

**Hewlett Packard  
Enterprise**

# **HPE StoreEver tape solutions and Storage Supplies**

**September 2024**

**Get started >**

# What's inside

---

- 1 Overview →
- 2 Messaging →
- 3 Digital banners →
- 4 Videos →
- 5 eDMS →
- 6 Social content →
- 7 Call-to-action content →
- 8 The value of tape →



# Overview

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

Welcome to the latest Channel Sales and Marketing Toolkit for HPE StoreEver.

This immersive, interactive kit includes everything you need to execute your own integrated demand generation campaigns.

The essence of HPE StoreEver tape messaging for Q1 FY25 is that you can preserve important, but infrequently accessed data, safer and smarter with the with HPE StoreEver tape systems. HPE StoreEver tape solutions are:

- future ready.
- highly scalable.
- simple to manage.
- cyber resilient.
- massively expandable in easy steps as your needs grow.

As part of our efforts to drive awareness and consideration for the HPE StoreEver portfolio, we have updated banners, images and content available to the channel.

Visit the HPE StoreEver and Storage Supplies website [hpestoragesupplies.com](https://hpestoragesupplies.com) for more details on these services.

**For local assistance, please contact your HPE StoreEver sales representative or email [info@hpestoragesupplies.com](mailto:info@hpestoragesupplies.com)**



## Why is selling tape still a relevant and profitable business?

A short introduction to the core components of the HPE Storage tape value proposition and why you should still regard LTO technology as a key part of your storage portfolio.

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Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

## Key message

The enormous, data-driven potential of emerging technologies like 5G, AI, ML and IoT is creating a plethora of opportunities for businesses to transform their operations. The challenge is that though these opportunities abound, they are very diverse and may require very different storage optimisations.

The [HPE Storage](#) portfolio offers customers the most comprehensive choice of technologies, capacities and performance capabilities for current and future data storage-centric workloads. Accelerate data-first modernization with HPE storage products to radically simplify data management with the industry's most comprehensive solutions to store, manage, and protect data across hybrid cloud.

HPE StoreEver LTO tape systems are a vital part of this portfolio and **they can be sold as part of a GreenLake deal**. Tape offers enormous density in a cyber-resilient, scalable and flexible form factor, which can start small but grow very big indeed, while costing less to run and own than other archival storage alternatives.



## Target audience

Businesses who want to underpin their transition to 'data first' organisations by deploying **HPE StoreEver MSL3040 (or other HPE StoreEver solutions)** to:

- Reduce the cost of deep archival storage.
- Minimise power and cooling needs.
- Reduce operating expense.
- Provide more efficient compliance processes.
- Provide greater security against ransomware threats, both on/off prem.

## Messaging themes

- Modernise into a true data-first organisation and gain competitive advantage through data.
- Build firmer foundations for your hybrid cloud infrastructure.
- Operate smarter with HPE's unique tape management features.



- Overview →
- Messaging →
- Digital banners →
- Videos →
- eDMS →
- Social content →
- Call-to-action content →
- The value of tape →

