the unusual suspect

Perfect for mid-to-long term data storage, HPE StoreEver tape back-up is a cost effective, simple-to-manage and secure storage solution that compliments and completes any tiered storage back-up portfolio.

What separates HPE StoreEver tape-based storage from other players…

- Provides true air-gap protection against ransomware attacks
- Fully available on a pay-as-you-use basis through HPE GreenLake
- Offers you all the benefits of consumption-based selling

(Customers deploy what they need & pay only for what they use)

…the evidence just keeps stacking up!

Because it'd be criminal not to consider HPE StoreEver

The risk of Ransomware offers a huge Tape Storage opportunity

79% of organisations report having experienced a ransomware attack within the last year*

76% of ransomware attacks successfully enable adversaries to encrypt data*

Nearly **$1.54M** Average mean ransom payment in 2023*

86% get less than 75% of their data back*

Identify and target customers experiencing challenges

With data at the heart of the digital world and the importance of keeping it safe yet accessible, **HPE StoreEver tape storage** offers a number of unique advantages.

As part of a tiered approach to storage, HPE StoreEver can help free up space from primary and secondary storage arrays, keep businesses data-compliant and significantly reduces data protection costs.

Don't trust hackers to return your data. Trust HPE StoreEver

WATCH VIDEO

The Long Road Ahead to Ransomware Preparedness Report

DOWNLOAD REPORT

Global Tape Storage Market is expected to reach $9.42B by 2030*

Your identikit to greater profits

Download this Sales and Marketing Activation Toolkit to help you position, market and sell **HPE StoreEver**.

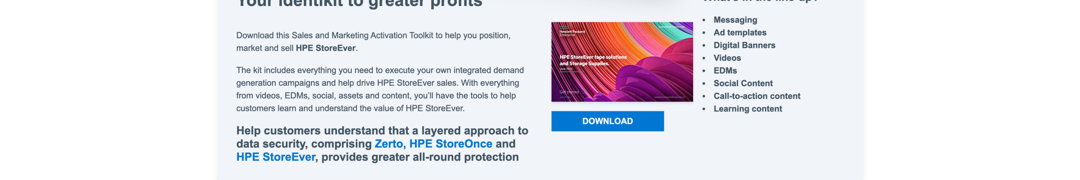
The kit includes everything you need to execute your own integrated demand generation campaigns and help drive HPE StoreEver sales. With everything from videos, EDMs, social, assets and content, you'll have the tools to help customers learn and understand the value of HPE StoreEver.

Help customers understand that a layered approach to data security, comprising Zerto, HPE StoreOnce and HPE StoreEver, provides greater all-round protection

DOWNLOAD

What's in the line-up?

- Messaging
- Ad templates
- Digital Banners
- Videos
- EDMs
- Social Content
- Call-to-action content
- Learning content



Catch every back-up opportunity - it's time to rethink customer's storage back-up strategy

01 **Sell HPE StoreEver as part of your Storage offering**
Don't give competitors the opportunity to present their own tape solutions – and additional solutions such as flash, disk and HCI offerings.

02 **View tape as part of a tiered storage strategy**
Tape, disk and cloud all offer complementary advantages but HPE StoreEver offers a number of unique benefits other backup storage solution can't match.

03 **Tap into your installed base for selling opportunities**
Look closer at industries such as life sciences, AI, high performance computing and big data analytics. All these sectors are increasingly looking for deep, inexpensive storage for their colossal data sets.

04 **Markets that are rich in opportunities**
Typical markets that would benefit by utilising HPE StoreEver include Education, Healthcare, Broadcasting & Media, Research, Life Sciences, Finance, Legal & Accountancy Firms.

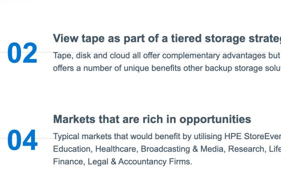
HPE GreenLake Flex Solution for Tape Libraries

Everything-as-a-Service consumption offers business agility, increased control and lower TCO, allowing customers to pay only for what they use.

HPE GreenLake gives you incremental revenue on your HPE StoreEver sales and helps develop long-term consumption-based business.

It's tape as they've never experienced it before.

FIND OUT MORE



Typical Customer Priorities – the right tool for the right storage job

Ransomware
HPE StoreEver LTO storage technology is inherently offline and air-gap protected.

This means that when a tape cartridge is removed from the system, it can no longer be accessed, even if user credentials are stolen or compromised.

Active Archiving
Active Archiving is a software-defined storage access solution. It intelligently automates the placement and retrieval of data from different storage types.

Delivering a common and unified view across the entire file storage system, Active Archiving is perfect for tiered storage environments.

