



OVERLAND
TANDBERG

RDX[®] from Overland-Tandberg[™]

Sales Playbook

What Is RDX?

Industry-leading data protection and archival since 2006



10+ Years of Product Evolution

As an industry standard since 2006, RDX is proven as a next-generation data protection and archival solution for businesses of all sizes. RDX is a durable, external flash and removable disk solution designed to withstand drops, shocks, vibrations and climate, providing unlimited, scalable storage capacity to meet the data protection needs of growing businesses. It is easy to manage and deploy with proven track record of high quality and design robustness.



RDX, Now and in the Future

The RDX portfolio consists of SATA III and USB 3.0 interfaces, with media storage capacity of 500 GB to 5TB HDD or 1TB industrial grade SSD (available H2/2018). In the future, RDX will continue to support increasing capacities, new standards, and shifting customer requirements to keep up with changing data management needs and solving compatibility issues and eliminating data migration efforts.

Why RDX?

Affordable, Easy-to-Use Backup



All the portability and reliability of tape-based backup with the speed and simplicity of a flash or hard drive



Integrates with existing technology through standard SATA or USB interfaces



Low-cost solution that fits nearly every budget



Can be accessed immediately upon connection with familiar storage management software



Compact, internal or external RDX solution



Easy to set up and manage by anyone who has basic computer skills



Cloud Positioning: ideal for hybrid cloud solutions; primary data protection with off-line protection at lower cost and faster retrieval speeds



Fog Computing: complement to Cloud Backup and Storage for IoT market. Where data transportation of large storage, backup and archive data is required.

Why RDX?

Ruggedized and Ready to Go

Rugged and Secure



Built to withstand knocks and drops without losing access to data

Fast and Capable



Near-instant read and write allows users to work directly with the data

Fully Portable



Small enough to slip into a pocket for easy transport



Greater than 10-year archive life



Capacities ranging from 500 GB to 5TB



Immediately connects to devices at remote sites



Meet regulatory standards with WORM backups. (RDX WORM is SEC and CFTC compliant)



Full backward and forward compatibility eliminates data migration efforts



Enables outdoor storage and data collection

What do Customers Get?

Designed to Deliver Cost-Efficiency and Robustness

RDX QuikStor®



- 1 Piece of Media
- Single drive
- Capacity up to 5TB

RDX QuikStation® 4



- 4 Pieces of Media
- 4-drive Appliance
- Capacity up to 20TB

RDX QuikStation® 8



- 8 Pieces of Media
- 8-drive Appliance
- Capacity up to 40TB



Protects a single workstation, server, NAS or individual PC in the field



Protects data from multiple workstations or servers. Enhances business compliance and data archiving



Protects data from multiple workstations or servers. Enhances business compliance and data archiving



Provides an ideal professional workspace and mobile/field backup solution



Provides network attached backup solution for multiple drives or one large volume



Provides backup for network attached disk arrays, multiple large volumes or other enterprise-scale deployments

Conversation Starters

Give customers answers to their data protection questions

Question to Ask	Why RDX is the Answer
 <p>Are you currently backing up your data?</p>	<p>Customers who aren't doing regular backups are putting their business at risk. RDX offers a low-cost, simple solution for conducting regular backups.</p>
 <p>Is your backup system reaching end of life?</p>	<p>Many legacy backup systems, including some tape technologies, are becoming obsolete. RDX is a long-term, forward-and-backward compatible solution that provides the portability and scalability to keep data secure and safe.</p>
 <p>Is your business subject to regulatory constraints?</p>	<p>RDX provides write-once, read-many (WORM) storage that's required for long-term archival and regulatory compliance.</p>
 <p>Are you worried about viruses and ransomware?</p>	<p>RDX is built for data security, providing a 3-2-1 backup solution that protects against the harmful effects of viruses and ransomware attacks.</p>
 <p>Do you have a limited IT staff?</p>	<p>RDX is ideal for companies that don't focus on IT, providing a solution that plugs directly into any existing computing environment, and that can be used by any computer user – no technology degree required.</p>
 <p>How do you backup your NAS?</p>	<p>RDX works with any NAS that offers external USB storage connectivity and you can easily enhance backup with offline/site data protection.</p>

