1260 x 600
1456 x 180





The smart money is on the HPE Smart Choice Storage program.

[Learn more](#)







The smart money is on the HPE Smart Choice Storage program.

[Learn more](#)



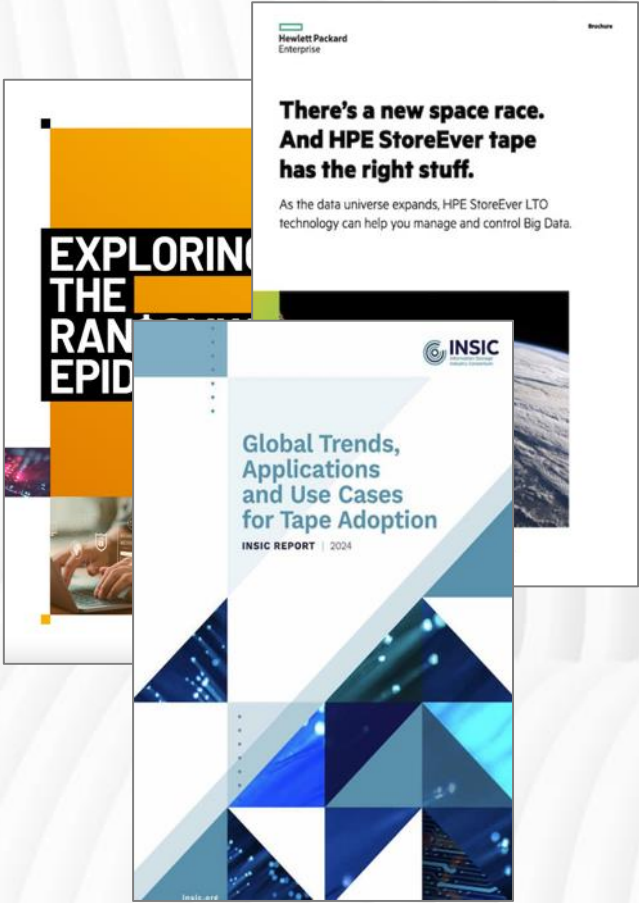


The smart money is on the HPE Smart Choice Storage program.