TCO
Cloud storage may seem inexpensive upfront, but users typically end up paying to retrieve their data on top of the monthly fees.

HPE StoreEver LTO tape offers unrivalled ROI for near-line, active archive and permanent large-scale data storage.

Environmental
HPE StoreEver LTO tape solutions will enable customers to manage ever-increasing data assets, while cutting environmental impact.

The current HPE StoreEver portfolio covers LTO-5 through to LTO-9 and ranges from standalone tape drives to enterprise class libraries with more than 50,000 slots.

HPE StoreEver & Ransomware Protection

According to analysts ESG, 60% of companies have experienced a ransomware attack in the last 12 months

Comprehensive 'physical' protection against cyber threat

LTO tape isn't necessarily the first solution companies turn to when they are thinking about cyber recovery.

Prevent malware and hackers from getting to sensitive information but also protected LTO tapes can be used to restore frozen, deleted or corrupted files as a result of a cyberattack.

- Powerful hardware-based data encryption to help protect information should a cartridge fall into the wrong hands
- Disk storage can offer faster recovery and data retrieval times - speed is everything to your customers' business
- Be confident of recovering 100% of data

HPE StoreEver & Activity Archiving

Ninth generation of the world's most successful tape technology… with over 5 million drives and 350 million cartridges shipped*

* https://www.lto.org/what-is-lto/

Combines HPE StoreEver with Commvault Backup & Recovery

Help customers gain greater control over its entire IT operation with intuitive data management, superb resource availability, and a purpose-built tiered architecture to deliver the best storage fit for your data, wherever it sits in the hierarchy:

HIGH-END SOLUTION – **HPE Data Management Framework**
Suitable for larger, more complex HPC (high-performance computing) environment with our T950 and TFinity libraries

MEDIUM LEVEL SOLUTION – **QStar Archive Manager**
Great for mid-range libraries such as MSL6480 or MSL3040

SMALLER SOLUTION – **Spectra StoreCycle**
Perfect for TFinity and T950 Enterprise libraries in conjunction with an Object Storage (disk based) tier like Spectra Black Pearl

- Get visibility and access to data stored across different storage tiers including SSDs/flash drives, HDDs, cloud storage and magnetic tape
- Delivers a consistent view for users via a web-browser like interface
- Once data has been recovered, files are stored locally to speed up future access

HPE StoreEver & TCO Benefits

Up to 86% lower Total Cost of Ownership (TCO) cost compared to disk or cloud*

*https://www.lto.org/wp-content/uploads/2018/08/ESG-Economic-Validation-Summary.pdf

Some of the financial benefits HPE StoreEver offers

- **Current LTO-8 generation offers up to 12 TB of native storage, up to 30 TB of compressed storage on a single cartridge and 360 MB/sec streaming performance**
- **Warranted media life of 30 years, better error rate performance, faster data transfer and higher areal densities than any current hard disk drive**
- **Excellent reliability of HPE LTO storage media reduces the disruption and costs of downtime**
- As part of a tiered storage approach, LTO can deliver huge cost and performance advantages in managing data
- Lowest energy overhead of any storage solution
- Standard format for tape LTO protects legacy investment in previous LTO generations
- Tape's low cost per gigabyte and TCO making it the most cost-effective technology for long-term, secure data retention

HPE StoreEver & Environmental Benefits

LTO-9 offers an 87% reduction in carbon emissions*

* Reducing Data Center Energy Consumption and Carbon Emissions with Modern Tape Storage. Brad Johns Consulting LLC

HPE makes it easy to upgrade and reuse your tape drives

Tape storage purchased today can extend its usefulness for years to come, making it more straightforward to add slots and increase capacity as data grows.

- Tested to extremes and warranted for safe for 30 years or more
- Lowest energy overhead of any storage solution
- Lower power, cooling, management and administration costs
- Backward drive compatibility protects investment in previous generation LTO tapes and provides scalability to new generation tapes and drives

Solution Finder – the right tool for the right storage job

Tape Drives	Autoloaders	Libraries	Enterprise

StoreEver Tape Drives
Sets new standards as an affordable entry point for the HPE StoreEver Tape family with capacity, performance, security, usability and manageability for SMB and single-server environments up to 30TB with new LTO-8 drives and media.

BUY NOW | DATA SHEET

Solution Finder – the right tool for the right storage job

Tape Drives	Autoloaders	Libraries	Enterprise

StoreEver MSL 1/8 tape autoloader
Store up to 240TB with LTO-8 in a compact 1U form factor. Customer-installable, configurable and upgradable 0-drive tape autoloader that's ideal for entry-level or remote office environments.

