

Seagate Story
7/5/13
V 1.0

CELL	TEXT	VISUAL	TIME
01	<p>People care about two things.</p> <p>Their digital creations—and how to preserve, share and protect them.</p>	<p>People care about 2 things</p>	
01	<p>Your data is you. It's your personal pictures, music, documents . . . all the things you hold precious.</p>	<p>Your data is you</p>	
02	<p>Then there's the data that makes your business run. Customer information, employee records . . .</p> <p>Your business can't operate without it.</p>	<p>Your business runs on data</p>	
03	<p>The amount of data growth over the last 25 years is astounding.</p> <p>The PC era evolved into the client-server era. Computers were networked and that lead to a lot more data because people could now share it.</p> <p>Next came the Internet era and people began using computers everywhere, browsing the web for information.</p> <p>Today, it's the cloud with multiple intelligent computing devices—laptops, smart phones, tablets—all connecting, creating and sharing data.</p> <p>And there's no end in sight.</p>	<p>PC to Cloud era (4 slides)</p>	
04	<p>Today, there are 109 exabytes of stored data worldwide.</p> <p>And more of that data is stored on Seagate than anything else.</p>	<p>More of the world's data is stored on Seagate and 109 Exabytes (2 slides, reverse order from presentation)</p>	

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05	<p>So what do people care about when it comes to their data?</p> <p>Security, access, speed, cost . . .</p> <p>Where is my data and how safe is it?</p> <p>These are all things that matter and that Seagate pays attention to.</p>	What you care about for your data	
06	<p>Seagate has been the storage industry technology leader for over thirty years</p> <p>We lead the way in emerging technologies including—</p> <p>Heat Assisted Magnetic Recording, which is critical for keeping up with the growth of data.</p> <p>Hybrid solutions that combine solid-state flash with magnetic recording media for high performance and capacity.</p> <p>And wireless storage solutions for sharing data.</p> <p>With 14,000 plus storage patents, we invest more than \$900 million dollars in R&D every year.</p> <p>And we're the first and only company to ship two billion drives.</p>	Storage industry technology leader	
07	<p>Seagate has the industry's broadest product portfolio.</p> <p>Our storage technology includes hard disk drives, solid-state hybrid drives that combine flash, and solid state devices.</p> <p>Seagate solutions are everywhere. The leading cloud providers in the world all use Seagate. Many of the world's largest data centers run on Seagate.</p> <p>Every laptop and desktop manufacturer, tablets, set top boxes, you name it. There's a Seagate drive inside.</p> <p>We even have a new class of products that accelerate processing by putting flash storage next</p>	Largest product portfolio	

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	<p>to the processor.</p> <p>We also offer a range of products for personal storage—from attached storage to central storage — to wireless storage that allows you to simultaneously stream content from three different sources.</p> <p>Our emerging services business includes archival and personal cloud technology as well as some of the best technology for recovering data.</p> <p>In the future we'll offer data health and monitoring technology that will let you know how well your drive is performing and whether or not your data is safe.</p>		
08	<p>As a global company Seagate cares about our impact on the world. We constantly focus on improving the energy efficiency of our products. A leader in sustainable manufacturing, we source all components in our supply chain responsibly.</p> <p>We are dedicated to helping our community on both a companywide level through philanthropy and as individuals through volunteerism.</p>	Optimizing our global impact	
09	We're proud of the recognition we've received for our accomplishments worldwide.	Recognized leader	
10	Wherever you are in the world, chances are there's a Seagate hard drive close by.	Seagate Global Presence	
12	Seagate and you. Create. Connect. Enjoy.	Seagate + you	