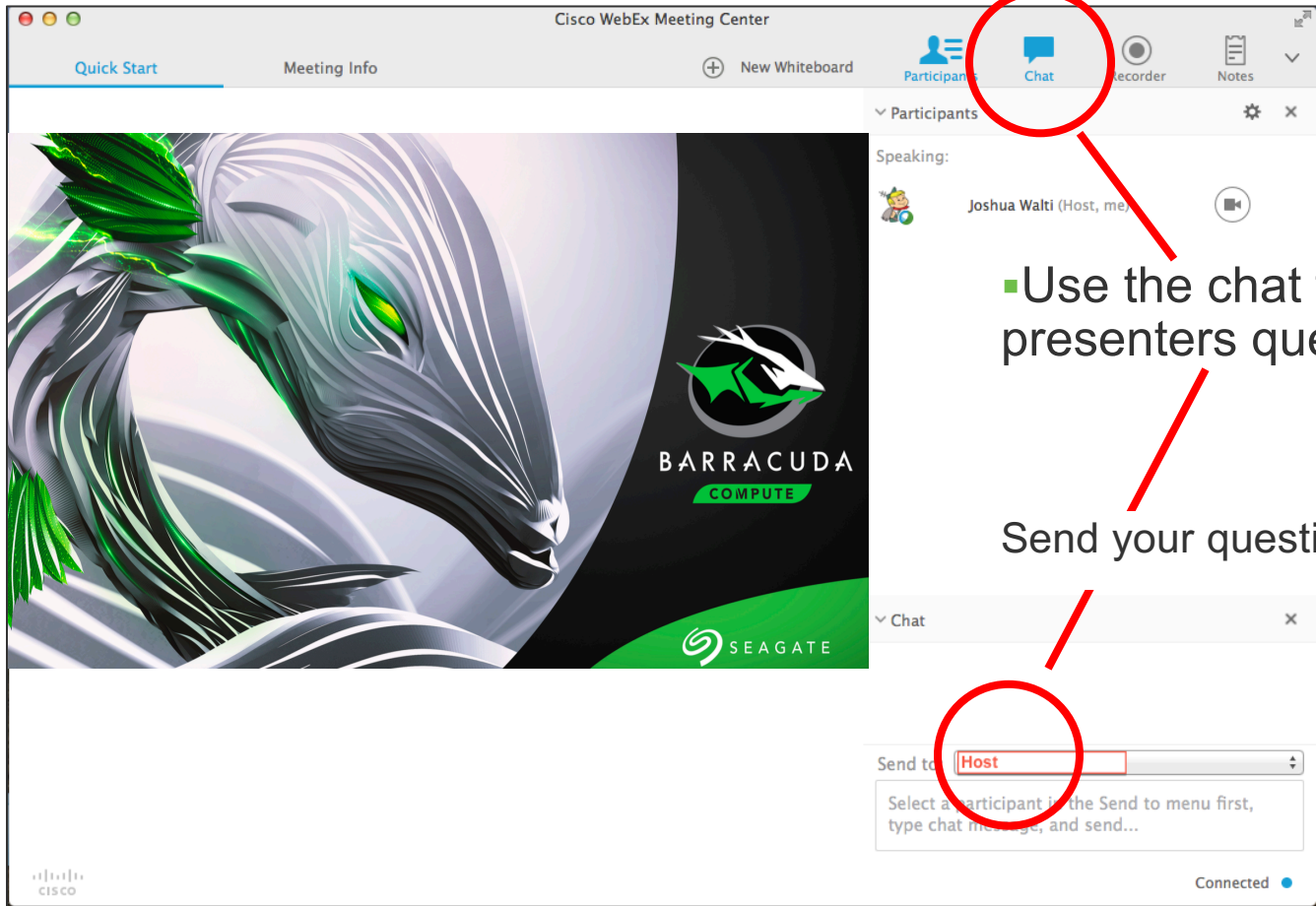




BARRACUDA
COMPUTE

intel OPTANE™
MEMORY

SEAGATE




■ Use the chat feature to ask our presenters questions

Send your questions to the Host

Reminder

- Attending The Full Webinar:



COMPETITION

Join the Seagate and Intel webinar on August 29 to find out more, and enter for a chance to win BarraCuda HDD and Intel® Optane™ memory products.



