

Notebook Sustainable Value

Driving Customer Productivity with Versatile Momentus Drives

Momentus 5400 and Momentus 7200

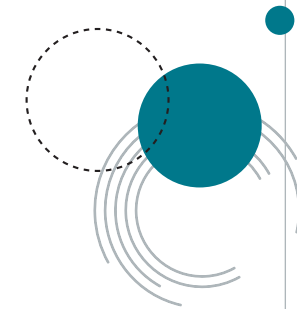
Using Seagate 2.5" products, system builders can help environmentally-aware technology users—both individuals and companies—align their practices with their values by purchasing and using hard drives with minimal environmental impact. Customers can reuse drives more easily and often, control the expense and overhead of recycling and repurposing drives, cut electricity costs and allocate spending to longer-lasting, more dependable storage.

Wherever Seagate does business, it follows sustainable standards, including:

- Restriction of Hazardous Substances (RoHS) and Waste Electrical and Electronic Equipment (WEEE) Directives
- Joint Industry Guide (JIG 101) for materials with environmental impacts that are used in the electronics industry
- IPC 1752 industry standard for materials declaration by Association Connecting Electronics Industries
- Industry restrictions for low halogen in brominated flame retardants (BFRs) and polyvinyl chloride plastic
- Recyclability—on average, more than 70 percent of the materials used in Seagate hard drives are recyclable

Sustainable Value of Performance Hard Drives

	Benefit	Explanation
BUSINESS BENEFITS	Increased system sales	Approach new and existing customers with a differentiating value proposition for enhanced system performance, especially organisations running compute-intensive and multimedia applications.
	Higher revenues	Command a premium for the systems you build when you match the right performance drive to the right environment.
	Ancillary sales opportunities	Use the Momentus drive to create opportunities to deploy high performance, higher margin systems.
	Offer green storage	Using the lowest power consumption storage solutions by Seagate can cut electrical bills and extend your battery life while not sacrificing performance.
STRATEGIC BENEFITS	Increase customer satisfaction	Customers will appreciate your assistance in solving their productivity and performance needs with the Momentus 7200 hard drive.
	Increase employee satisfaction	Minimise your staff's involvement with drive-related issues by using reliable, high-performance drives supported by a 3-year limited warranty.
	Lower readiness costs	Take advantage of Seagate market research when developing your sales plan, and accelerate technical and sales representative readiness with Seagate white papers and technical support.



To learn more about Momentus hard drives, visit: www.seagate.com

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Building Customer Confidence With Seagate Security Drives

Momentum 5400 FDE and Momentum 7200 FDE

When data security is of paramount importance, your customers can rely on the Seagate Momentum FDE hard drives with Seagate Secure™ technology. This hardware-based full disk encryption product offers state-of-the-art data protection for personal and corporate laptop users.

A user password means that everything on the drive, not just selected files or partitions, is secured with strong encryption technology. Data is always protected from unauthorised access, whether a hard drive or system is stolen, retired or sold into a secondary resale channel.

Momentum FDE drives are ideal for the mobile workforce and for knowledge workers in sensitive areas such as human resources, legal and senior management. Key industries where data security and privacy are critical include government, medical, education, health care, legal and financial.

Sustainable Value of Security Hard Drives

	Benefit	Explanation
BUSINESS BENEFITS	Increased system sales	Approach new and existing accounts with a superior value proposition for unique security capabilities. And with tailored Seagate sales tools and marketing collateral, your staff will spend less time generating sales aids and more time closing additional business.
	Higher revenues	Command a premium for your systems with innovative security features that will revolutionise the industry. Protecting valuable data is always worth the customer investment.
	Ancillary sales opportunities	Augment Seagate security technologies with security management software and associated security services. You can also offer solutions for secure mobile computing and extend those solutions over time to include desktops and remote offices.
STRATEGIC BENEFITS	Increase customer satisfaction	Use Seagate security drive technologies to demonstrate your commitment to helping customers improve their corporate governance and data security capabilities.
	Gain competitive advantage	Be one of the first in the market to approach customers with proven, innovative security technologies.
	Lower readiness costs	Take advantage of Seagate market research when developing your sales plan, and accelerate technical and sales representative readiness with Seagate white papers and technical support.

To learn more about the Momentum FDE hard drive, visit: www.seagate.com/security