



2.5 HDD SALES CARD

BarraCuda® 2.5-inch HDD



All comments to: spp.feedback@seagate.com

WHO IS THE TARGET AND WHY DO THEY NEED IT?

Who needs it?

Mobile storage customers 7mm: 500GB to 2TB

- Traditional laptops, from entry-level to high-performance systems.
- Slim consumer electronics devices.
- Convertible and detachable storage.

All-in-one PCs and external storage users 15mm: 3TB to 5TB

- Highest available capacity for external storage integration.
- Leverage high capacity storage for the customer's all-in-one or slim PC internal hard drive needs.

External storage users

- Highest available capacity for external storage integration.
- Leverage high capacity storage for your external hard drive needs.

Relevant value of product

BarraCuda delivers a thin, high-performance, high-capacity solution at 7mm z-height, and up to 2TB in storage.

For users looking for easily upgradable external or all-in-one PC storage, the 15mm BarraCuda 2.5-inch is a fantastic option with storage capacities ranging from 3TB to 5TB.

BUT WHAT IF?

Objection: "Why should I buy a 7mm drive when I might be able to get a 9.5mm for cheaper?"

Your response: *It is possible to find a 2.5-inch, 9.5mm drive for less than the BarraCuda, however any savings might be diminished by the increased hassle and actual costs of having to upgrade your system. The 7mm z-height of the BarraCuda makes upgrading nearly hassle-free because its thinness enables simple and easy system improvement.*

Objection: "Why wouldn't I just buy a new external hard drive versus buying a 15mm, high capacity 2.5-inch BarraCuda drive?"

Your response: *The BarraCuda 2.5-inch 15mm hard drive is competitively priced to allow for affordable and easy external hard drive applications. Cost savings are possible in upgrading your hard drive with a BarraCuda vs. simply buying a new external hard drive.*

Competitive analysis

- Higher performance (Max Write OD) for 1TB compared to current competitors.
- Lower power (active power) for 1TB compared to current competitors.
- Less weight for 1TB compared to current competitors.

WHY DOES IT MATTER?

Key trends you need to know

- Seasonally soft notebook PC and external HDD demand impacted mobile HDD volumes in CQ2; unit shipments declined to 37.17M.
- Average 2.5-inch mobile HDD capacity grew slightly to 918GB in CQ2.
- Exabytes shipped totaled 34.12, down from the prior quarter.
- 1TB/platter SMR volumes will grow through the forecast boosting average capacity and exabytes shipped—2TB volumes will grow in the consumer segment due to a significant \$/GB advantage over SSDs.

Implications

The growing average capacity for 2.5-inch mobile is a strong indicator for BarraCuda 2.5-inch drives. Also the 1TB/platter of the 7mm BarraCuda has a strong value proposition relative to SSDs.

Possibilities

The declining price of SSD is a concern for BarraCuda 2.5-inch drives as customers may be more inclined to buy SSD over HDD. BarraCuda offers a much lower overall price.

Solution

The world's first 2TB, 7mm 2.5-inch hard drive with the highest capacity.

CLOSE THE SALE.

High-level summary

BarraCuda 2.5-inch Drives

When it comes to laptop hard drives, size matters—the smaller, the better. The 2.5-inch BarraCuda drive delivers both thinness and a large capacity. You can store more data without a big footprint.

Key benefits

7mm: 500GB to 2TB

- Cost-savings potential with the best cost-per-TB.
- Hassle-free drive with standard SATA 6Gb/s interface.
- Peace of mind with easy deployment for laptop upgrades enabling the small 7mm form factor design.
- Store more data with a drive that supports over 200K photos, 250K songs or 124 hours of HD video.
- Do more with a feature-rich, lightweight design with a 25% decrease in weight from the previous generation.

15mm: 3TB to 5TB

- Highest capacity mobile hard drive for DIY external box setup for upgraders.
- Each drive can store up to 1.25M songs and 600 hours of HD video (5TB).
- Consumes less power than 3.5-inch desktop HDDs.
- Perfect size for external box setup for upgraders and ultra slim desktop HDD setup or replacements.

SEED THE IDEA. Leading questions...

Key customer questions

- Q. Does your customer want greater mobile HDD capacity without having to sacrifice size or performance?
- Q. Is your customer looking for a cost-competitive mobile HDD drive?
- Q. Does your customer worry about how they can easily upgrade their laptop, external storage, or all-in-one PC hard drive?

ADDITIONAL SALES MATERIALS

available at
spp.seagate.com/partners

- BarraCuda Data Sheet
- Training
- Marketing Kit