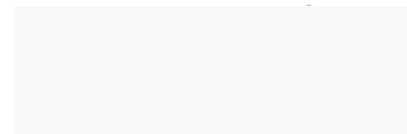


CLAIM YOUR BONUS POINTS

Seagate Insider members who attend the entire webinar will earn 100 points. Intel ITP partners will also get 5 ITP credits for attendance.

[REGISTER NOW](#)





Desktop Buyers want Large Local storage

Top Purchase Drivers for Desktops¹



Performance



Security
of personal
information and data



Storage
Capacity

As the amount of data generated increases...
so will the need for large capacity storage

Grand Theft Auto*
V³

~65 GB

Windows* 10x64
disk space
requirement⁴

~20 GB

4K

RaW Video²

~742 GB/hr.

4K

GoPro* Video⁵

~29 GB/hr.

1) IMRA February 2016. AIO and Desktop buyer Study - US Report

2) <http://www.4shooters.net/2014/05/25/how-much-hard-disk-space-do-you-need-shooting-4k/>

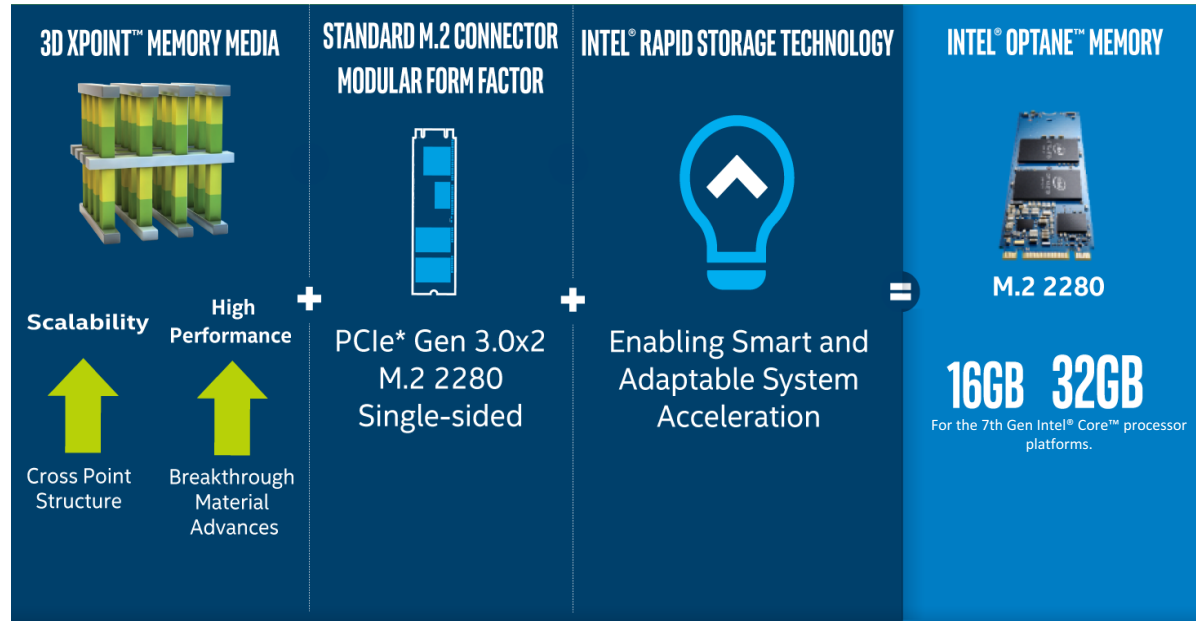
3) <https://support.rockstargames.com/hc/en-us/articles/203428177-Grand-Theft-Auto-V-PC-System-Size>

