


Hewlett Packard Enterprise Day 1



## Welcome to Tapetember!

And here we are again...

Last year Hewlett Packard StoreEver and Storage Supplies transformed the month of September into Tapetember, an entire month dedicated to tape backup, archiving and recovery. The feedback we received from that activity was incredibly positive and so in 2015 we are restoring the campaign (from LTO Ultrium, naturally!), only this time, we chose November to be the focus of all things tape!

For the next 30 days of Tapetember, we'll once more bring you a wealth of new and exciting tape content, as well as refreshing your memory with some things you may have forgotten about.


**Tapetember highlights**

- Regular updates on the Golden Cartridge campaign. How many will be found by the time Tapetember ends?
- Some major announcements to come later this month!
- A brand new HPE Storage Supplies video for Tapetember! Last year we topped 250,000 tape cartridges to show how our media is trusted.

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## The value of tape for archiving

Backup and archiving are like salt and pepper, often referred to in the same breath and without hesitation. But just as salt and pepper are very different items, so too should backup and archiving be regarded as completely separate ingredients in your data protection strategy.


Many customers ask "Why do I need an archive? Can't I just keep my backups?" In today's blog post, Simon Watkins, Worldwide Product Marketing Manager, Backup, Recovery & Archive (BURA), HPE Storage explains why archive and backup applications are distinct and how LTO Ultrium tape can transform the use of archive data to reduce risk and create new business value.

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## Celebrate tape!


Tape remains a strong and innovative industry, with ever increasing capacities, performance and cost of ownership gains. But don't take our word for it! There has been a huge amount of press and analyst coverage looking at these positive developments in tape and in today's Tapetember update, we want to share the highlights with you.

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## Innovation leaders!

New tape market share data from IDC and SCGC confirm that Hewlett Packard Enterprise continues to lead in worldwide tape drive, automation and storage supplies markets.


Tape may well be a familiar technology but it definitely isn't standing still. HPE leadership is driven by innovation. So in today's Tapetember, we take a look at where and why HPE continues to win and spotlight how market share continues to matter in tape.

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## Managing important personal data using WORM archival LTO tape


New security systems employing the latest IP (Internet Protocol) camera technology have introduced video surveillance capabilities to a broad marketplace. This creates a new set of challenges for IT managers: how to cost effectively protect and preserve this often sensitive data. With a tape-as-NAS solution (iNAS) combined with LTO WORM archival media, we now have a solution that can provide economical storage and integrity protection.

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## Tape-as-NAS simplifies data migration and makes your archives accessible

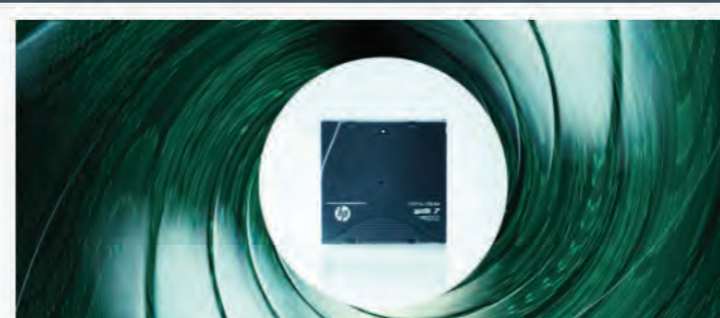
One of the biggest archiving challenges we hear from customers is how to manage technology rolls and data migration. It's a task that eats up valuable resources, time and money, but it needs to be done. Many times it's put off until it's too late. Using the HP StoreEver Tape-as-NAS (iNAS) solution can help simplify this process through automation and ensure long term accessibility by using open standards for access and storage.

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## Tape: the James Bond of storage technology


Tape. James Bond. They have a lot more in common than you might think. In today's blog post, Andrew Dodd, Worldwide Marketing Communications Manager for HPE Storage Supplies explains why the world's most famous secret agent and the world's most successful archival technology make more than just a provocative heading. And don't worry - it doesn't involve being licensed to kill!

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## Give your data a routine check-up with HPE Data Verification software

To keep ourselves in top shape, we visit a doctor for routine check-ups. Like our health, early detection is the best way to avoid long-term problems with anything, including the precious archive data stored on your HPE StoreEver LTO tape.

Much like your doctor, HPE StoreEver Data Verification software can check the condition of your data stored on tape. It allows for quick examinations or more in-depth analysis, so you can keep your data in good health.


In today's Tapetember article, we'll take a look at how this works and why it's an important practice for long-term archive.

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## When you aren't afraid to fall, your ideas can take flight.

Today Hewlett-Packard Enterprise StoreEver reaches a major milestone with the launch announcement for LTO-7 Ultrium.

Over 275 million LTO Ultrium cartridges have shipped since the format was launched in 2000.

That's roughly one cartridge every two seconds.....for fifteen years.