## HPE StoreEver MSL3040 Tape Library Messaging Framework

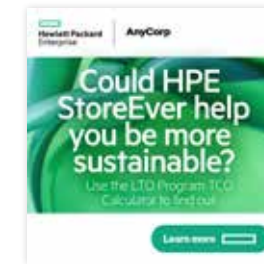
<b>Essence</b>	<b>Preserve important, but infrequently accessed, data safer and smarter with the HPE StoreEver MSL3040. A future-ready, highly scalable, simple-to-manage, cyber resilient tape system you can massively expand in easy steps as your needs grow.</b>		
<b>Key Message</b>	The enormous, data-driven potential of emerging technologies like AI, ML and IoT is creating a plethora of opportunities for businesses to transform their operations. The challenge is that though these opportunities abound, they are truly diverse and may require very different storage optimisations. And any business that is trying to manage typical data growth rates of around 40-50% per year has a number of considerations when developing its strategic approach to data storage. ROI is important as the world navigates the post-Covid recovery period. IT budgets must deliver value. The enhanced HPE StoreEver MSL3040 tape library (which can also be deployed on a pay-per-use, OPEX basis via HPE GreenLake for Tape Libraries) offers enormous density in a cyber-resilient, scalable and flexible form factor. With the MSL3040, you can start small but scale massively, with a much lower TCO than other longer term archival storage alternatives.		
<b>Target Audience</b>	Businesses with several PB of archive data, wanting to underpin their transition to becoming 'data first' organisations by deploying the scalable (3U block) capabilities of the <b>HPE StoreEver MSL3040</b> to reduce the cost of archival storage, minimise power and cooling needs, reduce OPEX, provide more efficient compliance processes and greater security against cyber threats, both on/off prem.		
<b>Strategic Themes</b>	<b>Modernise into a true data-first organisation and gain competitive advantage through data</b>	<b>Build firmer and more sustainable foundations for your hybrid cloud</b>	<b>Operate smarter while remaining secure</b>
<b>Benefit in Action</b>	<ul style="list-style-type: none"> <li>Use resources more efficiently and precisely due to the scalable modular capabilities of the MSL3040 – start small, grow big in 3U units.</li> <li>Reduce cost and maximise ROI with better utilisation of rack space – almost 600 TB per 1U.</li> <li>Ask better questions because you can scale out to place all your data under your control: store huge data oceans with the ultra dense capacity of the 640 slot, 28.8 PB MSL3040 – reduces barriers to being 'data-first'.</li> <li>Get better answers, more quickly, and gain competitive advantage in identifying customer needs, NPd, Supply Chain, Manufacturing by being able to store all your unstructured data on prem and under your control.</li> </ul>	<ul style="list-style-type: none"> <li>Deploy HPE StoreEver through traditional 'buy to own' or via consumption based, pay per use, HPE GreenLake Flex Solution built for Tape Libraries.</li> <li>Cutting through the tangle of today's data management complexities will drive customer innovation, mitigate risks and increase business stakeholder satisfaction.</li> <li>Combine cloud and on-prem archive storage using native S3 object data to tape solutions such as PoINT Archival Gateway.</li> <li>Improve brand perceptions around sustainability concerns thanks to minimal energy consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Save time and work smarter with HPE Command View for Tape Libraries, which brings the power of predictive analytics to managing your MSL3040 from any location.</li> <li>Reduce the impact of cyberattack and other hostile incidents with the HPE MSL Encryption Kit, a unique, self-contained encryption solution which strengthens the innate air gap capabilities of a modern tape system.</li> <li>Deploy infrastructure faster, simplify lifecycle operations, and increase productivity with modular flexibility, seamless upgrades and no additional licence fees for installing new drives in an existing library.</li> <li>Free up IT resources/budget for more value-added tasks. HPE MSL3040 libraries are designed to be easy to access, expand, maintain, backed up by HPE Services.</li> </ul>



# Digital banners

- Overview →
- Messaging →
- Digital banners →
- Videos →
- eDMS →
- Social content →
- Call-to-action content →
- The value of tape →

## HPE StoreEver Tape and Sustainability



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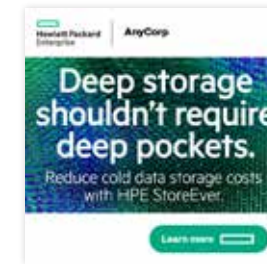
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English (UK)	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
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# Digital banners

- Overview
→
- Messaging
→
- Digital banners
→
- Videos
→
- eDMS
→
- Social content
→
- Call-to-action content
→
- The value of tape
→

## HPE StoreEver Total Cost of Ownership



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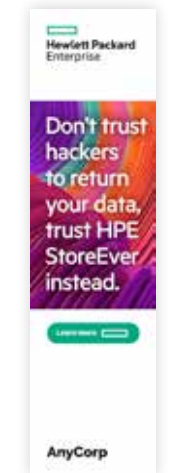
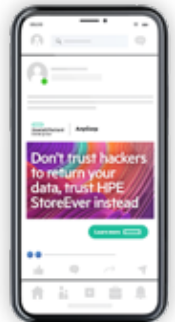
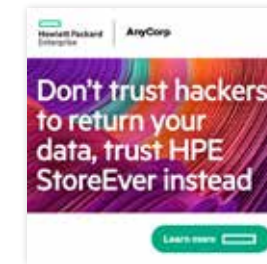
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Spanish (Latin America)	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>



