

# Partner Resource Guide

---

**Seagate Solutions & Services**

# Portfolio Introduction

## Seagate Solutions & Services

□ Portfolio Case Study Video

### Portfolio Case Study Video



**Seagate Enterprise / Data Center Brand Portal:** Self-serve at a carte sales and marketing assets to help familiarize partners with the Seagate Solutions & Services portfolio, arm their sales teams, and begin both sales and marketing campaigns with low touch high margin opportunity.

# Partner Launch Kit

- Quick Access to Playbooks, Brochures, & Battlecards



## Systems

- [Playbook](#)
- [Brochure](#)
- [Battlecard](#)



## Lyve Cloud

- [Playbook](#)
- [Brochure](#)
- [Battlecard](#)



## Lyve Mobile

- [Playbook](#)
- [Brochure](#)
- [Battlecard](#)

# Systems Value Props



## Seagate Systems Store World's Data

### Why Seagate Systems?

Choose Seagate Systems for unparalleled reliability and performance – as the creators of industry-leading hard drives, we bring unmatched expertise and innovation to elevate your storage experience.

### Storage Solutions

**Exos AP** High-performance computing delivered in a reliable enterprise storage solution.

### Storage Building Blocks

**Exos X** Advance hybrid flash array equipped with hardware accelerated data protection. Expandable storage with **Exos E**.

**Exos E** Seamlessly expand and deploy NAS storage for small-large size businesses.

**Exos CORVAULT** High-capacity managed storage with self-healing and data protection technology. Sea

### Key Benefits & Features

Seagate offers a full portfolio of storage arrays for any need, from simple JBODs, to advanced Data Protection Platforms that use Autonomous Drive Regeneration technology. This includes **all-flash**, **hybrid**, and **high-capacity HDD arrays** offered in multiple form factors. Seagate makes the building blocks for SDS Solutions that provide Block, File and Object Storage.



**STaaS** – Pay for what you use (Coming soon)



**Scalable, modular, works out of the box with most SDS Solutions**



**Highly secure with Self-encrypting Drives**



**High performance and capacity enterprise solution built for your toughest workloads and environments**

### Solution Ideal For

- **Exos X (Flash)** - Realtime Analytics, VMs and Containerized Apps, Database Acceleration
- **Exos X (Hybrid)** - Streamlined Media Content Repo
- **Exos CORVAULT** – Data Lakes, Archive, and Backup
- **Exos E** – Nearline Storage, Data Expansion
- **Exos AP**– Software Defined Storage, DIY Storage Applications, On-Prem Backup and Recovery

### Some Verticals Use Case Examples

#### Media & Entertainment

Building blocks for On-Prem media libraries and deep archive



#### Autonomous Driving Solutions

Obvious choice for On-Prem pre-processing and classification before pushing to AI cloud models.



#### Geoscience / Energy

For processing huge data coming in from the field to gain intelligence from it



#### Enterprise Backup / DR

Any large or small enterprise, no matter the industry vertical can utilize Seagate Storage Arrays for Backup and Recovery

### SOFTWARE DEFINED SOLUTION PARTNERS



### BACKUP & RECOVERY

# Lyve Cloud Value Props



## Bottomless Storage, Limitless Access

### Why Lyve Cloud?

S3 Object Cloud,  
Bottomless storage,  
Limitless access,  
Always-on, Always-secure  
Predictable Pricing



S3 Object Cloud  
Solution

### Market Opportunity

**44%** of data goes uncaptured  
**43%** remains largely unused  
of the captured data

- Activate your data and gain Business Intelligence
- Protect your data from Ransomware attacks with built-in protection with Immutable backups
- Integration with existing setup is as easy as a few clicks, any S3 compatible application works out of the box

### Key Benefits & Features

Lyve Cloud is the **simple, efficient, secure** way to overcome **large data storage** problems. Store any type of data for any duration, **protect against ransomware**. Enable **collaborative workplace**, create central content repository, **Modernize backup** strategy add **DR/Business Continuity Solutions** using Lyve Cloud. **Achieve** true multi-cloud workflows by using Lyve Cloud for Storage.



