

StreamLine™ SL500 Modular Library System Competitive Video  
Time: 54 minutes

Jon – Technical expert  
 Marcus – Customer advocate  
 Female voiceover – Recaps

1.	<b>Chapter I. Introduction (2 min.)</b>		
2.	StorageTek purple badge Words on screen:  StreamLine™ SL500 modular library system  Music		
3.	Super: Jon H. Benson, Vice President and General Manager, Automated Tape Solutions  Jon and Marcus walk on and stand in front of the SL500.	<i>Jon:</i>  I'm Jon Benson.	
4.	Super: Marcus Maddox, Manager US/Canada Sales Support	<i>Marcus:</i>  And I'm Marcus Maddox.	
5.	Jon and Marcus step aside to "reveal" the SL500	<i>Jon:</i>  And this is the StreamLine SL500 modular library system — the standard against which all other rack-mountable tape libraries will be judged for years to come.	
6.	<b>A. Customer pains</b>  Graphic with segment title. Fade out and up.	<i>Marcus:</i>  You know, Jon, it's really important to recognize that our customers' business environment has changed. Their problems are just more complex.	

Frame	Visual	Audio	Time
7.	<p>(Show line graph from ILM CD with data growing exponentially and IT budgets declining. Make sure ILM is not used anywhere in the graph, spell it out information lifecycle management.) Dissolve to graphics below.</p> <p>Words remain on screen to right of graph: <b>Customers need:</b></p> <p>Words roll across screen: <b>24 x forever availability</b></p> <p><b>Do more with less space</b></p>	<p><i>Jon (to Marcus):</i></p> <p>That's right, Marcus. We hear it every day when we talk to our customers. There are 5 things we know about today's IT environment.</p> <p><i>(Jon faces camera and delivers points with passionate emphasis):</i></p> <ol style="list-style-type: none"> <li>1. Data is growing rapidly and at unpredictable rates.</li> <li>2. IT budgets are flat or declining.</li> <li>3. Information needs to be available 24 by forever.</li> <li>4. Customers are getting more and more equipment and applications, but they aren't getting any more space.</li> </ol>	
8.		<p><i>Marcus:</i></p> <p>So, you're saying IT managers have to do more, put more and contain more all in less space.</p> <p>It sounds like they have to do something different. They can't just manage in the same old ways.</p>	
9.	<p><b>Words on screen:</b></p> <p><b>StorageTek's information lifecycle management vision</b></p> <p>Slow push in to Jon</p>	<p><i>Jon (talks to Marcus):</i></p> <p>Solving these customer pains are at the heart of StorageTek's information lifecycle management strategy.</p> <p><i>(Camera: Slow push in to Jon)</i></p> <p>Customers are <i>demanding</i> better ways of managing this explosion of data. <b>No other library</b> has come close to solving all these customer problems</p>	

Frame	Visual	Audio	Time
	Cut to tight on Jon for “until now” as he turns to camera.	<i>(Jon turns to camera)</i> ...until now.	
10.	B-roll of SL500	<i>Female Voiceover</i>  The SL500 does what no midrange library has ever done before.	
11.	<b>Go to black.</b>		
1.	<b>Chapter II.</b> <b>Customers spoke. We listened.</b> <b>Billboard graphic</b> <b>A. Solution</b> <b>(7 min.)</b>	<i>Marcus:</i>  Jon, I’m hearing that the SL500 absolutely changes the rules of the game in tape automation. How is that?	
2.		<i>Jon:</i>  Well, Marcus, before we started designing the SL500, we went out and talked to customers. In fact, we did more customer research on the StreamLine libraries than we’ve ever done before.  We did blind focus groups, quantitative studies. We did customer interviews both with our own customers and with our competitors’ customers. And we listened to what they had to say.  They told us the four key elements they needed.  <i>(Jon counts on fingers)</i> They needed a <b>scalable,</b> <b>flexible,</b> <b>space efficient,</b> <b>reliable</b> solution to help them get their arms around their data protection problems — now and for years to come.	

Frame	Visual	Audio	Time
3.		<p><i>Marcus:</i></p> <p>Wow! That sounds like it would really lower their costs, yet improve the efficiency of their storage operations.</p>	
4.	<p><b>Words pushed up from bottom of screen:</b></p> <p><b>Scalable</b></p>	<p><i>Jon:</i></p> <p>That’s right. Unpredictable data growth is tough to plan for. To protect their capital investments, customers really need a library that’s more <b>scalable</b> than anything out there today.</p>	
5.		<p><i>Marcus:</i></p> <p>Jon, other libraries claim to scale. What’s so different about the SL500?</p>	
6.	<p>Animation showing base module with 30 slots. Add slots, add modules.</p> <p><b>Supers over animation:</b></p> <p><b>Entry-level cost</b></p> <p><b>Modular cost structure</b></p> <p><b>Scales to more than 500 cartridge slots</b></p> <p><b>Reliable</b></p>	<p><i>Jon (to Marcus):</i></p> <p>Good question, Marcus. The SL500 gives our users the best of all worlds in terms of <b>scalability</b>.</p> <p><i>(Jon faces camera. Counts the points and says the numbers.):</i></p> <p>1. Unlike larger monolithic libraries, which require a larger footprint and up-front costs, the SL500 has an excellent <b>entry-level cost point</b>.</p> <p>2. The SL500 scales in a <b>modular cost structure</b>. Customers buy what they need as their needs change.</p> <p>3. Unlike smaller rack-mount libraries out there, the SL500 can actually scale from entry-level configurations to <b>more than 500-cartridge slots</b>.</p> <p>And 4, the SL500 <b>doesn’t sacrifice reliability</b> the way the Rack-N-Stack libraries like the Overland NEO series and the Quantum M-series do.</p>	

Frame	Visual	Audio	Time
	<p><b>Fits in a standard rack</b></p>	<p>And the SL500 does all of this and still <b>fits in a standard 19-inch rack.</b></p>	
<p>7.</p>		<p><i>Marcus (on camera):</i></p> <p>You mean it fits in a rack with other equipment like servers, network components, and disk?</p>	
<p>8.</p>	<p>Jon gestures to rack rails on SL500.</p>	<p><i>Jon (gesturing to rack rails on SL500):</i></p> <p>You bet. It's not like the ADIC i2000 or the Overland NEO 8000, which claim to be <i>rack size</i>, but don't fit in a rack. The SL500 actually fits <i>inside</i> a standard 19-inch rack-mount enclosure.</p>	
<p>9.</p>		<p><i>Marcus:</i></p> <p>Jon, you mentioned that information has to be available 24 by forever. How did that change the SL500 design?</p>	
<p>10.</p>	<p><b>Words on screen:</b></p> <p><b>Availability</b></p>	<p><i>Jon (using the numbers):</i></p> <p>Customers don't have time for downtime. We give the customer <b>availability</b> in two ways:</p> <ol style="list-style-type: none"> <li>1. By integrating the library into a full suite of software, we made it <b>easier to manage</b>;</li> <li>And 2, we designed a library that's <b>easy to service.</b></li> </ol>	
<p>11.</p>		<p><i>Marcus:</i></p> <p>So what makes the SL500 easier to manage?</p>	
<p>12.</p>	<p>Screen shots of software</p> <p><b>Words on screen:</b></p> <p><b>Easy to manage</b></p>	<p><i>Jon:</i></p> <p>We recognized that we needed a <b>comprehensive software strategy</b> to manage these systems better.</p>	

