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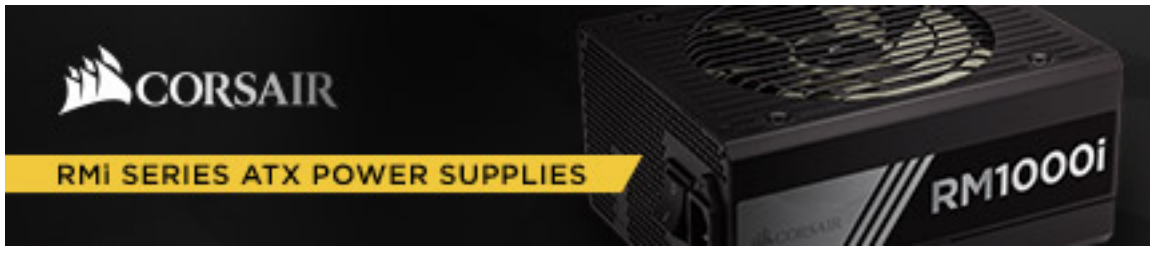

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Seagate Technology plc, a world leader in storage solutions, today unveiled its new p
drives – the Seagate Enterprise Capacity 3.5 HDD, Seagate Enterprise NAS HDD and S
drives provide small- and medium-sized businesses and large enterprises with the w
reliable, and highest performance storage solutions available, all optimized to match
requirements for each market segment.

"Customers today need storage solutions to support a diverse, and sometimes very s
and workload requirements," said Scott Horn, vice president of marketing at Seagate
look closely at the type of data being stored, performance needs, power requirement
conditions, network topologies, uptime demand and more, to ensure our customers
technology for the job. This thoughtful approach has enabled us to deliver the most
available in the industry."

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Enterprise Capacity 3.5 HDD- World-Class Reliability Meets High-Capacity

Within the cloud and traditional enterprise markets, businesses need high capacity and extremely reliable data storage solutions. Seagate's 8TB Enterprise Capacity 3.5 HDD drive addresses these needs by incorporating proven conventional magnetic recording hard drive technology, backed by nine generations of data center innovation. Enterprise customers also want world class performance from their storage solutions and the 8TB Enterprise Capacity 3.5 HDD delivers for them with a 100 percent increase in random read/write performance compared to previous generations, driving a vast improvement in IT performance across the enterprise.

"Supermicro's wide array of SuperServer and SuperStorage solutions deliver unrivaled performance, efficiency, density and reliability for enterprise, data center, cloud and HPC environments," said Don Clegg, vice president of marketing and business development at Supermicro. "With Seagate's new portfolio of 8TB 3.5" Enterprise and Kineti HDD we can cost-effectively address expanding web scale storage requirements with the most advanced Green Computing platforms on the market."

Enterprise NAS HDD- Enterprise Capacity Meets SMBs

Small- and medium-sized businesses require high reliability too, but they also need storage solutions that can scale to support enterprise class performance as business mandates change and the company grows. Seagate's 8TB Enterprise NAS HDD takes conventional hard drive recording technology to the next level by providing one third more storage density for any tower or rack mount solution compared to the previous 6TB generation drive. This density advantage translates to fewer drives without sacrificing capacity, reducing power consumption and saving valuable space in servers and data centers to help improve IT cost structures and service value to the organization.

Kinetic HDD- High-Capacity, Reduced Cloud Economics

For organizations making the transition to the cloud with an eye to leveraging open source innovation, the 8TB Kinetic HDD focuses on total cost of ownership (TCO) by emphasizing scaled-out storage and rapid deployment in data centers. In cases where archiving data is a priority, emerging technologies such as Shingled Magnetic Recording can be of strategic and business value. Combined with the Kinetic Open Storage platform, this storage solution can change the TCO equation.

"I am impressed by the disk capacity increase achieved by Seagate," said Dirk Duellmann, deputy leader of the data and storage services group in the IT department at CERN. "As part of our collaboration through CERN openlab, we are aiming to demonstrate with Seagate the expected TCO and scalability benefits of Kinetic drives. These tests are being performed within the 100PB-scale storage setups that CERN deploys for the Large Hadron Collider."

The platform reduces TCO by redefining and greatly simplifying storage architectures for today's use-case scenarios. By combining an open source object storage protocol with Ethernet connectivity, Kinetic HDD eliminates multiple layers of legacy hardware and software infrastructure with a simple Key/Value interface. This in turn eliminates or dramatically reduces the need for traditional storage servers reducing capital equipment costs, power consumption and human expenses associated with managing storage for a total savings of up to 70 percent.

All drives are currently sampling to select customers with wide scale availability planned for late this year.

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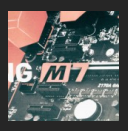

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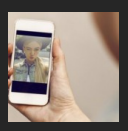

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