Ideal Customer Scenarios

Understand which customers need RDX, and why

If a business is...	RDX is ideal because...
 <p>A small company</p>	<ul style="list-style-type: none"> • It's a low-cost option for data protection, backup and disaster recovery • It grows with business needs and provides investment protection
 <p>A larger company with many small satellite offices</p>	<ul style="list-style-type: none"> • Easy to supply to satellite offices through OEM vendors or System Integrators • Backward and forward compatible with your HQ data center solutions • Certified with VMware and Microsoft for virtualization
 <p>A company that needs ruggedized data storage</p>	<ul style="list-style-type: none"> • Built to withstand shocks, vibrations, and drops from up to 1 meter without suffering data loss or read/write disruption • Handles harsh climate conditions • Proven as a solution for vehicle-mounted data storage
 <p>A company that requires long-term data archival for regulatory compliance or eDiscovery</p>	<ul style="list-style-type: none"> • Provides write-once, read-many (WORM) storage • Comes with a 10-year data integrity guarantee • Provides all the benefits of tape with the read/write speed of disk • Economical alternative to competing data backup solutions

Focus on Vertical Markets

Understand which customers need RDX, and why

For companies in...	RDX is ideal because...
 <p>Healthcare/Mobile Health</p>	<ul style="list-style-type: none"> • It automates your daily backup • Write-once, read-many drives protect sensitive patient data • Easy and robust media usage, allows for set and forget data protection
 <p>Professional Services</p>	<ul style="list-style-type: none"> • Cost-effective media allows companies to purchase drives for each client's data • USB-compatible storage can be used to deliver client files securely • It is a robust Plug & Play solution that is easy to deploy
 <p>Video and Entertainment</p>	<ul style="list-style-type: none"> • Fast read/write allows for rapid data transfer while on set • Large capacity provides ample storage for raw video and audio files • It is Industry standard and eliminates data migration efforts
 <p>Military/First Responders</p>	<ul style="list-style-type: none"> • Ruggedized drives are capable of handling harsh conditions, including dust, dirt and extreme temperatures with high quality standards and are easy to handle with no IT knowledge.
 <p>Financial</p>	<ul style="list-style-type: none"> • Software and hardware-based encryption provides added security for sensitive data • Removable media allows for long-term data storage in order to meet regulatory compliance • It is SEC and CFTC compliant with WORM
 <p>Energy, Gas and Oil</p>	<ul style="list-style-type: none"> • Ruggedized drives provide data protection through shocks, drops, vibrations and harsh conditions • Ease of use allows for fast adoption by non-technical staff

Common Objections

Meet objections with answers that instill confidence in RDX

If a customer says...	Tell them...
 <p>“I perform backups on USB sticks. It works fine!”</p>	<p>RDX is a complete storage solution, not just a file storage device. File recovery is easier, faster and seamless with RDX. USB sticks are prone to failure and are easily lost, whereas RDX guarantees storage for 10 years. And RDX drives are rugged and dependable through drops, shocks, and vibrations.</p>
 <p>“I perform backups on external USB hard disks. It works fine and is cheaper.”</p>	<p>Investment Protection: If you run out of capacity, simply buy a new media and use your existing drive Reliability: Ruggedized media with ESD and shock protection for safe removability and off-site storage Build in option: Internal drives with vibration isolation Ease of Use: Perform media spanning if the backup data is larger than the media capacity, insert the next cartridge and continue. Restrict access to the media via eject button and manage the media ejection over backup software</p>
 <p>“I’m the office manager, IT manager and helpdesk all at once. I don’t have time to learn a new technology.”</p>	<p>RDX plugs directly into your existing systems using either USB or SATA. It works just like any other hard drive, and requires no additional expertise to configure and use.</p>



If a customer says...

Tell them...



“We don’t really have a data center – we have a bunch of field units. Our storage solution has to be able to withstand just about anything.”

The ruggedized design of RDX allows you to take it into the field and rely on its ability to record, store and retrieve your data, even through shocks and vibrations. Mount RDX in a vehicle, or carry it in your pack – when you ask for your data, it will be there.



“We have a lot of data, and produce more every day. Buying hard drives is expensive.”

The RDX price point is competitive, and often-times more economical than cloud or other offsite storage solutions. For one low price, you have 10 years of guaranteed data storage and protection.



“I do my backups to a small NAS and don’t have any issues with that.”

Portable: RDX has been designed for data transportation
Reliability: Ruggedized hard disk cartridge with ESD shock protection
Investment Protection: If you run out of capacity, simply buy a new cartridge
More Economical: Off-Site media doesn’t require power, it is more efficient than operating on several NAS systems
Ease of Use: Plug & Play setup and use
Archive: Designed for long term archive for 10 years and more
Compliance: Meets regulatory requirement

If a customer says...



“Cloud-Backup is very convenient and I'm considering that over local devices.”

