



## Why buy IBM LTO Media...

*IBM – Proven industry leader in storage technology*



For more than 50 years, IBM has been developing innovative media technologies and solutions. From tape media to optical, IBM media products reflect the high standards of a proven industry leader in storage technology.

## CONTINUOUS IMPROVEMENT

**IBM is dedicated to the ongoing excellence required by our tape customers.**

As technology progresses, we continue to advance the capabilities of IBM Tape Media to ensure it continues to meet customers' evolving requirements.

## TECHNOLOGY

**IBM uses specific technologies that improve the tape's performance.**

- With IBM's patented surface control guiding system edge wear is not a worry in guiding the tape, enabling us to generate less debris and deliver increased performance.
- IBM LTO tape drives' tape head employs the patented Magneto Resistive flat lapped head design. This design helps reduce tape wear by decreasing the tape to head contact found in competitive tape drives. This head design helps improve performance, accuracy and reliability of reads/writes and helps to reduce rewrites caused by debris.
- Grooved Roller Surface Control Guiding, helps to stabilize the lateral movement of tape across the head, reducing the amount of re-reads or writes that might occur with less stable tape paths.

## INTERCHANGEABILITY

**LTO certification requires interchangeability and defined capacity but not quality or reliability.**

By specifying only those features needed for interchange of tape cartridges among various vendors tape drives, the Ultrium format retains flexibility. This flexibility allows for a substantial amount of implementation freedom in performance characteristics, form factor, reliability, controllers, and interfaces, while ensuring that tape cartridges remain interchangeable among Ultrium tape drives.

## QUALITY

**IBM consistently defines extremely high standards for IBM LTO cartridges.**

This ensures high quality tape to customers. IBM media undergoes extensive testing of:

- 300 full file passes
- 1 million head passes
- 20,000 load/unload cycles
- 20,000 short section durability passes in all environments

**IBM is proud to say that quality is our biggest differentiator.**

This applies to the design, development, testing and manufacturing processes that IBM utilizes which enable us to provide superior media.

**We believe IBM media is the best performing, most durable and reliable LTO™ cartridge available for use with IBM Ultrium™ Tape Drives.**

IBM Media is thoroughly tested including Environment Durability Tests which are performed at all "five corners" of the Temperature and Humidity extremes.



## QUALITY

**High quality, better results, longer life.**

IBM Tape Media is designed for open systems but with enterprise class durability and reliability that the customer's require.

## DRIVE+MEDIA

**IBM Media on IBM Drives, Compatible is not identical. By optimising IBM drives and IBM media you receive a combination that provides the best possible performance, reliability and compatibility.**

- Lower risk
- Higher reliability
- Prolonged media life
- Optimal performance

**For optimal performance, IBM media on IBM drives is the only choice.**

While all LTO certified media is interchangeable, IBM media is developed, tested and optimised to meet IBM's design specification for IBM drives.

This means seamless compatibility, optimum performance, lower risk of data loss/errors, higher reliability, stability, durability and prolonged media life

IBM's close coordination between R&D, Manufacturing, Product Management and Product Field Engineering contribute to quality throughout the product lifecycle.

Only IBM tape is tested on all IBM drive and library configurations.

## SINGLE SUPPLIER ENVIRONMENT

**Simple and Quick resolution of any operational or warranty inquiries.**

**Where your data is concerned, you want to be able to point to one company, one person for resolution of any issue.**

Having the same IBM brand for your drive as well as media means simple and quick resolution of any operation/warranty support affecting your business operations and your data safety.

## COST & TIME EFFICIENT

**Using IBM tapes on IBM drives can increase productivity.**

IBM optimised tapes helps trigger less rewrites which saves end user production time and operator costs.

## DATA PROTECTION

**IBM Media helps to protect your most precious resource, your data.**

As a global IT leader we understand the value and power of data in today's business environment and IBM's strict media quality provides the best protection possible for your precious resource.



# IBM Media: superior quality at a competitive price.

## COMPLIANCE

### IBM Media helps customers meet compliance responsibilities.

The high quality, durability and reliability of IBM Media and its use on IBM drives means that the customer is using an industry best practice for retention, security and protection of its business data. With appropriate retention and security practices, this best practice helps the customer comply with legal and business responsibilities for data management.

## VALUE FOR MONEY

### IBM media provides the best overall value.

Don't sacrifice quality for cost when it comes to your data. IBM has been the industry benchmark for information processing because we understand what it takes to protect your data. Our goal is to always provide you with the highest quality Tape Media at the lowest possible prices.

## CUSTOMER SERVICE

### High levels of customer service worldwide.

Our customer service is always happy to assist with any questions or problems that you might experience. We can be reached worldwide. In UK, please contact your usual media reseller and they will assist you immediately.

## WARRANTY

### IBM provides a (5) year limited lifetime warranty, beginning on the day of purchase.

When it comes to your long term archival data, longevity is everything. At IBM we understand that and provide a warranty that meets the needs of customers.

### We provide fast turnaround & support on any warranty claim;

Should the need ever arise, you should immediately contact your IBM media reseller. Please have the cartridge's serial number and error code available as your reseller will require this information.

## MEDIA SERVICES

### IBM's media services meet customer's requirements

- **Experienced media resellers**  
IBM authorized media resellers are knowledgeable and helpful, always ready to give an advise and customize a solution to client's needs.
- **IBM media can be labelled and/or initialised**  
IBM media can be labelled and initialised and to help you save time and labour when adding new cartridges into and existing inventory system. IBM offers pre-labelling with the ability to specify a starting volume serial and colour coding that helps save time and labour when adding new cartridges into your existing inventory. Labelling can usually be provided in a day or two.
- **Bulk ordering is acceptable with IBM**  
We allow bulk ordering to help save procurement time and expense.

### IBM's Media Recovery Services are an industry benchmark

There are occasions when something happens to the cartridge, often physical damage due to mishandling, and the data needs to be recovered. IBM's lab personnel have extensive experience in performing data recovery.