# Digital banners

- Overview
→
- Messaging
→
- Digital banners
→
- Videos
→
- eDMS
→
- Social content
→
- Call-to-action content
→
- The value of tape
→

## HPE Storever Trust



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Polish	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
Spanish (Latin America)	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
Indonesian	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
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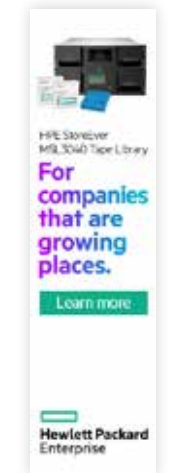
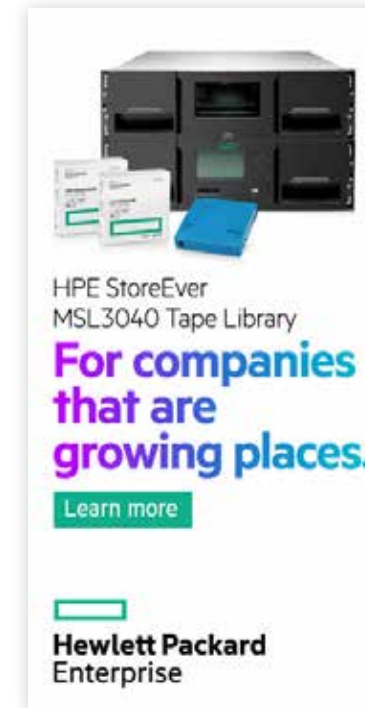
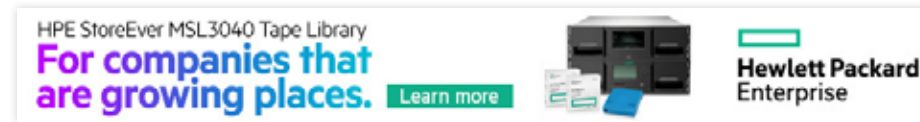




# Digital banners

- Overview
→
- Messaging
→
- Digital banners
→
- Videos
→
- eDMS
→
- Social content
→
- Call-to-action content
→
- The value of tape
→

## HPE StoreEver MSL3040 Product Hero



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English (US)	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
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Italian	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
German	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
Spanish	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>	<a href="#">Files</a>
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# End user use case videos

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →



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Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →



## HPE StoreEver 1/8 Autoloader Tape Library Overview

A video showcasing how the HPE StoreEver 1/8 Autoloader Tape Library is the ideal entry-level LTO tape automation solution for small businesses.

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## HPE StoreEver MSL2024 Tape Library Overview

Preserve all of your important business data securely offline with the HPE StoreEver MSL2024, featuring LTO-9 tape technology. The HPE StoreEver MSL2024 offers an affordable balance of high storage capacity and performance that's easy-to-manage for SMEs and provides high resilience against cyberattacks.

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## HPE StoreEver MSL3040 Tape Library Overview

A video showcasing how the HPE StoreEver MSL3040 Tape Library is a scalable long-term data retention solution for mid-sized businesses.

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## HPE StoreEver MSL6480 Tape Library Overview

A video showcasing how the HPE StoreEver MSL6480 Tape Library is a scalable long-term data retention solution for medium to enterprise sized business.

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Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →



## Is your data incomplete after a ransomware attack?

Sometimes ransomware attacks can almost feel personal because, like a burglary, they take something important that means a lot to you and your business. So when that happens, don't get mad, get HPE StoreEver!

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## With LTO-9, HPE StoreEver goes from strength to strength!

A dramatic, live action overview of the key features and benefits of HPE LTO-9 tape technology!

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## Managing cold data archives in the face of massive growth

How can you cost-effectively and efficiently manage your long term data archives and choose the right technology for the right moment in your data's lifecycle.