4) <https://www.microsoft.com/en-us/windows/windows-10-specifications>

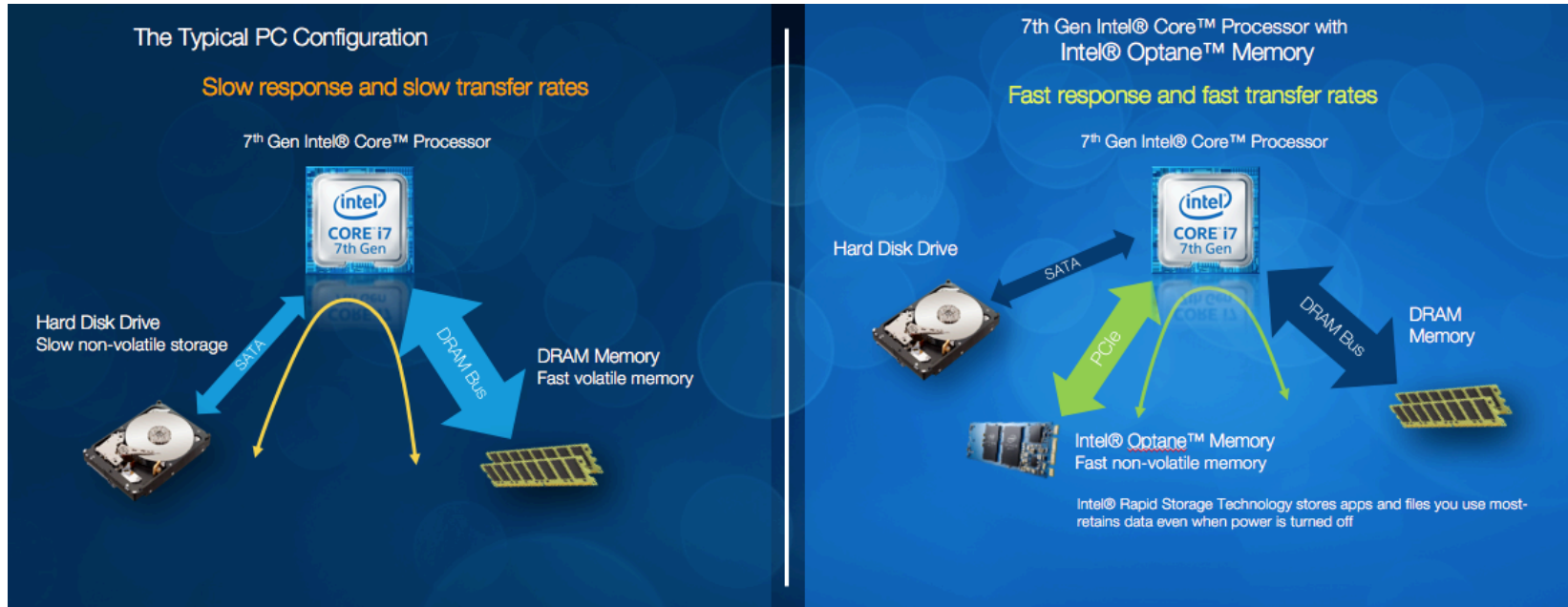
5) <http://www.sony.com/imagoe>

What is Intel® Optane™ Memory?

