



Lyve™ Mobile Sales Pitch Against DAS

Lyve Mobile Service is a Solution: Logistics support through the Lyve Portal to easily manage multiple projects, deployment and returns, manage users access, initiate support including advanced replacement if necessary, add Cloud Import to any S3 or Hybrid cloud destination

Lyve Mobile is a Data Mobility Solution: Lyve Mobile enables data mobility from edge capture, data processing and activation to cloud or archive

Lyve Mobile is an OPEX Solution: Low up-front investment, pay for only the storage that is needed when it is needed, scale projects up or down to adapt to changing needs

Lyve Mobile is enterprise removable storage: Stand alone supports USB-C & Thunderbolt 3, with Rackmount Receiver supports iSCSI, Fibre and SAS, plus optional cloud import service

(For more details, See Comparison table on the next slide)

Freedom of Data Movement For Improved Data Lifecycle



Simplifying Data Movement For Data-Driven Businesses, From Edge to Cloud

Lyve™ Mobile is Data Transfer as a Service to accelerate data collection and delivery

Lyve™ Mobile from Seagate® is a high-capacity edge storage solution that enables businesses to aggregate, store, move, and activate their data. Scalable, modular, and vendor agnostic, this integrated solution eliminates network dependencies so you can transfer mass data sets in a fast, secure, and efficient manner. With on-demand consumption delivered as a service, you order and pay only for the devices you need, when you need them.

Main Challenges Caused by The Exponential Data Growth



Data Logistics



Security of Data Transport



Time to Data Insights



Storage Costs



Scalability and Performance

Best-Fit Applications:

- Edge Storage
- Data Analytics at the Edge
- Data Backup & Recovery
- Cloud Import
- Multicloud & Private Cloud
- Activating & monetizing Archives

Learn more about
Lyve Mobile at
lyve.seagate.com





	Lyve Mobile	Typical DAS Devices (Sandisk Pro, Simply, Idoyne, OWC, Areaca, Promise, Rocs...)
Media Type	HDD: Exos SSD: Nytro	HDD SSD
Form Factor	6 x HDD: up to 96TB (up to 1.7 GB/s) 6 x SSD: up to 92TB (up to 6 GB/s)	4 to 8 bays up to 160TB HDD 4 bays up to 32TB SSD
Interface:		
- USB-C	✓	X
- Thunderbolt™ 2	✓	✓
- Thunderbolt™ 3	✓	✓
- PCIe (NVMe)	✓	X
- Rack Interface: SAS (12Gb/s), Fibre Channel (16/32Gb/s), iSCSI (10/25Gb/s)	✓	X
OS Support	Windows macOS Linux	Windows macOS
RAID	RAID 0, 5	RAID 0, 1, 5, 6, 10, JBOD
Security	✓	X
- Encryption (Self-Encrypting Drives SED)	✓	X
- Online/ Offline User Mgmt/Permissions	✓	X
- Secure Erase (Gov Grade Crypto Erase)	✓	X
- Tamper Resistant Screws / Evident Seals	✓	X
- Pelican Case (Mil Grade: MIL-STD-810F)	✓	Not Included
Enterprise Storage	True enterprise storage, EXOS or NYTRO SED drives, Seagate Systems hardware RAID controller, Ruggedized enclosure and Pelican case shipper	Consumer or Prosumer grade devices, populated with consumer drives or empty enclosures that customers populate with lowest cost drives they can source, mostly with plastic enclosures designed primarily to be used in an office environment,
Storage Solution vs Device	SOLUTION: incl. encryption, user management with 2-factor authentication, Pelican case, cloud import option, accessories for data center connections	DEVICE: Most lack encryption, user management, logistics support or shipping case
Cloud Import	Offered as an option for a flat fee and managed through Lyve Portal	No support for moving data to the cloud
Buy Process	OPEX subscription model, on demand, project based with options for annual	CAPEX purchase through channel resellers based upon availability
Warranty & Supprt	Seagate technical support and advanced replacement in case of issues	Limited support and advanced replacement if available at all has fees