



2.5 SSD SALES CARD

NyTRO® 1000 Series SATA SSD



All comments to: partner.support@seagate.com

WHO IS THE TARGET?

Who needs it?

Customers who require consistent and reliable performance with enterprise-grade performance and security.

IT data centre managers, cloud service providers, infrastructure managers, systems architects, customers who build server and storage solutions for private or cloud-based data centres.

WHY THE NYTRO 1000 SATA SSD?

DURAWRITE

Increases performance and power efficiency with lossless data reduction
Up to 2.5x higher performance than competition

Tunable Capacity

Now you can optimise for performance and capacity needs



Delivers peace of mind with diverse set of security options

BUT WHAT IF...?

Objection: "What types of environments are best suited for this product?"

Your response: *NyTRO 1000 SATA SSDs are ideal for read-intensive and mixed workloads, web server, boot applications, tiered storage analytics.*

Objection: "Why should I pay more \$/GB for an SSD compared to an HDD?"

Your response: *"NyTRO 1000 SATA SSDs offer 3-5x faster response times than traditional business-critical storage. SSDs deliver much higher IOPS/\$, consume less power, and have a more compact 2.5-in form factor."*

Competitive Analysis

Intel: Well known for enterprise SATA SSDs, quality, and first to market. Offers a high-endurance SATA model.

Weakness: Minimal customisation, expensive

Samsung: #2 share after Intel, price leader

Weakness: Steady supply in a tight market

Micron: Reactionary pricing (fire sale); often the price leader.

Weakness: Losing share because of quality issues, minimal support, lack of price consistency

WD/SanDisk: Small presence in enterprise SATA market, but growing

Weakness: no experience in enterprise SSD requirements

WHY DOES IT MATTER?

Key Trends You Need to Know

- CPU speed increases are creating a performance bottleneck.
- Cloud computing and web cloud services are looking for improved application performance, QoS, and TCO.
- Flash vendors are moving to smaller lithography, TLC and 3D flash.
- All-flash arrays enable SSD use in persistent storage.

Implications

- Enterprise SATA SSDs offer an easy and cost-effective upgrade to boost performance and deliver faster random access essential for data centres and cloud computing applications.

Possibilities

- **SATA SSDs:** Lower acquisition costs, easy deployment in legacy storage infrastructure, low TCO.
- **Enterprise HDDs:** Low cost, high capacity, low response time.
- **PCIe SSDs:** Require a new storage enclosure infrastructure.
- **PCIe AIC:** Usually high-power, high-performance solutions.
- **Enterprise SAS SSDs:** Fast performance; high data integrity, 12 Gb/s support.

Solution

- NyTRO 1000 Series SATA SSDs offer the lowest TCO by boosting IOPS while lowering power consumption in existing server and storage infrastructures.

CLOSE THE SALE.

High-Level Summary

NyTRO 1000 Series SATA SSD is a cost-effective, enterprise-grade solution for data centre and cloud server applications. Designed to deliver high, sustained, and consistent performance for significantly improved quality of service and enhanced user experience.

Key Benefits

- Easy deployment in legacy storage infrastructures with SATA 6 Gb/s
- High IOPS performance (up to 94K sustained random read) with low latency (up to 175µs) for faster random access
- Power-optimised for active workloads with up to 3.5W power consumption
- Reduced TCO thanks to lower power and cooling costs
- Enhanced enterprise reliability and data protection
- Tunable capacity for performance- or capacity-optimised SSD solutions
- Seagate Secure™ delivers peace of mind with a diverse set of security options
- Power loss data protection
- Up to 3.84 TB capacity
- 5-year limited warranty

SEED THE IDEA. Leading questions...

Key Customer Questions

- Q.** How interested would you be in a solution that can increase your existing storage and system performance?
- Q.** Would easy deployment in the current storage infrastructure help you to keep your budget goals?
- Q.** How important are enterprise-grade features and security to your storage solutions?
- Q.** What type of workloads do you normally see in your storage environments? This SSD particularly outperforms in Random Writes.

Model Numbers (3.84 TB – 240 GB)

| | |
|---------------------|---------------------|
| NyTRO 1351 (1 DWPD) | NyTRO 1551 (3 DWPD) |
| XA3840LE10063 | XA3840ME10063 |
| XA1920LE10063 | XA1920ME10063 |
| XA1920LE10083 | XA1920ME10083 |
| XA1920LE10103 | XA1920ME10103 |
| XA960LE10063 | XA960ME10063 |
| XA960LE10083 | XA960ME10083 |
| XA960LE10103 | XA960ME10103 |
| XA480LE10063 | XA480ME10063 |
| XA480LE10083 | XA480ME10083 |
| XA480LE10103 | XA480ME10103 |
| XA240LE10003 | XA240ME10003 |

ADDITIONAL SALES MATERIALS

available at
seagate.com/partners