Frame	Visual	Audio	Time
		<p>Our new StreamLine series libraries have been integrated into a full suite of management, monitoring, control and virtualization software — making the libraries more effective and easier to manage.</p>	
<p><b>13.</b></p>	<p><b>Words on screen:</b></p> <p><b>Easy to service</b></p>	<p><i>Marcus:</i></p> <p>And what if a customer needs to service the library?</p>	
<p><b>14.</b></p>	<p>Animation showing robot being swapped out, then drive being swapped out.</p>	<p><i>Jon:</i></p> <p>The SL500 has been designed to maximize uptime and minimize downtime for service.</p>	
<p><b>15.</b></p>	<p>B-roll of SL500</p>	<p><i>Female Voiceover:</i></p> <p>Customers spoke. We listened. We delivered a library that helps you stay ahead of the curve in this chaotic and unpredictable environment.</p>	
<p><b>16.</b></p>	<p><b>B. StorageTek’s information lifecycle management vision</b></p> <p>Billboard graphic</p> <p><b>Information lifecycle management</b></p>	<p><i>Marcus:</i></p> <p>Jon, managing information is more than just hardware. How does this new library architecture fit into StorageTek’s vision of information lifecycle management?</p>	
<p>17.</p>	<p>Show ILM chart with definition:</p> <p>Store data in the right place in the right time according to its value.</p>	<p><i>Jon:</i></p> <p>If you think about the characteristics of the data that customers have to manage, an <b>information lifecycle management strategy</b> is all about how to make an IT manager’s life easier.</p> <p>So, how can we help customers manage their budgets while meeting their needs in a 24 by 7 world?</p> <p>An ILM solution helps customers maximize the utilization of <i>all</i> of their</p>	

Frame	Visual	Audio	Time
		storage resources. It must be able to help the customer classify data and then automate the data's movement between the different media and storage types based on user-defined policies.	
<b>18.</b>		<i>Marcus:</i>  How does information lifecycle management influence this library's design?	
<b>19.</b>	Screen shots of software	<i>Jon:</i>  The SL500 tightly links into any information lifecycle management solution.  We built in all of the communication "hooks" and conduits that we're going to need to link the components of an ILM solution together.  Not only did the hardware need more "hooks," but it needed a more intelligent software layer to gather and process the new information to make these solutions really work.	
<b>20.</b>		<i>Marcus:</i>  So, in other words, the SL500 is a key building block of an ILM solution.	
21.	Full animation showing various configurations. Fade in, fade out.	<i>Jon:</i>  Yes, literally.  The SL500's modular design allows customers to configure the library based on their exact needs.	

Frame	Visual	Audio	Time
22.		<p><i>Marcus:</i></p> <p>So, its modular design helps users <i>tailor</i> the system as those needs change.</p>	
23.		<p><i>Jon:</i></p> <p>You got it, Marcus.</p>	
24.		<p><i>Marcus:</i></p> <p>I'll buy that.</p> <p>Now, in today's 24 by 7 world, there's no time for downtime.</p> <p>What additional requirements does information lifecycle management put on system uptime?</p>	
25.	<p>Animation showing data from several libraries being consolidated into the SL500.</p>	<p><i>Jon:</i></p> <p>As we increase the utilization of all resources in a storage chain, the dependency on the tape library's availability increases dramatically.</p>	
26.		<p><i>Marcus:</i></p> <p>So, when a device is down, there's a lot of pressure on how quickly it can be serviced and brought back on-line.</p>	
27.		<p><i>Jon:</i></p> <p>Exactly.</p>	
28.		<p><i>Marcus:</i></p> <p>And how do the changing legal rules and regulations concerning data protection affect ILM solutions?</p>	

Frame	Visual	Audio	Time
29.		<p><i>Jon:</i></p> <p>Government regulations worldwide make customers keep <i>more</i> data <i>longer</i> than they've ever had to in the past.</p>	
30.		<p><i>Marcus:</i></p> <p>You mean, for instance, the way certain industries must retain e-mail just like written records?</p>	
31.	<p>“Paste” various types of the documents mentioned on the screen, filling the screen with paper records. Use graphics like the ILM CD.</p>	<p><i>Jon:</i></p> <p>That’s right. Not just e-mail.</p> <p>From medical records to audit records to stock transactions — they all have to be stored, managed and accounted for to meet these new legal requirements.</p>	
32.		<p><i>Marcus:</i></p> <p>This is just another example of adding more work with no additional headcount.</p>	
33.		<p><i>Jon:</i></p> <p>You’re right, Marcus. The flood of data and the changes in the legal rules mean that information lifecycle management solutions are the only way an IT staff is going to survive in the long run.</p>	
34.	<p>Graphic showing customer pains + StorageTek’s information lifecycle management vision coming together to create the SL500.</p> <p>Start with outline of SL500 skin rendering. Rendering becomes more real.</p>	<p><i>Marcus:</i></p> <p>So what I’m hearing is that we’ve taken all we’ve learned from customers about today’s IT problems and combined that with what we needed to do to execute StorageTek’s information lifecycle management vision.</p> <p>And out of that has come the architecture for the new StreamLine SL500 modular library system.</p>	

Frame	Visual	Audio	Time
35.		<p><i>Jon (points to SL500):</i></p> <p>Correct. For a true information lifecycle management strategy, a library needs to be <b>scalable</b>. It has to have an <b>entry level cost point</b>. It needs to <b>grow as customers' needs grow</b>. It needs <b>reliability</b> and <b>serviceability</b> because there's <b>no time for downtime</b>.</p> <p>And it needs to <b>fit inside a rack</b> with a <b>dense footprint</b> so customers can <b>save costs on premium space</b>.</p> <p>With the StreamLine family, StorageTek has created the only tape solutions that fit into an information lifecycle management strategy.</p>	
36.		<p><i>Female Voiceover:</i></p> <p>The SL500 modular library system is <i>the</i> information lifecycle management solution for midrange customers' storage needs in this new world.</p>	
37.	<b>Go to black.</b>		
1.	<p><b>Chapter III.</b> <b>Product details</b> <b>A. History and Portfolio</b> <b>Billboard graphic</b> <b>(15 min.)</b></p>	<p><i>Marcus (to Jon):</i></p> <p>Jon, how did the new StreamLine architecture come to be?</p>	
2.	<p>Show footage of SL8500 and SL500.</p>	<p><i>Jon (voiceover):</i></p> <p>The two new StreamLine libraries we've released this year take everything we've learned about tape automation and robotics from the last 20 years and apply it to today's evolving data protection issues.</p>	
3.		<p><i>Marcus:</i></p> <p>Jon, talk to me about the trademark "StreamLine." How does that fit into the</p>	