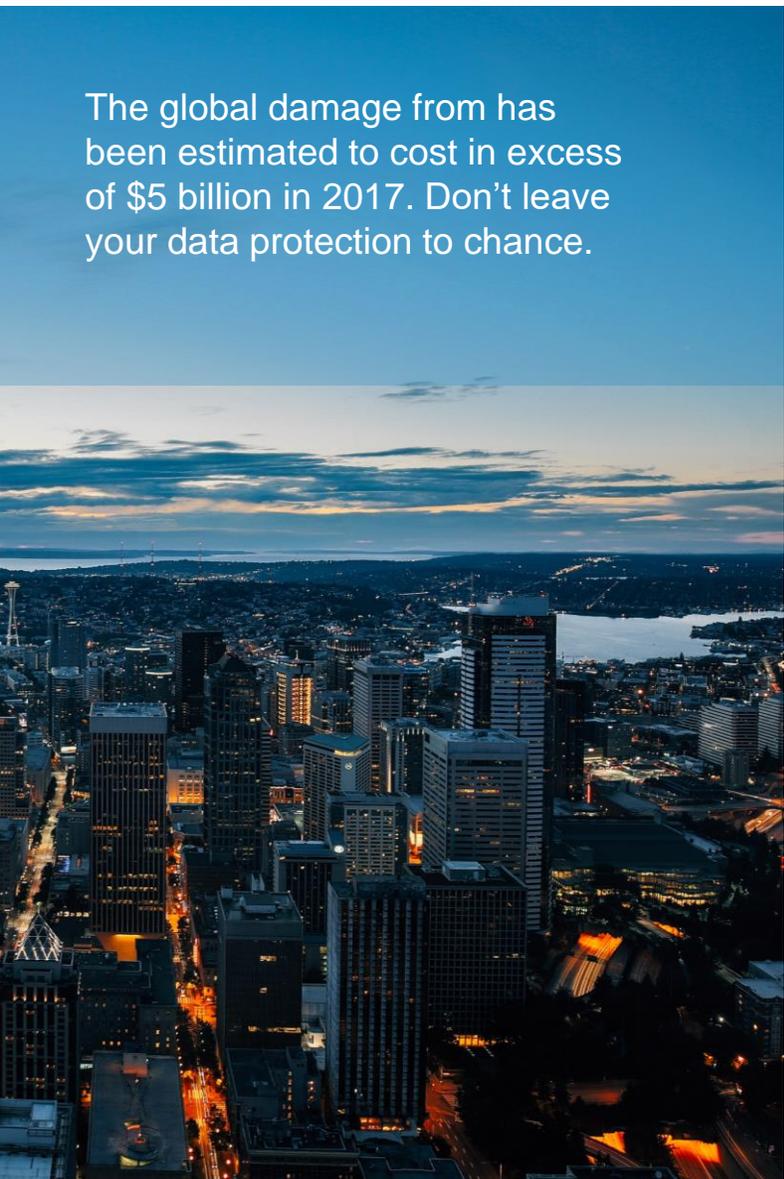
Tell them...

More Cost Efficient: Upfront invest in RDX returns after 12-24 months
Functionality: Cloud backup can have functionality limitations
Disaster Recovery: RDX backup is designed for On-Site DR and much faster and reliable
Speed: Local backup and restore is way faster than cloud
Dependency: Do you want to make your business data dependent on your Cloud provider?
Data privacy: RDX is safe against big data analytics / spy / manipulation



“We've been using tape in our servers for a long time why should I change to a disk based backup solution.”

RDX is offering a much lower cost start point and RDX is much easier to use and give you the same data protection level as tape.



The global damage from has been estimated to cost in excess of \$5 billion in 2017. Don't leave your data protection to chance.

SPOTLIGHT:

Ransomware

A proven solution in the face of emerging threats

RDX protects against ransomware with **rdxLOCK** **RansomBlock**

- Sets all data on RDX WORM media into a read-only mode, providing for a secure restore device that cannot be targeted
- Provides whitelist and blacklist capabilities for applications
- Allows administrators to grant or deny individual tasks
- Compatible with RDX QuikStor drives and RDX QuikStation appliances



Your business can go anywhere – but what about your data storage device? Provide your enterprise with reliable data storage in the office, in the field, and everywhere in between.

SPOTLIGHT:

Ruggedized Storage

Don't let your data storage needs slow you down

RDX offers **rugged, reliable** and **convenient storage** for backup, archive, data interchange and disaster recovery, with:

- A wide selection of capacity, from 500GB to 5TB HDD
- Fast access, with speeds up to 330 MB/s (with SSD media)
- Shock-proof media, designed to keep working through shocks, vibrations and drops of up to 1 meter
- Secure storage that's hardware-encryption aware and software encryption compatible
- A cost-effective solution that provides a 10-year archive guarantee. (HDD media only)