HTML eDM

Plus a multitude of other sales and marketing content

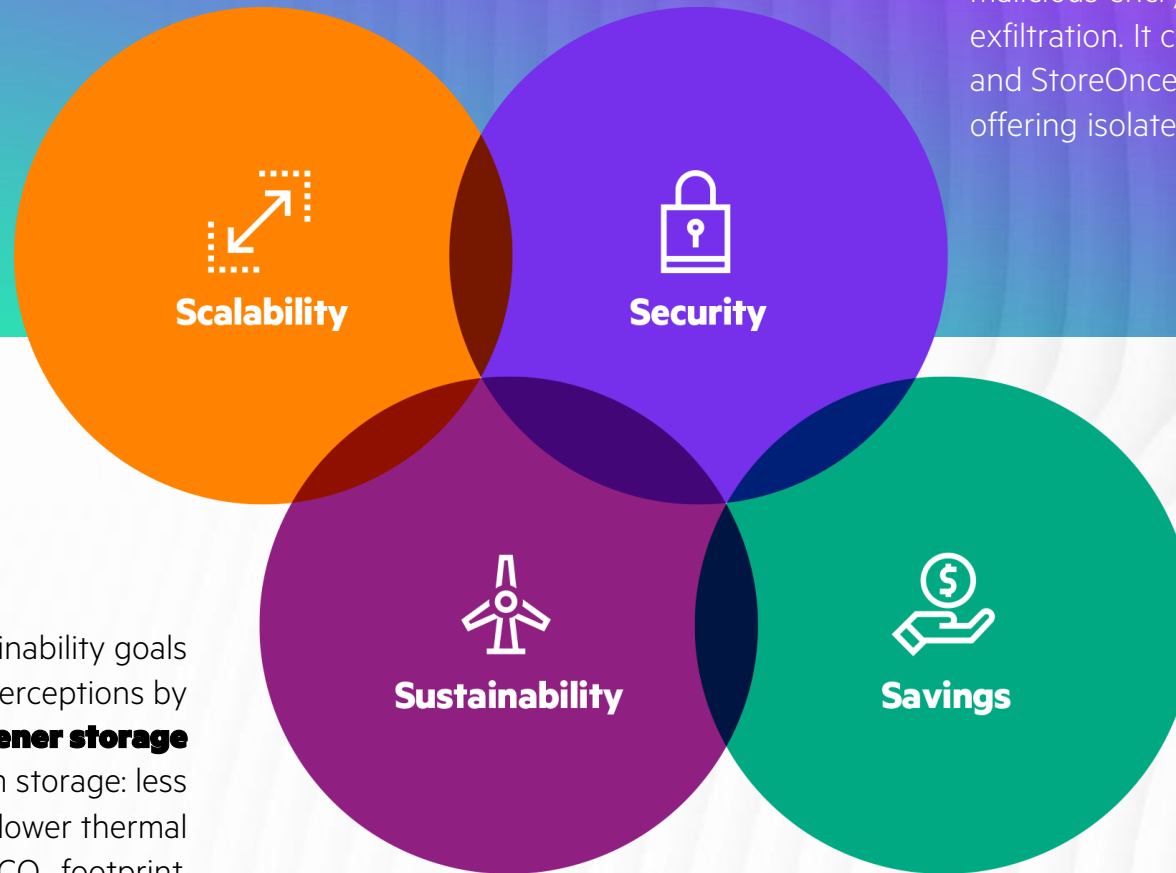


PLUS Videos, Banners, Brochures, Analyst Reports, more Videos, Social Content, Trainings, 3D Product Tours, Web Apps

The Value of **Tape** – Remember the 4 S's

Faced with massive data growth, the LTO roadmap promises ultra-high density, **hugely scalable storage solutions**, far surpassing current known trends for disk.

Tape supports sustainability goals and positive brand perceptions by providing a **greener storage solution** for long term storage: less power, less cooling, lower thermal impact and reduced CO₂ footprint.



Data on tape can be stored behind **a true, physical airgap which offers deeper protection** against malicious encryption and exfiltration. It complements Zerto and StoreOnce capabilities by offering isolated, offline storage.

Tape helps users manage spiralling storage costs and reduced IT budgets by offering petabytes or even exabytes of **long term storage for cold data at ultra low cost per TB**, including OPEX pay per use via HPE GreenLake.

The value of HPE Storage Tape Solutions

With **HPE Command View for Tape Libraries** is best in class tape management software that can manage multiple tape libraries from any remote location, and get access to detailed health, performance and utilisation metrics from a single browser-based interface.



CVTL



HPE Services
Tech Care

HPE Services Tech Care is a single support experience that adapts seamlessly across all HPE Products. It provides easy access to product experts for real-time collaboration, and a tech-tip video library for self-solve capabilities. It goes beyond traditional break/fix support by offering operational best practices over a product lifecycle.

The **HPE MSL Library Encryption Kit** is a fully self-contained encryption system which can be deployed without the need for an extra server or appliance, additional software or the complexity of a full KMIP solution. HPE is the only vendor to offer this straightforward, self-contained alternative.