Frame	Visual	Audio	Time
		world of storage and tape automation?	
4.		<p><i>Jon:</i></p> <p>Our new tape libraries “streamline” tape automation in today’s computer IT environments.</p> <p>We defined and shaped the enterprise tape market back in the early 1990s. The StreamLine SL8500 modular library system is redefining that world as we speak. That library takes our reputation and market leadership to a whole new level for these customers.</p> <p><i>Jon (continues):</i></p> <p>The SL500 brings many of these same attributes to the new and growing rack-mount computing marketplace. You’ll see as we walk through the StreamLine series libraries, just where this new architecture is going to take us.</p>	
5.		<p><i>Marcus:</i></p> <p>I hear that a lot of the SL500 technology has been leveraged from the new SL8500. Can you give us an overview of the StreamLine SL8500 architecture?</p>	
6.	Beauty shots of SL8500	<p><i>Jon:</i></p> <p>A considerable amount of technology was leveraged from the SL8500. While the SL500 is a smaller library, it has enterprise capability because of its pedigree.</p> <p>When we introduced the StreamLine SL8500, it completely redefined the meaning of enterprise tape automation.</p>	

Frame	Visual	Audio	Time
7.		<p><i>Marcus:</i></p> <p>Just like the PowderHorn tape libraries did when they were released in the mid-1980s and the L5500 did a few years back. Right?</p>	
8.		<p><i>Jon:</i></p> <p>Yes, Marcus. StorageTek has been innovating and setting the standards in the tape automation industry for the last 20 years.</p> <p>We're the market leader in all tape automation segments over 100 cartridges. We offer automated tape solutions from 10 cartridges to hundreds of thousands of cartridges in our largest sites</p>	
9.	<p>Footage from SL8500 to give a brief glimpse for those who have no idea what it is.</p> <p>Exterior – rear</p> <p>Animation of expansion modules</p> <p>Jon's animation of adding drives.</p>	<p><i>Jon (voiceover only – not on camera):</i></p> <p>The SL8500 was designed for consolidation in enterprise computing environments. To meet these customers' needs, we had to change the rules.</p> <p>Minimizing downtime yet offering massive scalability and configurability— were only a few of the extreme engineering challenges that had never been met before.</p> <p><i>Jon (voiceover continues):</i></p> <p>The SL8500 can be scaled from roughly a thousand to more than 300,000 slots in a single system.</p> <p>You can add more drives, robotics, and enable additional capacity and firmware — all while the library is still running, eliminating the need for scheduled downtime.</p>	

Frame	Visual	Audio	Time
	Jon on camera.	<p><i>Jon (on camera):</i> The SL8500 is the new standard for large enterprise tape library systems.</p>	
10.		<p><i>Marcus:</i> So what pieces of the SL8500 do we see in the new SL500 design?</p>	
11.	<p>What to animate here?</p> <p>Use animation or close-ups of gripping mechanism of robots inside.</p>	<p><i>Jon:</i> The modularity, the ability to scale, best-in-class footprint, the software strategy, the high availability and redundancy options have all been leveraged from the SL8500 design.</p> <p><i>Jon (voiceover):</i> Likewise, we brought over the user interface (both remote and local), many of the library controller components, the vision system and many of the mechanical components of the gripper itself. We also leveraged a large part of the firmware.</p> <p>This is how we provided the <b>scalable, flexible, space efficient, reliable</b> solution that our midrange customers asked for. All fitting inside a standard 19-inch rack.</p>	
12.		<p><i>Marcus:</i> It sounds like the new StreamLine architecture is a dramatic improvement to what's out there in the market today!</p>	
13.		<p><i>Jon:</i> You're right Marcus. The StreamLine architecture is going to raise the bar by which all rack-mount tape libraries are measured. We did it before and now we've done it again.</p>	

Frame	Visual	Audio	Time
14.		<p><i>Marcus:</i></p> <p>So, once we built the SL8500, why did we build the SL500?</p>	
15.		<p><i>Jon:</i></p> <p>While the SL8500 meets the needs for glass-house computing, the SL500 is the solution for small to midrange environments.</p>	
16.	<p><b>Words on screen:</b></p> <p><b>Raising the bar</b></p>	<p><i>Female Voiceover:</i></p> <p>The StreamLine architecture sets the standards by which all libraries will be judged for years to come</p>	
17.	<p><b>Go to black</b></p>		
18.	<p><b>B. Features</b></p>	<p><i>Jon:</i></p> <p>Marcus, let's walk through the SL500's design and features.</p>	
19.		<p><i>Marcus:</i></p> <p>Sounds good to me.</p>	
20.	<p>First show the three building blocks.</p> <p>Animate three types of modules going together. (Capture the concept of adding up to 4 modules and the mix-matching of the 4 module types.</p>	<p><i>Jon:</i></p> <p>One of the first design criteria was <b>flexibility</b>. We wanted to be able to evolve with the customers' needs and environments.</p>	
21.		<p><i>Marcus:</i></p> <p>That's been a long-time claim from a number of automation manufacturers. How does the SL500 provide flexibility?</p>	

Frame	Visual	Audio	Time
22.		<p><i>Jon (to Marcus):</i></p> <p>For an SL500 customer, flexibility comes with the modular design and the actual modules themselves. The customers deploy the modules they need today and simply add modules as their needs change in the future.</p> <p><i>Jon (steps back to reveal library):</i></p> <p>Let's look at the library. All SL500 configurations are made up of a base module and some combination of what we call "expansion modules." A single base module can be combined with one to four expansion modules — which can be added as a customer's needs change.</p>	
23.		<p><i>Marcus:</i></p> <p>So Jon, I think I understand what you mean by modules. Now this is a truly rack-mountable tape library, right?</p>	
24.		<p><i>Jon:</i></p> <p>When we say "rack-mountable," we mean that the SL500 can be installed inside the customer's standard 19-inch rack — just like their disk, servers and SAN environments.</p>	
25.		<p><i>Marcus:</i></p> <p>So, are all the modules the same size?</p>	
26.	<b>Amimate these</b>	<p><i>Jon (voiceover):</i></p> <p>The base module is 8U, taking up 14 inches of rack-mount space. Both of expansion module types are also 8U. So an SL500 configuration starts out with an 8U base module. It can be grown in 8U increments to a maximum configuration of 40U total.</p>	

Frame	Visual	Audio	Time
27.		<p><i>Marcus:</i></p> <p>What's inside an SL500 base module?</p>	
28.	<p>Show illustration of base module</p> <p>Show drawing of interior slots</p> <p>Animation of the 30 slots being keyed up to 50 slots</p>	<p><i>Jon (voiceover only):</i></p> <p>The base module has all you need for a full tape library system. Inside it holds the robotics system, the control electronics and the infrastructure that allows us to add expansion modules.</p> <p>It comes with fifty usable LTO storage locations and 2 tape drive bays.</p> <p><i>Jon (on camera demonstrates CAP):</i></p> <p>There's also a standard 5-slot cartridge access port in the base module. This is how the user adds or removes data cartridges under software control.</p>	
29.		<p><i>Marcus (on camera):</i></p> <p>All this in 8U?</p>	
30.		<p><i>Jon (on camera):</i></p> <p>Yes, Marcus.</p>	
31.		<p><i>Jon (voiceover only):</i></p> <p>We offer a 30-slot-keyed base module for customers who don't need the full 50 slots. The 30-slot configurations can be upgraded to 50 slots with a simple software upgrade key.</p> <p><i>Jon (points out visible items as he goes):</i></p> <p>Other elements of the base module are the library's physical door, an optional local touch-screen graphical user interface, the robotics, the library controller and the power supply infrastructure for</p>	