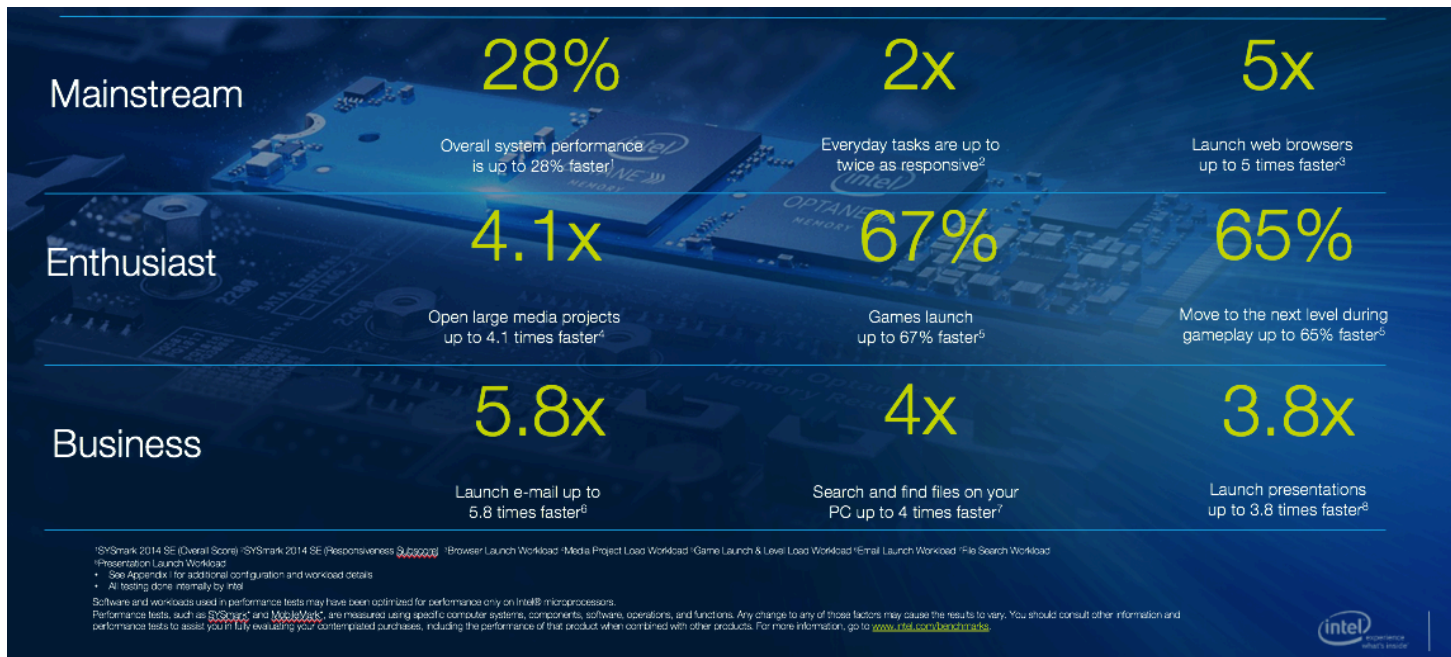
- A system acceleration solution for new 7th Gen Intel® Core™ processor platforms
- Utilizes the Intel® Optane™ technology, based on 3D XPoint™ memory media, along with the Intel® Rapid Storage Technology (Intel® RST) driver
- Improves system performance, fast application launches and an extraordinary performance for gamers and creative professionals.
- FAQs:
<http://www.intel.com/content/www/us/en/architecture-and-technology/optane-memory-faq.html>



Intel® Optane™ Memory: Innovating the PC



Performance benefits from Intel® Optane™ Memory





Seagate BarraCuda powered by Intel Optane Memory*




A performance powerhouse!

- **Key Value:**
 - Seagate BarraCuda paired with Intel Optane memory delivers amazing SSD-like performance and responsiveness without compromising capacity or value.
- **Target Segment:**
 - Gamers – Play and store tons of games without having to delete your favorite games.
 - Creative Pros – Run multiple post-production and editing applications including Adobe Creative Suite* with blistering responsiveness and throughput.
 - Mainstream PC users – Run everyday applications 2x faster**.

*Seagate, Seagate Technology and the Spiral logo are registered trademarks of Seagate Technology LLC in the United States and/or other countries. BarraCuda is either a trademark or registered trademark of Seagate Technology LLC or one of its affiliated companies in the United States and/or other countries. All other trademarks or registered trademarks are the property of their respective owners.

** Tested on Intel® Core™ i7-7700K processor, ASUS Prime Z270-A motherboard, 16 GB DDR4 memory, Intel® HD Graphics 630, Nvidia GeForce GTX 1070, and Windows 10. Tested with Seagate® BarraCuda 2TB ST2000DM006, Samsung 750 EVO 250 GB and 32 GB Intel® Optane™ memory engineering samples. Testing conducted by Seagate using SYSmark® 2014 SE. Results have been rounded for display purposes and may vary based on difference system hardware,

Performance comparison – Move like SSD, Store like HDD!