- In that time, the capacity of LTO-7 has increased by 7,400% compared to LTO-1.
- The compressed transfer performance is 300% faster.


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## Swamped by data? HPE StoreEver MSL6480 is the answer!

Unprecedented and unpredictable growth - driven predominantly by the increase of new unstructured content and the need to keep more data for longer - is proving a challenge for many organizations.

How do you optimize costs and simplify your infrastructure while protecting and retaining an ever-expanding amount of business critical information?

The answer? The HPE StoreEver MSL6480 tape library with LTO-7.

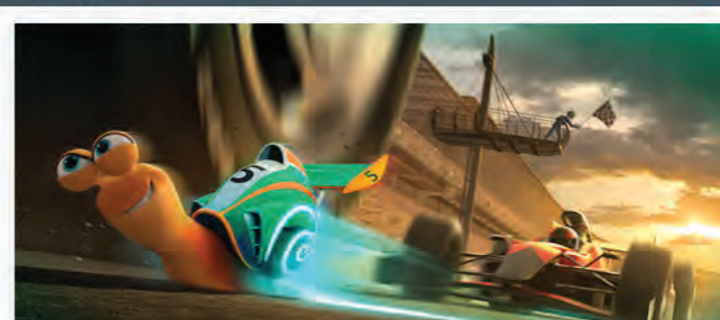
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## High density data protection without high drama!

Looking to meet your enterprise data protection and retention challenges head-on? HPE StoreEver ESL G3 Tape Libraries with LTO-7 deliver a powerful combination of scalability, availability, security and manageability. That means you can consolidate and archive up to 180 PB\* of precious data.


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## Some HPE LTO tape reliability facts to get your teeth into.


You have more chance of getting killed by a shark or being struck by lightning than encountering an uncorrectable error using HPE StoreEver LTO-7 drives and media. The design of LTO-7 tape drives has improved the bit-error-rate (BER) to such a high degree that it would take 130 tape drives, writing data continuously for a year, to encounter an error that could not be fixed. A new report by ESG Research confirms that tape is still the most cost-effective, energy efficient and reliable technology for long term storage. So maybe it's time to take the myths about tape unreliability and sink them to the depths, once and for all.

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## Cache is king for the world's #1 car auction brand

Barrett-Jackson is a leader in collector car auctions and automotive lifestyle events. The company specializes in providing products and services to classic and collector car owners and enthusiasts around the world. It produces The World's Greatest Collector Car Auctions™ in the US, events where hundreds of the most sought-after, unique and valuable automobiles cross the block in front of a global audience. In today's Tapetember update, we look at the active archive solution Barrett-Jackson uses to safeguard its ever-expanding portfolio of car auction video assets.

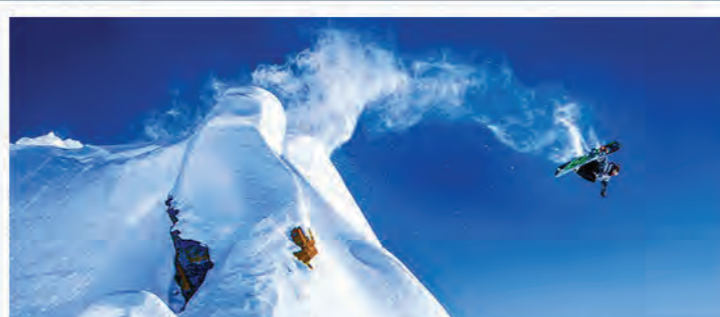
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## When cutting edge filmmakers needed cutting edge storage, they chose HPE StoreEver tape.


Brain Farm, an Emmy-winning production studio, is one of the most sought-after content creators in entertainment. The company, whose mission statement is "where innovation and inspiration collide", has implemented an HPE StoreEver based solution to safeguard its ever-expanding business-critical content. Today's Tapetember update examines how HPE StoreEver is helping the company implement a reliable, cost-effective and scalable solution to secure valuable client assets while capacity requirements rise relentlessly.

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## Erasmus MC finds the remedy for its data storage headache.

Erasmus MC is Rotterdam's university hospital and the largest and most versatile of the eight university medical centres in the Netherlands. Erasmus uses a HPE StoreEver ESL G3 with LTO-7 so teams can access tape-based data transparently, as if on primary storage, but with all the low cost, scalable benefits of LTO Ultrium tape.


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## 9,000 extra miles in search of the most reliable data cartridge.

This time last year, the Intrepid Cape to Cape team had just completed an astonishing journey from the Arctic Circle to the southernmost point in Africa with a Hewlett Packard LTO-6 Ultrium cartridge fixed to the roof of their VW Touareg. In today's Tapetember, we look back at that project and review HPE's ongoing commitment to 'extreme testing', which ensures that LTO-7 data cartridges are as reliable as their illustrious predecessors. Although the company name has changed, the focus on ensuring your data is always safe on HPE LTO Ultrium tape remains the same as ever.

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