Frame	Visual	Audio	Time
		the base module's electronics and tape drives.	
32.		<p><i>Marcus:</i></p> <p>That's a lot in an 8U space. How does the robotics work?</p>	
33.	<p>Pan to the SL500 robotics area. Jon points to SL500 robotics</p> <p>Pull back to Jon.</p>	<p><i>Jon (to Marcus):</i></p> <p>That's really the heart of the SL500 design. To meet our scalability, reliability and serviceability requirements, our engineers had to completely rethink the way robotics are designed.</p> <p><i>Jon (voiceover):</i></p> <p>Here is where the SL500's robot resides. We'll show exactly how the robot works in a few minutes. But it is important to see how we utilize a single robot throughout all of the SL500's configurations.</p> <p><i>Jon (on camera):</i></p> <p>This is the industry's first modular rack-mountable tape library in which the robotics was designed to be a Field Replaceable Unit or FRU.</p> <p>Drives and power supplies are usually FRUs. But this is the first time anyone has offered the same level of serviceability for robotics.</p>	
34.		<p><i>Marcus:</i></p> <p>I've got it. All of the robotics and electronics, two drives and up to 50 LTO cartridge slots. All in 8U. That's a lot.</p>	
35.		<p><i>Jon:</i></p> <p>Yes it is.</p>	

Frame	Visual	Audio	Time
36.		<p><i>Marcus:</i></p> <p>Tell me about the expansion modules.</p>	
37.		<p><i>Jon:</i></p> <p>There are two types of expansion modules — a Cartridge Only Expansion Module and a Drive Expansion Module.</p> <p>The Drive Expansion Module accommodates a combination of drives and slots.</p>	
38.		<p><i>Marcus:</i></p> <p>OK, what's in a drive expansion module?</p>	
39.	<p>Show illustration of drive expansion module</p> <p>Or Jon</p> <p>Zoom to CAP</p>	<p><i>Jon:</i></p> <p>Drive expansion modules have approximately 90 LTO cartridge slots and four tape-drive bays. The drive expansion modules also house the power infrastructure that supplies power for that module's tape drives.</p> <p><i>Jon (voiceover):</i></p> <p>With each drive expansion module, there's an additional 10-slot cartridge access port.</p> <p>In addition, users can configure these slots for either cartridge access or data storage.</p>	
40.		<p><i>Marcus:</i></p> <p>OK, Jon, we've talked about the base module. I've got the drive expansion module.</p> <p>So, what's this cartridge expansion module?</p>	

Frame	Visual	Audio	Time
41.	<p>Words on screen:</p> <p><b>Scale for performance or Scale for capacity</b></p>	<p><i>Jon:</i></p> <p>If a customer's performance needs are increasing along with the capacity, an 8U Drive Expansion Module is needed to increase the overall system throughput.</p> <p>But for customers whose capacities are growing and who need only storage locations, the Cartridge Expansion Module is the solution.</p>	
42.		<p><i>Marcus:</i></p> <p>If this is pure capacity, how much per module?</p>	
43.	<p>Animate a cartridge expansion module</p>	<p><i>Jon:</i></p> <p>Cartridge expansion modules hold approximately 130 LTO cartridge slots No drives, no need for power supplies, no cartridge access port. We worked hard to maximize the number of storage locations in the Cartridge Expansion Modules.</p>	
44.		<p><i>Marcus:</i></p> <p>Wow. All in 8U. That's more than three times the amount in other LTO libraries of comparable size.</p>	
45.		<p><i>Jon:</i></p> <p>That's right.</p>	
46.		<p><i>Marcus:</i></p> <p>So I see the building blocks, how does this unit go together</p>	

Frame	Visual	Audio	Time
47.		<p><i>Jon (on camera):</i></p> <p>As I said before, every unit has a base module. If customers outgrow the base module capacity, they simply add whichever expansion module is needed — up to a maximum of 4.</p>	
48.		<p><i>Marcus:</i></p> <p>Do they all have to be the same?</p>	
49.	<p>(Animation shows modules being added.            Rack with base            + 1 drive expansion module            + 1 cartridge expansion module)            Color code the CEM and DEM modules in the animation.</p> <p>Show 1 drive module            Fade out            Add cartridge module</p>	<p><i>Jon (voiceover):</i></p> <p>No. You can mix and match building blocks.</p> <p>If a customer’s needs shift toward performance, add more drive modules. For high capacity needs, add cartridge expansion modules.</p>	
50.		<p>Wow! So a single SL500 configuration can start out at 30 slots and grow with the customer’s needs to more than 500 cartridges?</p>	
51.		<p><i>Jon:</i></p> <p>That’s right. And customers really buy what they need, when they need it. Not only do we have a scalable unit from a capacity and performance standpoint, but the SL500 provides a scalable cost structure for the customer.</p>	
52.		<p><i>Marcus (frowns)</i></p> <p>So how do you figure out what a customer needs?</p>	
53.	<p>Show Powerpoint slide that gives multiple configurations that Ulises developed. Pat to verify</p>	<p><i>Jon (voiceover):</i></p> <p>This table shows the drive bay counts</p>	

Frame	Visual	Audio	Time
	<p>with Britt/Ulises if numbers are still correct.</p> <p>Animate his descriptions with arrows pointing to the examples as he talks.</p> <p>Britt has idea for animation See him for detail (show block of SL500 and show capacity/ performance grow as modules are added.</p>	<p>and the storage locations as the modules are added. You can create a lot of different configurations from three simple building blocks.</p> <p>Moving downward on this axis, you're adding more Cartridge Expansion Modules but no additional drive bays.</p> <p>Moving across this axis, you add more drive bays and storage locations — which is the Drive Expansion Module.</p>	
54.	<p>Animate the example using Ulises' slides.</p>	<p><i>Jon (voiceover):</i></p> <p>You locate the customer's current configuration and move in the appropriate direction, depending on which module is added.</p>	
55.		<p><i>Female Voiceover:</i></p> <p>Customers can mix and match expansion modules to suit their needs.</p>	
56.		<p><i>Marcus:</i></p> <p>Jon, everything you told me so far talked about LTO cartridges. What about Super DLT drives?</p>	
57.	<p>Might want to hold up a cell array with and LTO cart. Can we come up with a SDLT hand model for the LTO/DLT comparison?</p> <p><b>Words on screen:</b></p> <p><b>Any Cartridge Any Slot™ technology</b></p>	<p><i>Jon:</i></p> <p>The SL500 was designed to accommodate LTO and SDLT technologies.</p> <p>The SL500 will be introduced with LTO support first — an LTO-only design. We will follow with support for a mixed-media implementation utilizing StorageTek's Any Cartridge Any Slot technology.</p>	

