

## Certance DAT 72

# Total Cost of Ownership Overview

**Certance DAT 72**  
Cost effective data  
protection for  
small- and medium-  
sized businesses



### Lowest Total Cost of Ownership

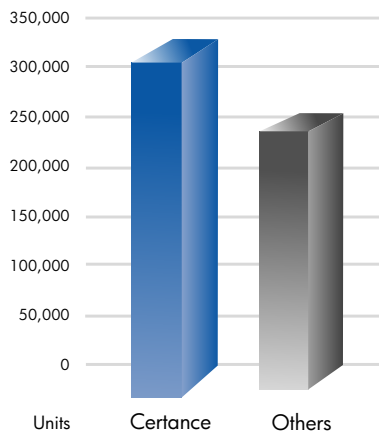
The Certance DAT 72 is the most cost-effective tape solution in its market segment. Total cost of ownership is determined by combining the cost of the tape drive with the minimum number of data cartridges required to perform ongoing backup operations for one and three years.

	Certance DAT 72	Exabyte VXA-1	Sony AIT-1	Quantum DLT-1/VS80
Compressed Capacity†	72GB	66GB	70GB	80GB
One Year: Total cost for drive and 20 cartridges*	\$1620	\$1767 (9% more)	\$1777 (9% more)	\$2087 (28% more)
Three Years: Total cost for drive and 60 cartridges	\$2783	\$4125 (48% more)	\$3933 (41% more)	\$4061 (45% more)

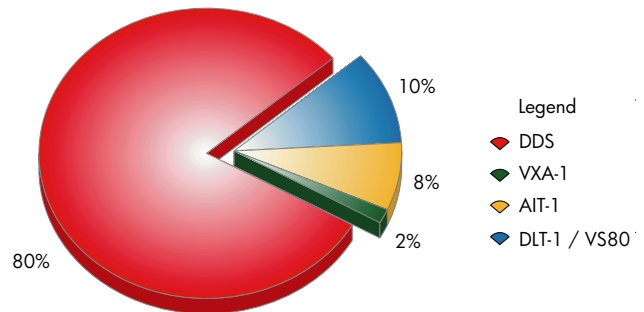
Source: CDW, single price, July 2003. † Assumes 2:1 compression \*The most common rotation scheme is the Grandfather-Father-Son (GFS) tape backup method (Source: Ziff Davis Media: Backup Methods and Rotation Schemes, February 21, 2003)

### Largest Installed Base in Low-End Tape Market

Certance DAT 72 is a member of the dominant and successful DDS legacy of tape devices. DDS is an open industry standard, accounting for 80 percent of the low-end tape market shipments in 2002. DAT 72 is a fifth generation DDS tape technology that is backwards read/write compatible to millions of DDS-3 and DDS-4 users.



Source: Gartner March 2003: Tape Drive Unit Market Shares, 2002



Source: IDC March 2003

### Leading Independent DDS Tape Manufacturer

Certance is the leader in DDS units shipped among independent DDS tape manufacturers. As the DDS supplier for leading OEMs such as Dell, IBM and Gateway, Certance DAT 72 offers the proven reliability and quality demanded from OEMs. With more than 12 million tape devices operating around the world, Certance is a manufacturer you can trust.

Go to [www.certance.com/dat72](http://www.certance.com/dat72) for more information or call **800.626.6637**