MSL Encryption Kit



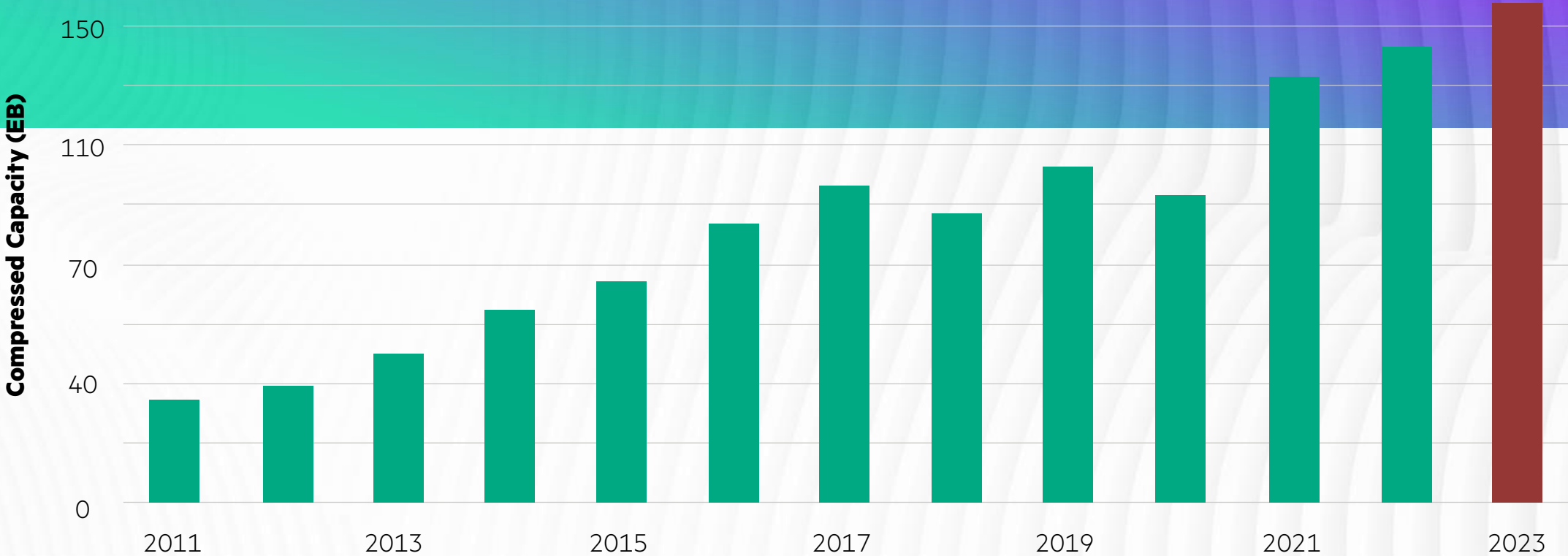
HPE GreenLake Flex

By deploying **HPE GreenLake Flex built for Tape Libraries**, customers deploy just as much capacity as they need, pay only for what they use and make more efficient use of CAPEX to support key workloads and apps. It helps budgets go further and makes IT more efficient.

Scalability and soaring demand for tape

152.9 Exabytes*

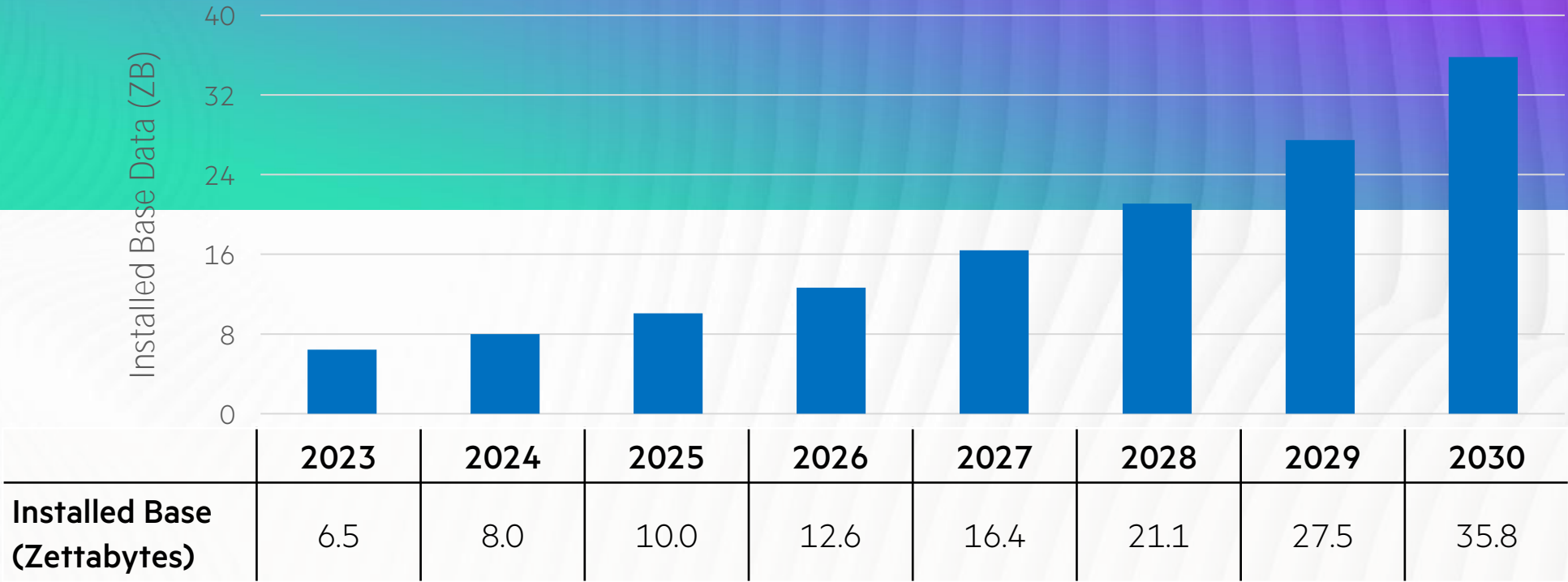
In 2023, 3.14% growth¹ for market tape capacity vs. 28% decline in market HDD capacity²