Frame	Visual	Audio	Time
58.		<p><i>Marcus:</i></p> <p>That all leads to better investment protection and flexibility for today's buyer.</p>	
59.	<p><b>Prop – LTO and SDLT cartridges</b></p>	<p><i>Jon (holding SDLT cartridge):</i></p> <p>You got it Marcus. We are driven to continue to provide automation solutions for the “super drives.” Today, that's LTO from one of three vendors and from Quantum with SDLT.</p> <p>The key here is that we don't box our customers in. We'll continue supporting the best of breed tape drives on into the future.</p>	
60.		<p><i>Marcus:</i></p> <p>I've heard a lot about investment protection once a customer owns an SL500. How about customers who own other StorageTek libraries?</p>	
61.		<p><i>Jon:</i></p> <p>Good question. We will allow existing LTO Generation 2 tape drive owners to transfer their drives to the SL500 configurations.</p>	
62.	<p><b>Billboard graphic Performance</b></p>	<p><i>Marcus:</i></p> <p>I really like what I hear as far as flexible configurations and investment protection. How does the SL500 deal with overall system <b>throughput</b>?</p>	
63.		<p><i>Jon:</i></p> <p>Using the latest LTO and SDLT drives, an SL500 configuration can scale from 2 to 18 tape drives.</p>	

Frame	Visual	Audio	Time
		<p>Using LTO Generation 2 performance figures, that adds up to amazing system throughput figures of more than 2 terabytes per hour — in a single rack-mount cabinet!</p> <p>This makes performance and capacity an incredible value proposition for customers.</p>	
64.		<p><i>Female Voiceover:</i></p> <p>The SL500 supports multiple drive and media types.</p>	
65.	<p><b>Billboard graphic Connectivity</b></p>	<p><i>Marcus:</i></p> <p>Jon, I understand the basics of the library now. How do I connect the SL500 to my backup system</p>	
66.	<p>Cut away to tight shot of ports. Or possibly a drawing</p>	<p><i>Jon:</i></p> <p>In keeping with our modular design philosophy, we have made the library's interface modular as well.</p> <p>This has been an issue with many of the libraries in the market up until now. Many of them have become obsolete purely because interface technology has evolved and they could not be upgraded.</p> <p>In the SL500, you can buy new interface modules as needed to keep up.</p> <p>Initially, the SL500 is available with either a native LVD SCSI (Ultra-160) or native 2-Gigabit Fibre Channel interface.</p>	
67.		<p><i>Marcus:</i></p> <p>I know there is some confusion concerning interfaces. What benefits does a Native Fibre Channel interface bring?</p>	

Frame	Visual	Audio	Time
68.	What to animate or show here?????	<p><i>Jon:</i></p> <p>Fibre Channel is increasingly the interface of choice for storage subsystems. It means fewer points of failure, increased cabling distances and basically a much cleaner installation.</p> <p>It also takes the storage traffic off the local area network (the LAN) and puts it on a high-speed storage area network (a SAN). This dramatically improves the backup speeds and reduces LAN traffic.</p>	
69.		<p><i>Marcus:</i></p> <p>Does the SL500 use a router or a bridge to accomplish this?</p>	
70.		<p><i>Jon:</i></p> <p>No. Unlike most of our competitors, StorageTek has utilized a truly native Fibre Channel interface technology in all of our new midrange tape libraries.</p> <p>There was a time, before native Fibre Channel tape drives, when there was no choice. We had to use routers and bridges between Fibre Channel SANs and SCSI tape drives. Some companies, like ADIC, are still out there pushing routed solutions.</p> <p>We've found that eliminating that additional layer of components and going to native Fibre Channel made a much simpler and more reliable solution.</p> <p>Less complexity, less to upgrade, less to maintain. We committed to Native Fibre years ago and built all of our solution functionality on top of native Fibre.</p> <p>Most of our competitors are using routers just to get some monitoring data.</p>	

Frame	Visual	Audio	Time
		That's a lot of complexity for just some reporting information.	
71.		<p><i>Marcus:</i></p> <p>So the SL500 does not use any routers or bridges. We also use native Fibre Channel tape drives. Right?</p>	
72.		<p><i>Jon:</i></p> <p>Correct. All of our information lifecycle management infrastructure and communication mechanisms are built on top of the native Fibre Channel.</p> <p>This gives <i>ALL</i> of our customers the benefits of the architecture rather than the way the competitors do it, which is to force customers to purchase proprietary controllers with routers and bridges in the data path.</p>	
73.		<p><i>Female voiceover:</i></p> <p>The SL500 is designed to work with all the interfaces of today and tomorrow.</p>	
74.	<p><b>Billboard graphic</b> <b>Density</b></p>	<p><i>Marcus:</i></p> <p>Jon, let's talk about <b>density</b>.</p>	
75.	<p><b>[Is this a true statement? Legal says we need substantiation.]</b></p> <p>Pan down on rack with access doors open. Show small footprint on data center floor.</p> <p><b>Words on screen:</b></p> <p><b>High density</b></p>	<p><i>Jon:</i></p> <p>Marcus, this library has the highest LTO cartridge capacity and drive count of all truly rack-mount libraries in the marketplace today.</p> <p>Our ability to scale from 30 to 577 cartridge slots in a standard 19-inch rack-mount cabinet equates to roughly 90 LTO slots per square foot. This really sets a new standard for density in the rack-mount space.</p>	

Frame	Visual	Audio	Time
76.		<p><i>Marcus:</i></p> <p>Saving physical floor space in the data center is becoming more and more important. With the SL500, it sounds like the customer gets more capacity per square foot in a rack-mountable library. And that makes it more space efficient than any of our competitors.</p> <p>And that lowers expenses.</p>	
77.	<p><b>We could do the front and back of the rack views.</b></p>	<p><i>Jon:</i></p> <p>That's correct. And it also equates to fitting into the customer's environment. It brings order to the floor-space chaos you find in most data centers, and it saves money.</p>	
78.		<p><i>Female Voiceover:</i></p> <p>The SL500's high slot density reduces operating costs by providing large amounts of data storage in a small footprint.</p>	
79.		<p><i>Marcus:</i></p> <p>Jon, how does the new robotics architecture change the rules of the game?</p>	
80.	<p><b>Billboard graphic Vertical robotics</b></p>	<p><i>Jon:</i></p> <p>In the past, StorageTek really set the standard with our rotational robotics architectures that maximized performance and reliability.</p> <p>Our StreamLine robotics architectures are again redefining the standards and raising the bar by which tape libraries will be measured.</p> <p>In today's world, customers need more</p>	

Frame	Visual	Audio	Time
		reliability, more flexibility, more computing per square foot in the data center. And they need solutions that are much more serviceable than in the past. The SL500 makes it all possible.	
<b>81.</b>		<i>Marcus:</i>  Tell me some more about that.	
<b>82.</b>		<i>Jon:</i>  In today's 24 by 7 world, there is a lot more pressure on serviceability than in the days when the backup window was midnight to 6 AM.	
<b>83.</b>		<i>Marcus:</i>  I can see that.	
<b>84.</b>		<i>Jon:</i>  Today, if a unit or a drive is down, it is all about "how quickly can I get that equipment back on-line?" We designed the new StreamLine libraries to be more serviceable than anything else in the tape world.  We found that by minimizing downtime in the design, we could begin to drive our up-time numbers up. We're really starting to watch those availability "9's." Until now, you don't see tape library companies talking about 3 and 4 and 5 "9's" of availability.	
<b>85.</b>		<i>Marcus:</i>  How does the new robotics system work?	