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## Introducing the new HPE StoreEver MSL3040

A dramatic, live action overview of the key features and benefits of the new, enhanced HPE StoreEver MSL3040 tape library!

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- Overview
→
- Messaging
→
- Digital banners
→
- Videos
→
- eDMS
→
- Social content
→
- Call-to-action content
→
- The value of tape
→



### Don't trust hackers to return your data. Trust HPE StoreEver

In a study by ESG, only one in seven businesses that confirmed meeting ransom demands said they could restore all their data afterwards. By using HPE StoreEver tape technology, you can strengthen your cybersecurity defences with a true, offline “air gap” between criminals and your data.

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### Ransomware Architectures

A video that explains how tape is a key part of HPE's recommended architecture for maximum ransomware protection.

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### Manage big data better with HPE LTO-9 Ultrium 45 TB data cartridges

An amazing animation introducing LTO-9 storage media technology.

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Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

## HPE StoreEver Tape and Sustainability



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- DEE [View](#) [Download](#)
- ESE [View](#) [Download](#)
- PLE [View](#) [Download](#)
- SPL [View](#) [Download](#)
- TH-TH [View](#) [Download](#)
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Use the eDMs to target your prospective customer or retarget customers to drive back to your website to engage and drive lead generation for your business.



# Social content

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

## Social Copy



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### How to use HPE social content

Inside this document you will find 12 weeks of material for posting daily content related to tape, data storage and important trends like cybersecurity, managing data for competitive advantage and sustainability. You can use this content however you wish to develop your own social media program. Editorial copy is pre-formatted for both Twitter and LinkedIn.

## INSIC Technology Roadmap Wordplay Video



[Download short video](#)

This short video captures the highlights of the new INSIC roadmap. It's a great Call to Action (CTA), for tape awareness campaigns that explain why LTO technology is helping companies manage the colossal archival storage requirements of the Zettabyte Era.

## LTO Program Ransomware White Paper Wordplay Video



[Download short video](#)

This short video is an ideal CTA for marketing campaigns addressing the benefit of tape in supporting business and IT strategies for tackling the ransomware threat. It promotes a white paper by cybersecurity expert, David Balcar, published by the LTO Program.



# Social content

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

**Social content** →

Call-to-action content →

The value of tape →

## TCO Short Wordplay Video



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This short video designed for social media summarises the economic benefits of HPE StoreEver as Active Archival Storage.

## Ransomware Short Wordplay Video



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This short video designed for social media summarises a key benefit of LTO tape for safeguarding against ransomware threats.

## HPE MSL3040 Short Wordplay Video



[Download short video](#)

This short video designed for social media summarises the storage capacity of the HPE StoreEver MSL3040 tape library.





# Social content

- Overview →
- Messaging →
- Digital banners →
- Videos →
- eDMS →
- Social content →
- Call-to-action content →
- The value of tape →

## Social Graphics



Healthcare Use Case Graphic



Retail Use Case Graphic



HPC Use Case Graphic



Financial Services Use Case Graphic



IoT Use Case Graphic



Oil and Gas Use Case Graphic



Video Surveillance Use Case Graphic



INSIC Global Trends Applications and Use Cases for Tape Adoption Graphic



INSIC Storage Technology Roadmap Graphic



LTO Technology is Reaching New Heights Graphic



LTO Technology is Soaring Graphic



LTO Technology Space Race Graphic



LTO Roadmap Graphic



LTO Recertified Media Graphic



LTO History Graphic



LTO-9 Key Features Graphic

## Podcasts



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[Download graphics here](#)



# Social content

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

## Social illustrations



Drive by Attacks Graphic



Drowning in Data Graphic



E Crime Thriller Graphic



Hot Cold Warm Data Graphic



Keep it Green Graphic



Shrinking Your Environmental Footprint Graphic



A Trip to the Dark Side of Cyber Security Graphic



Actively Managing Data Graphic



Data Growth Graphic



Frozen in Time Graphic



Sustainability as a Powerful Brand Differentiator Graphic



How Much is Your Data Storage Costing the Environment Graphic



Phishing Still Favourite Graphic



Phishing The Human Factor Graphic



Stay One Step Ahead Graphic



1.7 Trillion Photos Graphic



22 Billion Devices Graphic



Boundless Data Graphic



Digital Sobriety Graphic



The Square Kilo Graphic

[Download graphics here](#)