	 2TB HDD	 2TB SSD	 BarraCuda 2TB HDD + Intel Optane Memory
System Performance* (Higher is better)	Baseline	Up to 40% Increase	Up to 40% Increase
Storage Performance** (Higher is better)	Baseline	Up to 1.8x	Up to 1.8x
Responsiveness* (Higher is better)	Baseline	Up to 2.3X	Up to 2.3X
Price/GB (Lower is better)	\$	\$\$\$\$\$	\$\$

*Tested on Intel® Core™ i7-7700K processor, ASUS Prime Z270-A motherboard, 16 GB DDR4 memory, Intel® HD Graphics 630, Nvidia GeForce GTX 1070, and Windows 10. Tested with Seagate® BarraCuda 2TB ST2000DM006 and 32 GB Intel® Optane™ memory engineering samples. Testing conducted by Seagate using SYSmark® 2014 SE. Results have been rounded for display purposes and may vary based on difference system hardware, software and configuration.

**Testing conducted by Seagate using PCMark 8 storage test. Results have been rounded for display purposes and may vary based on difference system hardware, software and configuration.

Benchmark studies – Proven SSD-like performance!

Adobe Creative Suite Test*

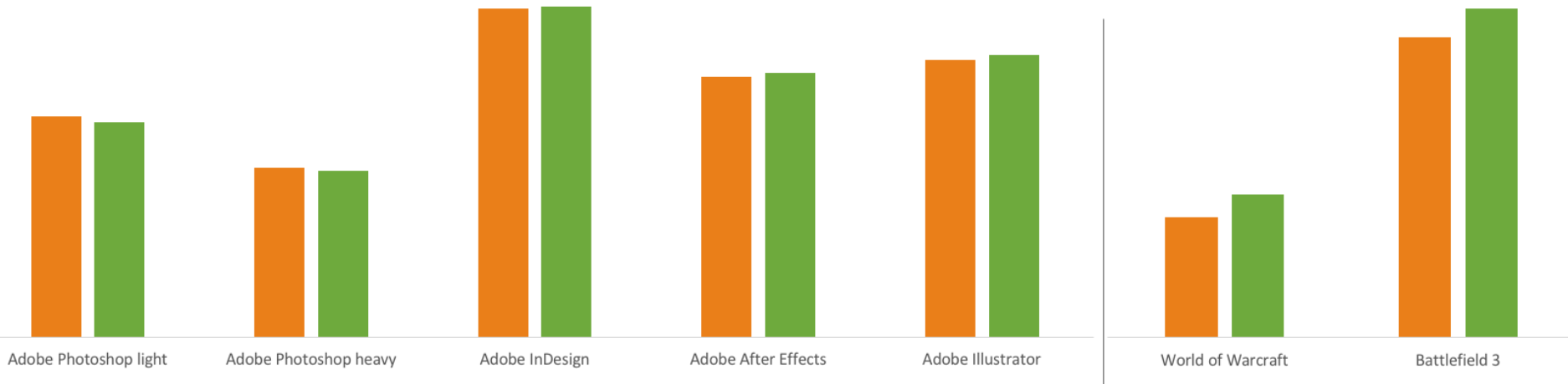
Higher is better

■ Samsung 750 EVO 250GB

■ Seagate® BarraCuda 2TB +
Intel® Optane™ Memory 32GB

Gaming Test*

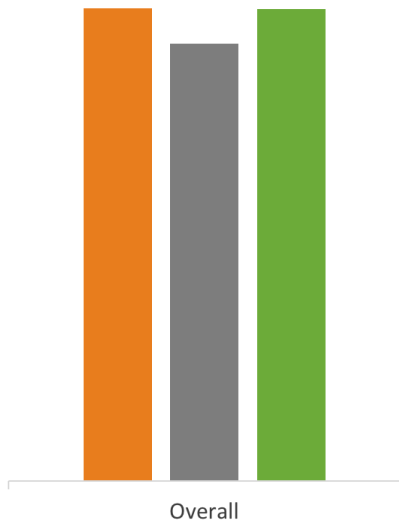
Higher is better



*Tested on Intel® Core™ i7-7700K processor, ASUS Prime Z270-A motherboard, 16 GB DDR4 memory, Intel® HD Graphics 630, Nvidia GeForce GTX 1070, and Windows 10. Tested with Seagate® BarraCuda 2TB ST2000DM006, Samsung 750 EVO 250 GB and 32 GB Intel® Optane™ memory engineering samples. Testing conducted by Seagate using PCMark 8 storage test. Results have been rounded for display purposes and may vary based on difference system hardware, software and configuration.

Benchmark studies - Faster than Dual Drive!