Frame	Visual	Audio	Time
86.	Jon Points to 2U robotics enclosure in base module	<p><i>Jon (points to 2U robotics enclosure):</i></p> <p>To start off, the robotics is all housed in this 2U enclosure at the top of the base module. This robotic mechanism can access all storage locations and tape drives in the base module <i>and</i> in any installed expansion modules. That's a key differentiator in delivering a modular library that really works.</p>	
87.		<p><i>Marcus:</i></p> <p>What do you mean by that? Don't some other vendors claim to have modular designs?</p>	
88.	<p>Animate the action of the hand assembly accessing different cell rows.</p> <p>We have a drawing of the hand in Ulises' PPT show slide 14.</p>	<p><i>Jon (voiceover only):</i></p> <p>They do. In fact, a number of vendors have been out there talking about and selling scalability and modular designs for years. The real difference in the SL500's design is that by using one set of robotics and electronics, we don't take a reliability hit as we add modules.</p>	
89.		<p><i>Marcus:</i></p> <p>I've seen some other designs that have modules but it seems to me each module has its own robot.</p>	
90.		<p><i>Jon:</i></p> <p>You're right. Several vendors have been working with Rack-N-Stack library architectures to try to get to modular scalability. The real problem with the Rack-N-Stack designs has been that every module has had its own set of robotics, electronics and mechanicals. As you added modules, the complexity of the overall system increased and reliability went down.</p>	

Frame	Visual	Audio	Time
91.		<p><i>Marcus:</i></p> <p>So in the Rack-N-Stack designs, your system reliability goes down as you add modules?</p>	
92.		<p><i>Jon:</i></p> <p>Exactly! You add a second module and you add more parts, more mechanical components, more cables. The mean time between failure goes down.</p> <p>In the Rack-N-Stack designs, you add a second module and the system MTBF is cut in half. Add another module and it's cut to a third and so on.</p>	
93.		<p><i>Marcus:</i></p> <p>So, the more you add, the lower the system Mean Time Between Failure will be. I haven't seen that in their brochures.</p>	
94.	<p>Illustration of competitive elevator mechanism?? Or would this glorify it?</p>	<p><i>Jon:</i></p> <p>You got it. Marcus, the math is pretty simple. The modular scalability has been very appealing to customers. They get it, and it helps them meet their growing needs.</p> <p>And that's just the module piece. The Rack-N-Stack designs have also all traditionally used some sort of a link or elevator mechanism between the modules. And that's added more complexity.</p>	
95.		<p><i>Marcus:</i></p> <p>Well, that's not good.</p>	

Frame	Visual	Audio	Time
96.		<p><i>Jon:</i></p> <p>Right you are, Marcus. The customer buys into the “grow your unit as you go” concept. But when they actually do it the competitive way, the overall system reliability and availability goes way down.</p> <p>With these competitors, as the customers’ units get bigger, the amount of time the system goes down dramatically increases.</p>	
97.		<p><i>Marcus:</i></p> <p>It seems like the SL500’s ability to add modules without complexity is really key!</p>	
98.		<p><i>Jon:</i></p> <p>It really is. We use one set of electronics and robotics throughout the scaling of an SL500 configuration. The reliability stays whole.</p>	
99.		<p><i>Female Voiceover;</i></p> <p>With vertical robotics, the SL500 maintains reliability as it grows.</p>	
100.		<p><i>Jon:</i></p> <p>On top of our inherent architectural advantages, we took a hard look at serviceability in the SL500 design. We learned a lot when we designed the SL8500 to run in a 24 by forever environment.</p> <p>In the new StreamLine designs, we really set out to make the libraries inherently more reliable. We also worked to make the designs much more serviceable, if anything were to fail.</p>	

Frame	Visual	Audio	Time
101.		<p><i>Marcus:</i></p> <p>You know, you mentioned that earlier. If I'm an end user, why do I care?</p>	
102.		<p><i>Jon (voiceover only):</i></p> <p>Because in today's 24 by 7 world, there just isn't time to have the unit down. Whether you are upgrading or servicing a failed component, the key is how quick can you get the unit back up and running. That is not something you can throw in at the end of a design. It is really at the heart of our new StreamLine architectures.</p>	
103.		<p><i>Marcus:</i></p> <p>So serviceability is becoming more important in this end of the market too?</p>	
104.		<p><i>Jon (voiceover only):</i></p> <p>Absolutely. We've seen it coming for years. The competition and a large number of the products in this space have always had a "throwaway upgrade" mentality. But customers are starting to get more savvy. And their expectations are going way up.</p>	
105.	(Show back of library.)	<p><i>(Cut while library is turned around to reveal the back.)</i></p>	
106.		<p><i>Marcus:</i></p> <p>So tell me more about the serviceability of the SL500.</p>	
107.	<p><b>Billboard graphic</b> <b>Hot swappable components</b></p>	<p><i>Jon:</i></p> <p>The SL500 supports <b>hot swappable</b> components like drives and redundant power supplies. Functions like these really speed up a service call in the event</p>	

Frame	Visual	Audio	Time
	Animate drives coming out.	really speed up a service call in the event of a failure. So, they increase the overall system's uptime.	
108.		<p><i>Marcus:</i></p> <p>So you don't have to take the system down to replace them.</p>	
109.	<p>[Can be or ARE redundant?] Show power supplies and fans.</p> <p><b>Billboard graphic</b> <b>Redundant components</b></p>	<p><i>Jon (points out dual power supplies, fans, etc.):</i></p> <p>That is correct. Same with the power supplies. And the cooling in the SL500 is <b>redundant</b>.</p>	
110.		<p><i>Jon:</i></p> <p>We already talked about using a single set of robotics. That's a big step. But to really complete the story, we spent a considerable effort making all of the library's elements easier to service. Drives, power supplies, fans, controllers, interface modules — they're all FRU's in this design.</p> <p>We also designed the actual robotics mechanism to be an easily replaceable FRU.</p>	
111.	Words on screen: Field replaceable units	<p><i>Marcus:</i></p> <p>Wow! Nobody else does that.</p>	
112.		<p><i>Jon:</i></p> <p>If you think about how the customer needs 24 by 7 availability, then you see that service needs to be as quick as possible with a high level of accuracy.</p> <p>The SL500's new level of serviceability really changes the rules here too.</p>	

Frame	Visual	Audio	Time
113.		<p><i>Female Voiceover:</i></p> <p>The SL500 is easy to service with hot-swappable, redundant components and simple field replaceable units.</p>	
114.		<p><i>Marcus:</i></p> <p>I'm starting to really appreciate the SL500's design. Show me how the robot works.</p>	
115.	<p>Animate hand mechanism moving up and down inside the library, including expansion modules.</p>	<p><i>Jon (voiceover only):</i></p> <p>Let's take a look. The SL500's hand mechanism, resides on a flat platform we call the X-table.</p> <p>It accesses the full library, system, even the expansion modules.</p>	
116.		<p><i>Marcus:</i></p> <p>Does the SL500 use a vision system like the previous StorageTek designs?</p>	
117.	<p>Animate the action of the hand assembly accessing different cell rows.</p> <p>We have a drawing of the hand in Ulises PPT show slide 14.</p> <p>Closeup of the target inside the cabinet.</p>	<p><i>Jon (voiceover only):</i></p> <p>Yes it does. We've learned over the years that coupling a simple robotic design with StorageTek's vision system makes for ultra-reliable robotics. Just like the SL8500, this library uses targeting and the vision system to get rid of alignment and tolerance issues.</p> <p>We use the vision system and the targets instead of mechanical alignment methods, like our competition. This allows us to operate very reliably in an environment we can't really control — the customer's rack cabinet.</p>	