# Social content

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

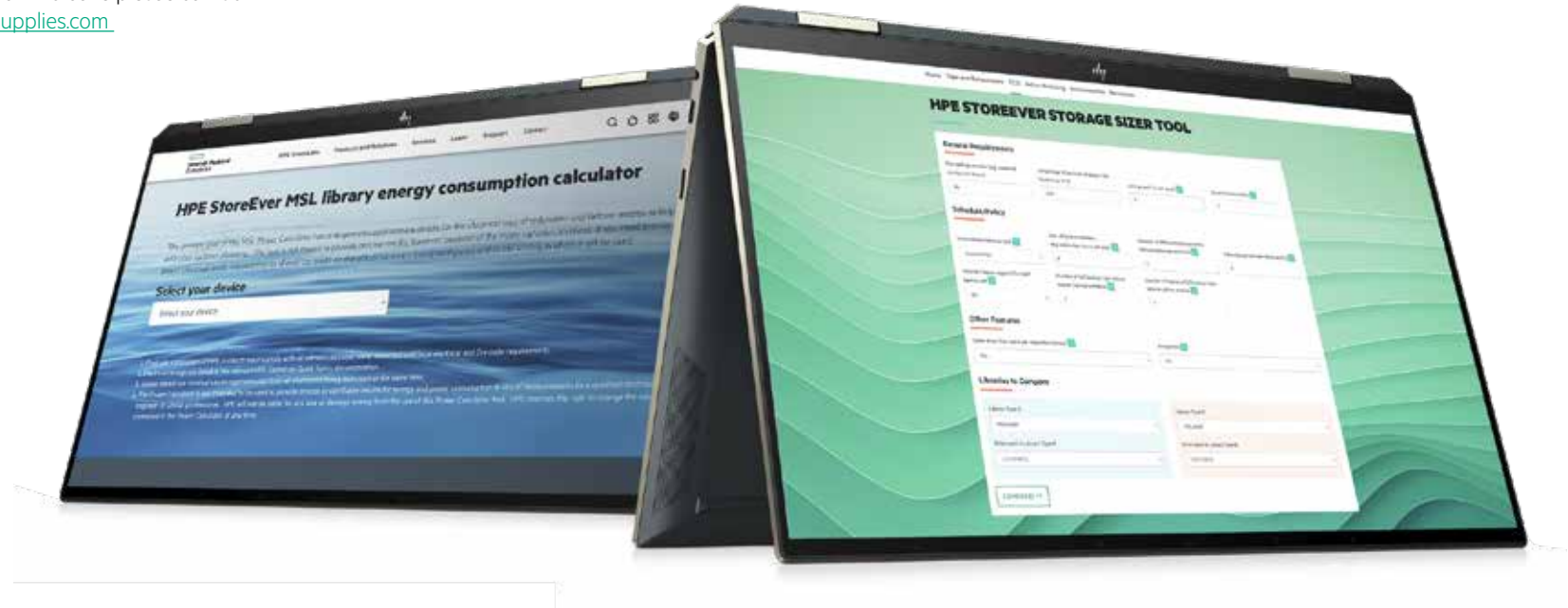
Social content →

Call-to-action content →

The value of tape →

The HPE StoreEver Storage Sizer Tool and the HPE StoreEver MSL Library Energy Consumption Calculator are two easy to use online applications that you and your customers can use to specify the right tape solution for your requirements and determine the environmental footprint for each option.

And if you would like to host these tools on your own web platform or microsite please contact [info@hpestoragesupplies.com](mailto:info@hpestoragesupplies.com)



# Call-to-action content

Overview →

Messaging →

Digital banners →

Videos →

eDMS →

Social content →

Call-to-action content →

The value of tape →

Call-to-action content supports the buyers journey and helps audiences become aware of tape technology and how it can address their their specific challenges relating to topics like data management, cybersecurity, competitive advantage and cost reduction.