* 2.5:1 compression
Source: ¹ LTO Program, ² Coughlin Associates

Scalability and soaring demand for tape

Data demand to 2030 is expected to grow at 30% CAGR, driving the installed base of Enterprise storage to 35 ZB



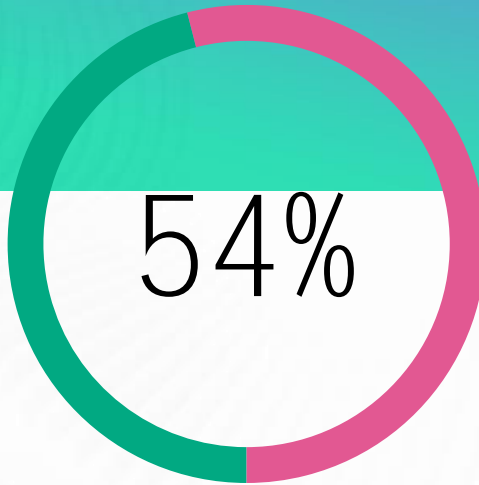
* 2.5:1 compression

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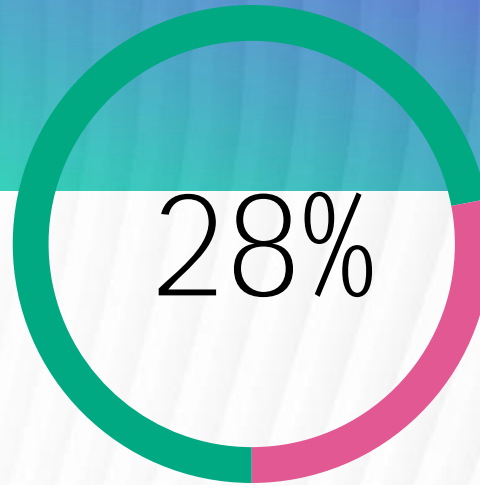
Security against ransomware threats

1 in 4 organisations pay the ransom and still cannot recover their data

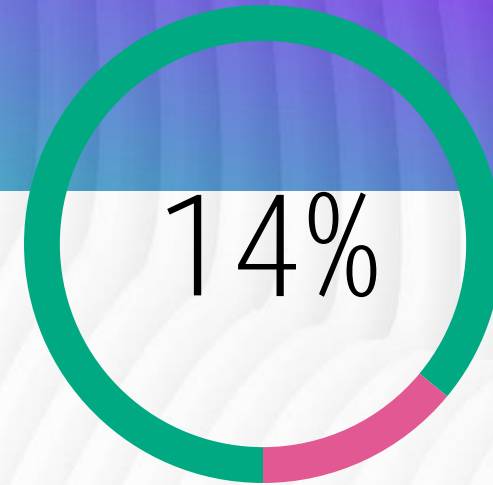
HPE StoreEver tape is the ideal air gap because it is completely disconnected from the network



Paid the ransom and were able to recover their data after the attack.



Paid the ransom but **could not** recover their data after the attack.



Did not pay the ransom and *still* recovered their data after the attack.

Sustainability and Savings

There is another factor to consider when deploying archive media

Tape reduces energy usage, requires less HVAC and can lower the CO₂ footprint for long term data storage.

SSD

715.9
kg
CO₂e

HDD

332.8
kg
CO₂e

Tape

13.0
kg
CO₂e

Carbon Impact of Different Types of Storage Medium – 8 Year Lifecycle

Seagate 15.7TB SSD | Seagate 16TB HDD | LTO-9 tape media

The formula for success!

$$4S+5SC=(\textit{Rewards})^3$$

Scalability

LTO-8 Rackmount

Security

LTO-9 Rackmount

Savings

MSL 1/8 Autoloader

Sustainability

MSL2024

MSL3040

Pricing that is guaranteed 5% lower than Smart Book TPL
150 Engage and Grow Points for all 1/8, 2024 and 3040 sales
Faster time to revenue and increased customer satisfaction



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