Frame	Visual	Audio	Time
118.		<p><i>Marcus:</i></p> <p>You said that the SL500's robotic mechanism is a FRU?</p>	
119.	<p>Robot moves up and parks.</p>	<p><i>Jon (does the actions as he describes):</i>                      Yes, I did. It's actually pretty simple. We park the robot.</p> <p><i>(Jon presses the door button)</i></p> <p>Once the unit "parks," the SL500's robotics is now in this area. Everything you need is sitting in a 2U enclosure.</p> <p>By removing this cover, and releasing these 2 release latches,  <i>(Jon points)</i>                      the robotics module can be removed.</p> <p><i>(Jon removes it and sets it down on the table.)</i></p> <p>It's as simple as that. That level of serviceability is something only StorageTek can provide.</p>	
120.		<p><i>Marcus:</i></p> <p>So, the service call would probably be pretty quick.</p> <p>Now, how easy is it to add an Expansion Module?</p>	
121.	<p>Animate the assembly.</p>	<p><i>Jon (voiceover):</i></p> <p>It's actually fairly simple.</p> <p>You simply install the Expansion Module. The robotics module discovers it upon initialization. It audits the new cells and drives, and the library is up and running.</p>	

Frame	Visual	Audio	Time
122.		<p><i>Marcus:</i></p> <p>I like it.</p>	
123.		<p><i>Jon:</i></p> <p>When StorageTek builds a library, we build a robot that works. Simple is key to reliability. This design really opened the door to scalability for us. All of the modularity works from a reliability, availability, serviceability and customer value proposition standpoint.</p>	
124.		<p><i>Marcus:</i></p> <p>Nice work. I'm really excited to start talking to customers about this.</p> <p>Now I understand the SL500 design. It offers a lot. Is there more I can expect from this product?</p>	
125.		<p><i>Jon:</i></p> <p>In future the SL500 will offer a high availability option that will include dual hands, dual controllers and dual interface cards. For the first time in the rack-mount end of the market, customers will be able to get redundancy and high availability in a small form factor.</p>	
126.		<p><i>Marcus:</i></p> <p>Jon, you mentioned that the SL500 supports both native SCSI and Native Fibre Channel interfaces. Does the SL500 support Dynamic World Wide Naming like we have in the L180 and L700 libraries?</p>	
127.		<p><i>Jon:</i></p> <p>It does. That's a feature we pioneered in the early days of Fibre Channel when the</p>	

Frame	Visual	Audio	Time
		systems did not really support all of the flexibility that Fibre Channel brought to the market.	
128.		<i>Marcus:</i>  Tell me about that.	
129.		<i>Jon:</i>  Basically, when a user hot swaps a Fibre Channel tape drive, the library will reassign the world-wide name of the old drive to the new one.  In larger SAN configurations, this is a huge deal because the Fibre world-wide name would need to be reset and reconfigured on all of the systems using the device. We simplify that for the end user.	
130.		<i>Female Voiceover:</i>  The design of the SL500 takes modular scalability and serviceability to a level not typically seen in the rack-mount automation marketplace	
131.	<b>Go to Black.</b>		
132.		<i>Marcus:</i>  Jon, you talked a bit about a new suite of <b>software</b> that is available with the StreamLine products. Tell us a little more about that.	
133.	<b>Billboard graphic The StreamLine™ modular library series software suite</b>	<i>Jon:</i>  It all goes back to helping IT managers do more with less headcount and budget. They need a flexible set of tools that help them manage our libraries in today's more complex environments.	

Frame	Visual	Audio	Time
134.		<p><i>Marcus:</i></p> <p>So, what elements of managing a library are in this new suite of tools?</p>	
135.	<p><b>Words on screen</b></p> <p><b>Monitoring</b> <b>Management</b> <b>Control</b> <b>Virtualization</b></p>	<p><i>Jon:</i></p> <p>Our software offerings operate in four functional areas: Monitoring Management Control and Virtualization.</p> <p>It is important to note that our software strategy builds on the customer driven themes we've been talking about throughout this discussion.</p> <p><i>(Shift to a new camera angle.)</i> Customers have to do so much more with less money and flat or declining headcount. They want more flexible and scalable solutions.</p> <p>The software suite available with the new StreamLine libraries helps accomplish just that.</p>	
136.		<p><i>Marcus:</i></p> <p>Let's talk about those four key functional areas. What about monitoring?</p>	
137.	<p><b>Word on Screen:</b> <b>Monitoring</b></p>	<p><i>Jon:</i></p> <p>As datacenters have become more complex, it's become more challenging to know what's going on with the devices at any given point in time.</p>	
138.		<p><i>Marcus:</i></p> <p>I can see that.</p>	

Frame	Visual	Audio	Time
139.		<p><i>Jon:</i></p> <p>When something goes wrong with a backup, it can be very challenging to figure out why it failed and what needs to be done to recover.</p>	
140.		<p><i>Marcus:</i></p> <p>So what does a customer do when something goes wrong?</p>	
141.	<p>Under <b>Monitoring</b>, add <b>Backup Resource Monitor™ tape solution</b></p>	<p><i>Jon:</i></p> <p>StorageTek's Backup Resource Monitor tape solution helps an IT manager get a view of what's going on. It monitors all elements in the backup environment — tape drives, media, the library, the storage area network gear, and even the backup software application.</p>	
142.		<p><i>Marcus:</i></p> <p>I hear a lot of vendors talking about their monitoring and management capabilities. So, what makes Backup Resource Monitor software so different?</p>	
143.		<p><i>Jon:</i></p> <p>Backup Resource Monitor is a software application, not just an embedded function built in the library's controller.</p> <p>Since the software is an application and not an embedded function, it can monitor much more of the end-to-end backup environment. The embedded monitoring applications can really only monitor the devices inside the library.</p>	

Frame	Visual	Audio	Time
144.		<p><i>Marcus:</i></p> <p>This sounds like a much better situation in the long run. And it can also help save some time.</p>	
145.		<p><i>Jon:</i></p> <p>When something goes wrong, it still amazes me how much time can be spent trying to figure out what it is.</p> <p>Remember those conduits of information that I mentioned when we were talking about how the StreamLine libraries are ILM-ready?</p>	
146.		<p><i>Marcus:</i></p> <p>Yeah.</p>	
147.		<p><i>Jon:</i></p> <p>Those are key when you put them in the context of a powerful monitoring tool like Backup Resource Monitor software. The devices create more valuable and meaningful information.</p> <p>Backup Resource Monitor allows us to take much better proactive actions from this data rather than the purely reactive mode we are in today.</p>	
148.	<p><b>Words on screen: Management</b></p>	<p><i>Marcus:</i></p> <p>So I see the advantage of making monitoring an application. What about managing the devices?</p>	
149.	<p>Under Management, add: Library Console™ software for the StreamLine™ library system</p>	<p><i>Jon:</i></p> <p>The second piece in our software suite gives us that management functionality. StreamLine Library Console software gives the user the ability to physically</p>	