## HPE StoreEver Brochure, 2024



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## Exploring the Ransomware Epidemic, LTO Program, 2024



[Download](#)

## Global Trends, Applications and Use Cases for Tape Adoption, INSIC, 2024



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## Storage Management in an Age of Minimal Data Deletion, Further Research, 2023



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# The Value of Tape

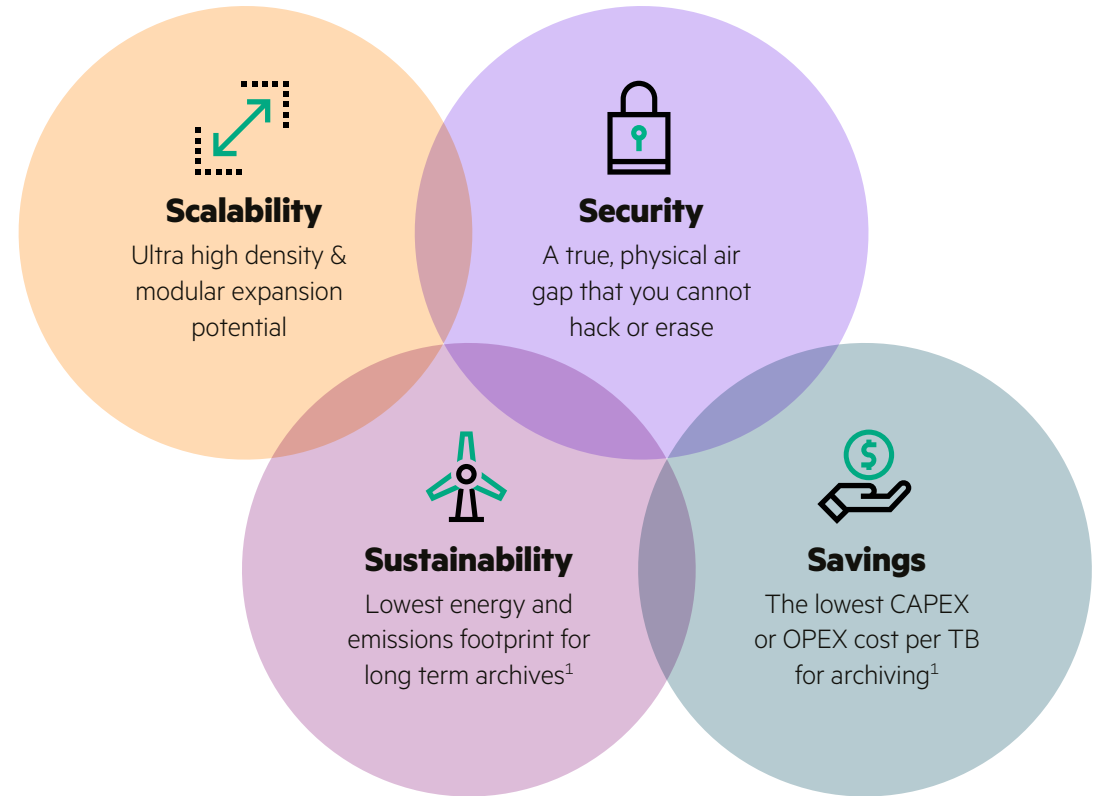
- Overview →
- Messaging →
- Digital banners →
- Videos →
- eDMS →
- Social content →
- Call-to-action content →
- The value of tape →

## The Four S's of the value of tape

HPE defines the value of tape as being comprised of four essential elements: the four S's.

<b>Scalability</b>	more efficient means storing of infrequently accessed, but important, data, and ultimately, better use of budget and resources.
<b>Security</b>	protection against ransomware.
<b>Savings</b>	inexpensive backup storage and lowest TCO for long term archiving. <sup>1</sup>
<b>Sustainability</b>	less energy consuming, more sustainable storage. <sup>1</sup>

<sup>1</sup> Data Economics LTO-9 Technology Optimizing Data Value, Solutions North, May 2023





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Enterprise**

**Thank you**

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