



why sell hp storage supplies?



market leaders

HP has leading market shares in all major storage hardware technologies, including 40% of the overall tape drive market, creating a massive installed base for after-market HP storage supplies.

technology inventors

HP has invented or co-developed many leading storage formats and will always be one of the first brands to supply new mainstream media technologies. HP invests \$400 million annually in storage research and development and is the inventor of WORM optical technology and co-developers of DDS and Ultrium. Knowing the technology inside out enables us to develop the most thorough manufacturing specifications and test procedures.

compatibility

All HP media and drives are designed, manufactured and tested together to provide optimum performance of the complete solution. HP is the only manufacturer to have a significant market presence in both drives and media and a clear understanding of the conditions that face them in the real world.

highest quality

HP achieves the highest level of customer satisfaction and quality control with a media testing programme that far exceeds industry standards. No media supplier understands the value of data and its vulnerability in real life situations better than HP. We deliver a world-class solution and no-one is doing more to ensure absolute data integrity in any given environment.

sales opportunity

Research shows that customers prefer to use branded media from the same manufacturer as their hardware. Every drive you sell is an opportunity to generate further, sustained revenues from media sales. An HP DLTIV drive will typically get through 12 to 15 tapes a year, adding around 25% in revenue.

good business partner

HP is loyal to its channel partners and easy to do business with, offering consistent channel programmes, pricing and processes across HP storage and printing supplies products.

open standards

HP co-invented the linear tape open (LTO) format – and we actively promote it as a technology that is accessible to anyone. HP Ultrium media undergoes a rigorous testing programme that exceeds what is required to achieve the Ultrium logo, to guarantee optimum, cross-platform performance for your customers.

varied portfolio

HP has a comprehensive portfolio that enables you to satisfy most storage needs from one supplier. This includes Ultrium Generation 1 and 2, Super DLT, DLT, AIT, DDS, Travan and optical storage media, plus pre-labelled media for Ultrium and DLT formats.

value-add products

HP supplies value-added services for the rapidly expanding automated tape storage market. Up to 50% of Ultrium and DLT media sales are likely to be made in the automation market. The addition of pre-labelled media is a huge bonus for managers of large libraries, avoiding a long, costly and error-prone manual process.

world-class support

All HP media is supported and warranted by HP. As long as your customer uses HP media with HP drives, world-class support is just a phone call away.



why buy hp storage supplies?



reliability



HP guarantees the highest level of quality with media specifications that far exceed industry standards. Backup is only half the solution. What really matters is being 100 per cent certain that you can recover your data in an emergency. HP has 20 custom-built test chambers in use around the clock. 70,000 tests and 1.3 million test hours a year emulate real-world environmental conditions and usage.

value for money



HP delivers excellent value for money with consistent quality, reliability, compatibility and one-stop support for all leading tape and optical media technologies. HP has the business knowhow, organisation and technology to satisfy all your storage needs.

our customers' come first



HP listens and learns. In response to customers' real life experiences, we have made significant product changes. These include pre-labelled media, anti-static shells, better leader pin design to prevent drive damage, changes in shutter design to prevent load and unload errors, and the introduction of differently coloured cartridges to make sure you never load the wrong media into your drives.

compatibility



HP storage media is developed and tested with HP drives to deliver optimum performance in backup and restore operations, and lifelong integrity for archive libraries. You want fast, reliable and accurate storage. HP media and drives are tested to achieve optimum performance in busy, real time environments, day in, day out.

the storage experts



No-one knows more about leading edge media technologies than HP. We are the inventors of WORM optical technology and co-developers of DDS and Ultrium. HP invests \$400 million annually on storage research and development and we are the only media supplier that makes such a significant investment in the development of the drive and media together. Knowing the technology and the market inside out makes us experts at creating practical, high integrity storage solutions.

open formats



HP promotes open-format technologies with strong compatibility and guaranteed performance in multi-vendor environments. Our Ultrium media is the gold standard in linear tape open (LTO) format.

save time and money



HP pre-labelled DLT and Ultrium data cartridges save you time and money, and make certain your autoloader or library will always retrieve the right tape, every time.

world-class support



All HP media is supported and warranted by HP. As long as you use HP media with HP drives, world-class support is just a phone call away.

highest quality



We constantly monitor manufacturing processes and test procedures to make sure all media products are consistent with HP's stringent specifications.

durable



WORM technology delivers rugged and durable optical media that is good for decades of use. Saved data is tamper-proof yet instantly accessible.