Frame	Visual	Audio	Time
154.		<p><i>Marcus:</i></p> <p>In most open systems environments, native SCSI is typically the norm. Why would a customer want to use ACSLS to control the tape library?</p>	
155.		<p><i>Jon:</i></p> <p>A lot of customers have several <i>different</i> backup applications. That is where ACSLS really shines. ACSLS facilitates sharing <i>between</i> multiple backup applications.</p>	
156.		<p><i>Marcus:</i></p> <p>So if a customer was using VERITAS and LEGATO, they could share the library?</p>	
157.		<p><i>Jon:</i></p> <p>Yes. Other backup applications don't support heterogeneous library sharing. ACSLS would act as a resource between the software products and the library</p>	
158.		<p><i>Marcus:</i></p> <p>Doesn't ACSLS also help manage your media pool?</p>	
159.		<p><i>Jon:</i></p> <p>It does. In addition to managing the pools between multiple applications, ACSLS also facilitates and helps the user manage media pools both inside and outside of the tape library.</p>	
160.		<p><i>Marcus:</i></p> <p>So, Jon, why would this be so important to a customer?</p>	

Frame	Visual	Audio	Time
161.		<p><i>Jon:</i></p> <p>Tape media is a significant investment for a customer. This provides more effective utilization of cartridges and saves the customer money.</p>	
162.	<p><b>Words on screen: Virtualization</b></p>	<p><i>Marcus:</i></p> <p>OK, I see where ACSLS fits into the software suite. Didn't you also mention virtualization?</p>	
163.		<p><i>Jon:</i></p> <p>That's right. Virtualization really rounds out our whole software suite. It marks the point where our information lifecycle management vision really starts to make the difference for StorageTek.</p>	
164.		<p><i>Marcus:</i></p> <p>How does it do that?</p>	
165.	<p>Under Virtualization, add:</p> <p><b>Virtual Storage Manager® (VSM®) Open solution</b></p>	<p><i>Jon:</i></p> <p>Like we said before, customers have to do a lot more work with fewer resources. Virtualization reduces complexity and makes tape easier to use. And StorageTek has led the industry in doing just that.</p> <p>In the mainframe world, virtualization allows users to "stack" multiple jobs on a single tape. This saves them a lot of money on media because they're better utilizing tape capacity.</p>	
166.		<p><i>Marcus:</i></p> <p>What do you mean by that?</p>	

Frame	Visual	Audio	Time
167.		<p><i>Jon:</i></p> <p>Almost every customer we talk to has piles of old backup tapes from the past that are getting hard to read from and even harder to manage.</p> <p>If we could move those backups over to newer media, we could save the user the headaches of keeping legacy equipment and software around.</p> <p>We have a commitment to extending that capability to all tape automation.</p>	
168.		<p><i>Marcus:</i></p> <p>That's huge.</p> <p>So which of these software products come with the SL500?</p>	
169.		<p><i>Jon:</i></p> <p>We include the StreamLine Library Console software with both StreamLine libraries — the SL500 and the SL8500. Backup Resource Monitor and ACSLS software are available for customers who want the advanced functionality they provide.</p>	
170.		<p><i>Marcus:</i></p> <p>The software suite you have just described seems to be far more advanced when compared to the competitors I've seen.</p>	
171.		<p><i>Jon:</i></p> <p>I would agree, Marcus. With industry-leading solutions for monitoring, management, control and virtualization in place, StorageTek can provide money-saving solutions that are unmatched in</p>	

Frame	Visual	Audio	Time
		the industry. And we are just getting started on delivering our information lifecycle management vision to the marketplace.	
172.		<p><i>Female Voiceover:</i></p> <p>StorageTek is delivering on its information lifecycle management strategy. The StreamLine series plus a comprehensive software suite add up to a winning solution.</p>	
173.	<b>Go to Black.</b>		
1.	<p><b>Chapter IV. Addressing customer problems (5 min.)</b>  <b>Billboard graphic</b>  <b>A. Target markets</b></p>	<p><i>Marcus:</i></p> <p>Jon, where will our sales force find their customers?</p>	
2.	<p><b>Words on screen:</b></p> <p><b>Target:</b>  <b>Outgrowing or upgrades</b></p>	<p><i>Jon (to camera):</i></p> <p>First, look for customers outgrowing small rack-mount libraries. Second-time library buyers looking to upgrade from smaller libraries of less than 100 slots.</p> <p><i>Jon (to Marcus):</i></p> <p>Some customers are quickly outgrowing small, rack-mounted monolithic libraries with limited cartridge slot counts and with limited drive bays.</p>	
3.		<p><i>Marcus:</i></p> <p>What about the midrange?</p>	
4.	<p><b>Words on screen:</b></p> <p><b>Target:</b>  <b>Midrange 100 to 300-slot users</b></p>	<p><i>Jon:</i></p> <p>Second, look for midrange library buyers of 100 to 300 slots looking for scalability, reliability, and lower TCO. — all in a rack footprint.</p>	

Frame	Visual	Audio	Time
5.	<p><b>B. Customer pains (repeat)</b></p> <p><b>Billboard graphic: Maximize storage budgets</b></p> <p>Squeeze up supers</p>	<p><i>Marcus:</i></p> <p>Balancing storage budgets with increasing protection requirements is still the ultimate problem customers deal with.</p>	
6.	<p>Words on screen: <b>Investment protection</b></p>	<p><i>Jon:</i></p> <p>Exactly right. Maximizing budgets and minimizing data loss often work against each other when deciding on the best approach to backup and tape automation.</p>	
7.		<p><i>Marcus:</i></p> <p>Customers have to optimize their investment in their storage infrastructures.</p>	
8.	<p>Full screen graphic with list: Adapts to changing environment. Fits in a rack. Protects customers' investment. Flexible Easy to service Easy to manage</p>	<p><i>Jon:</i></p> <p>The SL500 meets the demands from customers. It is adaptable to the customers' <b>changing environment</b>.</p> <p><b>It fits in a rack.</b></p> <p><b>It protects the customers' investment.</b></p> <p>It has a <b>flexible system design</b>. That means customers won't get painted into a corner.</p> <p>And it's <b>easy to service</b>. <b>Easy to manage.</b></p>	
9.		<p><i>Marcus:</i></p> <p>So now, Jon, how did we change the rules for the customers' budget needs?</p>	

Frame	Visual	Audio	Time
10.		<p><i>Jon:</i></p> <p>This library gives them more control over the spend side of their budget.</p> <p>We give them an entry-level price and then let the customers pay as they grow. That's the key to true scalability and long-term investment protection.</p>	
11.		<p><i>Marcus:</i></p> <p>What kind of investment protection do we have for our L-Series customers?</p>	
12.		<p><i>Jon (to Marcus):</i></p> <p>We help our customers migrate tape drives from L-Series libraries to the SL500.</p> <p><i>Jon (to Camera):</i></p> <p>The SL500 is the best investment our midrange customers could possibly make.</p>	
13.		<p><i>Female Voiceover:</i></p> <p>The best weapon against uncertainty is being able to adapt to changing requirements.</p>	
14.	Go to black.		