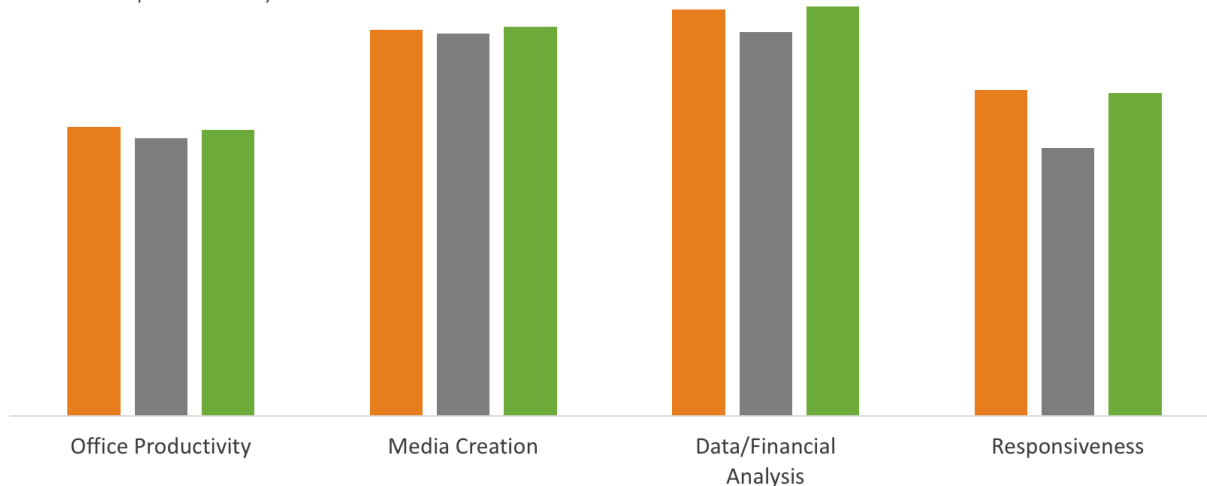
SYSmark 2014 SE Overall Ratings



SYSmark 2014 SE Scenario Ratings

Higher is Better

- Samsung 750 EVO 250GB
- Samsung 750 EVO 250GB + Seagate BarraCuda 2TB
- Seagate BarraCuda 2TB + Intel Optane Memory 32GB



Key Selling Points for the end-consumer

- **Amazing Performance and Responsiveness**
 - 2x boost in responsiveness*, performs like a client SSD.
 - Use-case: Improve productivity with a storage solution that boots and loads editing applications like Adobe Premiere Pro in seconds!
- **Maximized capacity**
 - Industry-leading capacities up to 10TB delivers the highest capacity performance storage solution.
 - Use-case: Store all your videos, games and projects without running out of space!
- **Incredible value**
 - Lower \$/GB, up to 5-year warranty and data recovery services
 - Use-case: You don't have to compromise on performance or capacity to optimize for cost when building your own custom gaming rig or building workstations for your studio!

Key Selling Points for the resellers

- **BarraCuda hard drives + Intel Optane memory offers a new upsell opportunity**
 - Increased Performance and storage capacity are two of the top purchase drivers for new systems.
 - Address a broader market of performance-hungry customers
- **Intel Optane Memory bundles will be available with BarraCuda hard drives and other motherboard partners**
 - BarraCuda – 1, 2, 4 TB + Optane 16 or 32GB memory bundles
- **Promotions/bundles and-co-marketing opportunities with Intel and Intel-ready motherboard manufacturers**
 - Details vary by region



Questions?

SEAGATE + IACIE



FOR PARTNERS

SEAGATE INSIDER

Introducing

Seagate Insider





What's New?