BUY NOW | DATA SHEET

Solution Finder – the right tool for the right storage job

Tape Drives	Autoloaders	Libraries	Enterprise

StoreEver MSL2024 tape library
Addresses the data protection and retention needs of your remote or entry-level storage environments with scalable capacity up to 720TB with LTO-8 and simple web-based management.

BUY NOW | DATA SHEET

StoreEver MSL3040 tape library
Protect the data assets of your small to midsized business for the long term with the HPE MSL3040 tape library. With a flexible, modular design and up to 8.4PB storage capacity with LTO-8, the MSL3040 provides complete data protection and security.

BUY NOW | DATA SHEET

StoreEver MSL6480 tape library
Sets the new standard for mid-range tape automation with best-in-class scalability to 16.8PB with LTO-8. Its density and performance meet both short-term backup and disaster recovery needs as well as long-term retention requirements.

BUY NOW | DATA SHEET

HPE T950 tape library
Holding up to 380.7 PB of enterprise data for archive 8, this elite tape library leads the field in innovation, with the highest storage density and lowest power consumption of all tape libraries in its class.

BUY NOW | DATA SHEET

Solution Finder – the right tool for the right storage job

Tape Drives	Autoloaders	Libraries	Enterprise

HPE TFinity ExaScale
Combines space-saving design, high-density architecture and seamless scalability to produce the highest-capacity data storage system in the world - up to 2.03 EB.

BUY NOW | DATA SHEET

I NEED MORE INFO

HPE Ransomware – The Bigger Picture

Featuring:
Paul Williams - Ingram Micro EMEA Business Development Manager for HPE

This episode covers:
The Impact of Ransomware attacks on businesses
How HPE and StoreEver can help your company
The steps you can take for cyber recovery
… and much more!

WATCH EPISODE

Resources – the right tool for the right storage job

Training	Sales Tools	Marketing

Introducing the Value of Tape — WATCH NOW

Surprising market trends! — WATCH NOW

Data is the lifeforce of tomorrow's business — WATCH NOW

The Data Pyramid — WATCH NOW

Flash, Disk and Archiving — WATCH NOW

Tape and Archiving — WATCH NOW

HPE StoreEver Tape — WATCH NOW

Fitting your storage pieces together — WATCH NOW

Winning with HPE StoreEver tape — WATCH NOW

Resources – the right tool for the right storage job

Training	Sales Tools	Marketing

Leveraging Tape to Combat Ransomware with HPE StoreEver	DOWNLOAD WHITEPAPER
Extreme Tape Media Reliability for Hybrid IT Archive Data	DOWNLOAD WHITEPAPER
Tested to Extremes - HPE LTO Ultrium Storage Supplies	DOWNLOAD WHITEPAPER
Using Tape to Optimize Data Protection Costs and Mitigate the Risk of Ransomware for Data-Centric Organizations	DOWNLOAD WHITEPAPER
Introducing HPE StoreEver Enterprise Tape Solutions	DOWNLOAD WHITEPAPER
The Value of Tape in the Words of End Users!	DOWNLOAD WHITEPAPER
HPE StoreEver LTO9 Solution Brief	DOWNLOAD WHITEPAPER
MSL 3040 Tape Library	DOWNLOAD WHITEPAPER

Resources – the right tool for the right storage job

Training	Sales Tools	Marketing

'Stack up the Benefits' marketing campaign assets — DOWNLOAD

Ransomware End User Campaign Assets — DOWNLOAD

TCO Campaign Assets — DOWNLOAD

CVTL Campaign Assets — DOWNLOAD

Ingram Micro. Global Reach. Local Touch.

Compute represents a profitable opportunity for our Partners, to accelerate their HPE business and **grow long-term revenue**

Solution Architecture
We work with a range of Vendors and Partners to coordinate the development of technology solutions that solve real world problems.

Sales Enablement
Our enablement program is focused on Partners who understand rapidly growing opportunities and are ready to get started on the HPE journey.

Technical Support
We'll work with your sales and technical teams to understand the technology, identify opportunities and guide you through the first deployments.

Business Intelligence-as-a-Service
We're continually onboarding technology Partners to help extract and get better value from data collected by our team.

Build, Deploy, Maintain & Support
By working closely with our deployment Partners, we aim to provide the latest knowledge and expertise.

Marketing Enablement
As well as our 1:1 enablement program, our internal marketing agency can support with white labelled collateral, webinars, case studies, campaigns and more.

Cloud Services
Our cloud teams can offer a range of support around cloud infrastructure and services for any given use case.

Financing
Our partners can leverage Ingram Micro's established financing capabilities to provide any technology solution, helping turn CAPEX to OPEX costs for customers.

INGRAM MICRO

Because it'd be criminal not to consider HPE StoreEver

Capture your share of this opportunity and grow your Storage business with HPE & Ingram Micro

CONTACT US