Pay for what you use with No Egress and No API Fees



Scalable, modular, works out of the box with any S3 Applications



Highly secure with Encryption at Rest and Encryption in Transit



High performance and capacity enterprise solution built for your toughest workloads and environments



True Multi-cloud Workflows, Data in Lyve Cloud while rest of IT Infra in other clouds

### Solution Ideal For:

- Backup and Recovery – Modern backup strategy detects there be a copy of data located far way on a different medium
- Disaster Recovery – A safe copy is always available for DR and Business Continuity purposes
- Consolidation of data from numerous devices or locations
- Rapid data ingest to new cloud or on prem storage solution
- Rotational physical backups for redundancy or DR

### Some Verticals Use Case Examples



#### Enterprise Backup / DR

Any large or small enterprise, no matter the industry vertical can utilize Lyve Cloud for Backup and Recovery



#### Media & Entertainment

Central Content Repo: Data ingested from source location into cloud for next production steps, no matter where the teams are, time to product expedited, also good for long term storage



#### Autonomous Solutions

Large datasets produced during development and production can be stored for long term durations or collaborative work



#### Geoscience / Energy

For data collection in the field where time to data matters. Securely consolidate and ingest data for processing or distribution.



ACRONIS

### Backup & Recovery Partners



COHESITY



# Lyve Mobile Value Props



## Move Customer Data Faster. Accelerate Time To Revenue

### Why Physical Data Transfer?



### Market Opportunity

**78%** of organizations say their data movement needs exceed their network capacity and regularly use physical data transfer

**87%** of organizations will engage service providers to migrate data/storage by 2026, up from 57% in 2021.

### Expand Migration Revenue Opportunity

There is **\$43** of attached spend opportunity on consulting and implementation services, private and public cloud storage services for every **\$1** spent physically migrating data.

Sources: Gartner, Forecast Analysis: Cloud Consulting and Implementation Services Worldwide, July-Aug 2021  
Source: IDC Cloud Data Storage & Infrastructure Trends Survey, sponsored by Seagate Technology, January 2021

### Key Benefits & Features

Lyve Mobile is the simple, efficient, secure way to overcome edge data sprawl. Accelerates data transfers to any destination. Expand and create new opportunities and revenue streams for partners

**Delivered just in time with cost-efficient as-a-service model.**

**Scalable, modular, with multiple interface options to fit your customers environment**

**Vendor and cloud agnostic, built for in the field or for use in a data center**

**Highly secure with physical hardware encryption, identity access management and other features for peace of mind**

**High performance and capacity enterprise solution built for your toughest workloads and environments**

**Data going to an S3 cloud? Seagate import services can ingest the data to designated location for you**

### CLOUD INGEST DESTINATIONS



### Solution Ideal For:

- Large end point and edge data sets with minimal or no network connectivity
- Lift and shift data migrations or data center consolidation
- Consolidation of data from numerous devices or locations
- Rapid data ingest to new cloud or on prem storage solution
- Rotational physical backups for redundancy or DR

### Some Verticals Use Case Examples

**Media & Entertainment**  
Use on set to capture and consolidate footage as well as move into post-production location or environment

**Autonomous Solutions**  
Use in vehicle or for in field data consolidation where data sets exceed network capabilities.

**Geoscience / Energy**  
For data collection in the field where time to data matters. Securely consolidate and ingest data for processing or distribution.

### Reoccurring & Expanded Revenue

Mix of Subscription Type	30% Annual / 70% Monthly
Avg. Subscription	4.7 months
Extended Subscriptions Longer Than Planned	57% of customers
Nb of Acct. w/ expanded service	75% added more devices/services
Avg # of days to expanded services	<45 days