- Enhanced programs for Seagate partners
- **Tiered membership benefits:** Bronze, Silver, Gold, Platinum
- Overview of the main benefits of the program:
 - Points for Purchase
 - Resource Portal
 - Priority Pre-Sales & Post-Sales Support
 - News, Events, and Networking

Points for Purchases

- Business owner or buyer redeems points ("Authorized User")
- Sales reps of the Business may not redeem
- Points based on purchases from Authorized Distributors
- Catalog Options:** Golf & Outdoor Sporting Goods, Wearable Tech, Seagate & LaCie products, Gift cards

SKU	PRODUCT	BRONZE POINTS	SILVER POINTS	GOLD POINTS	PLATINUM POINTS
2.5" Mobile HDD					
ST2000LM015	Barracuda 2TB	20	23	24	25
ST3000LM024	Barracuda 3TB, 15mm	30	35	36	38
ST4000LM024	Barracuda 4TB, 15mm	40	46	48	50
ST5000LM000	Barracuda 5TB, 15mm	50	58	60	63
Flash-Accelerated HDD					
ST2000VX006	Barracuda Pro 8TB	180	200	200	200
ST1000VX006	Barracuda Pro 6TB	150	173	173	173
Seagate® Surveillance HDD, 10TB					
ST10000VX004	SkyHawk	192	200	200	200

Membership Benefits Aligned to Tier

MEMBERSHIP BENEFITS BY TIER

	BRONZE	SILVER	GOLD	PLATINUM
Access to Seagate Insider & LaCie Insider portals	●	●	●	●
Partner newsletter & exclusive communications	●	●	●	●
Product launch notifications and End-of-Life updates	●	●	●	●
Earn points on eligible products purchased from Authorized Distributors	●	15% Seagate 10% LaCie	20% Seagate 15% LaCie	25% Seagate 20% LaCie
Redeem points for product redemption	● ¹	● ¹		
Redeem points for cash payout			●	●
Evaluation Drives				● ²
Priority pre-and post-sales telephone support				●
Dedicated Seagate Account Manager			●	●
Invitations to Seminars / Online Events	●	●	●	●
RMA Assistance				●

¹ Upon points accumulation over 5,000 for Seagate.
Upon points accumulation over 1,000 for LaCie.

² Subject to availability / geography.

Terms and Conditions apply.

SEAGATE INSIDER TIER STRUCTURE

	BRONZE	SILVER	GOLD	PLATINUM
Minimum points requirement	None	25,000	50,000	100,000
Redemption Threshold	5,000	5,000	50,000	100,000
Redemption Type	Catalog	Catalog	Payout	Payout
Base Points Table Updates	Quarterly	Quarterly	Quarterly	Quarterly
Points Multiplier	1	1.15 (15%)	1.2 (20%)	1.25 (25%)
Promotions	Anytime Within a Quarter	Anytime Within a Quarter	Anytime Within a Quarter	Anytime Within a Quarter

LACIE INSIDER TIER STRUCTURE

	BRONZE	SILVER	GOLD	PLATINUM
Minimum points requirement	None	10,000	50,000	100,000
Redemption Threshold	1,000	5,000	50,000	100,000
Redemption Type	Catalog	Catalog	Payout	Payout
Base Points Table Updates	Quarterly	Quarterly	Quarterly	Quarterly
Points Multiplier	1	1.1 (10%)	1.15 (15%)	1.2 (20%)
Promotions	Anytime Within a Quarter	Anytime Within a Quarter	Anytime Within a Quarter	Anytime Within a Quarter

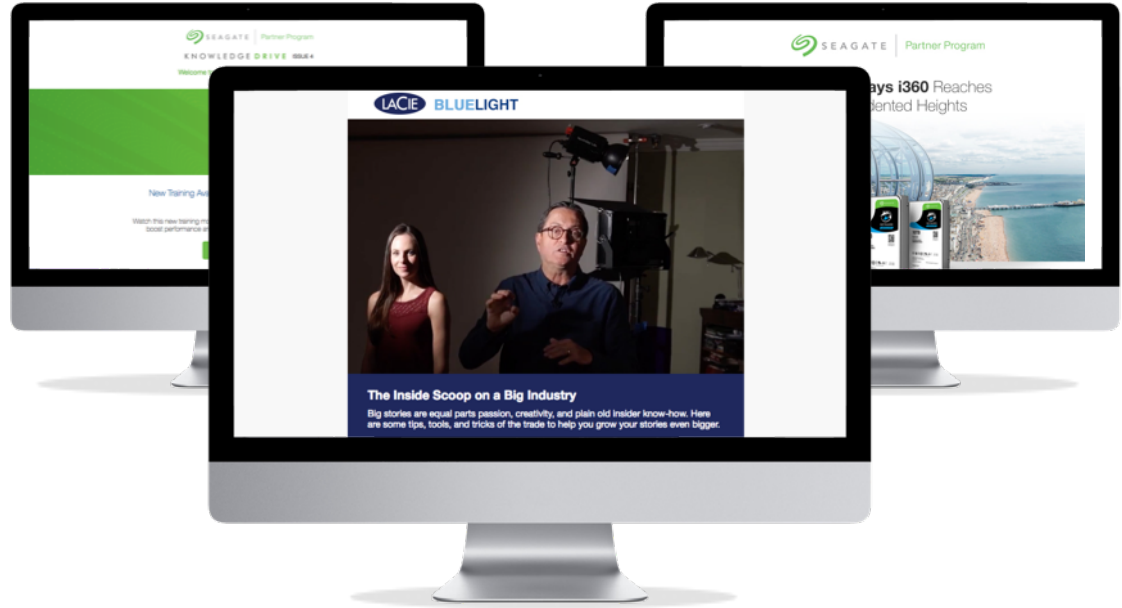
Resource Portal

- Data Sheets, Case Studies, Training Videos
- Sales and Product positioning guides
- Product comparison and competitive information
- Customizable content views on the fly



News, Events, and Networking

- Invitations to special events & webinars
- Product launch notifications, End-of-life updates
- Monthly Newsletter keeps you in-the-know



Grow your business by marketing with Seagate

We recommend:



Enroll
today

Seagate.com/partners



Choose
membership

one or both programs



Acknowledge
your membership

via the confirmation
email we send you



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Need More Info?

Doug Abraham

Douglas.Abraham@Seagate.com

(408)658-1837

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Seagate Technology LLC, 10200 South De Anza Boulevard, Cupertino CA 95014 U.S.



Appendix

Industry Reviews

- Tom's hardware: <http://www.tomshardware.com/reviews/intel-optane-3d-xpoint-memory,5032.html>
- Gizmodo: <http://gizmodo.com/intels-optane-memory-could-make-cheap-computers-fast-ag-1794576969>
- Seagate Blog: <http://blog.seagate.com/consumer/a-hard-drive-as-fast-as-ssd-pair-seagate-barracuda-with-intel-optane/>

Intel® Optane™ Memory vs Dual Drive

Dual Drive (SSD + HDD)



User **manually** selects drive to install OS, files, and applications



As the SSD fills up, the user has to **manually** move files and applications between drives



If moved incorrectly **errors may occur**

Complex Manual Process

Intel® Optane™ memory + HDD



User installs and enables Intel® Optane™ memory



Files needed for important tasks are immediately recognized and accelerated



Over time, the software monitors frequently used files and applications and begins to accelerating them

Automatic Process

Performance comparison

Benchmark ¹	Seagate® BarraCuda 2 TB ⁴	Samsung 750 EVO 250 GB ⁴	Seagate® BarraCuda 2 TB ⁴⁺ Intel® Optane™ Memory 32 GB ⁴
Storage Performance ²	Baseline	1.8x	1.8x
Gaming ²	Baseline	1.9x	2.0x
Adobe Creative Suite ²	Baseline	1.8x	1.8x
Microsoft Office ²	Baseline	1.9x	1.9x
System Performance ³	Baseline	1.4x	1.4x
Responsiveness ³	Baseline	2.3x	2.3x

¹ Tested on Intel® Core™ i7-7700K processor, ASUS Prime Z270-A motherboard, 16 GB DDR4 memory, Intel® HD Graphics 630, Nvidia GeForce GTX 1070, and Windows 10. Tested with Seagate® BarraCuda 2TB ST2000DM006, Samsung 750 EVO 250 GB and 32 GB Intel® Optane™ memory engineering samples.

² Testing conducted by Seagate using PCMark 8 storage test. Results have been rounded for display purposes and may vary based on difference system hardware, software and configuration.

³ Testing conducted by Seagate using SYSmark® 2014 SE. Results have been rounded for display purposes and may vary based on difference system hardware, software and configuration.

⁴ 1 GB=1 Billionbyte by IDEMA. Actual usable capacity may be less (due to formatting, partitioning, operating system, applications or otherwise).