

Websites that Convert More Customers



ACCELERATE YOUR RESULTS

David Reske, President, Nowspeed Marketing
Jay Kramer, VP Marketing, Sepaton



Internet Marketing Services that Maximize Demand Generation

Nowspeed's team of experts develops and executes marketing programs that deliver exceptional, measurable results on behalf of today's leading businesses. Learn more about us by exploring our service offerings below...



**SEO 2.0: ADVANCED
SEO TIPS &
TECHNIQUES**
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SEARCH ENGINE
MARKETING

WEBSITE DESIGN &
CREATIVE SERVICES

SOCIAL MEDIA
MARKETING

OTHER SERVICES



DAVID RESKE
*Founder and
Managing Director*

Are you leveraging organic and paid search to get the most traffic and leads at the lowest cost per lead?

RELATED SERVICES:

- SEARCH ENGINE OPTIMIZATION
- PPC SEARCH ENGINE MARKETING
- SEO COPYWRITING

- LANDING PAGE DEVELOPMENT
- OFFER COPYWRITING & DESIGN
- CAMPAIGN BUDGET OPTIMIZATION

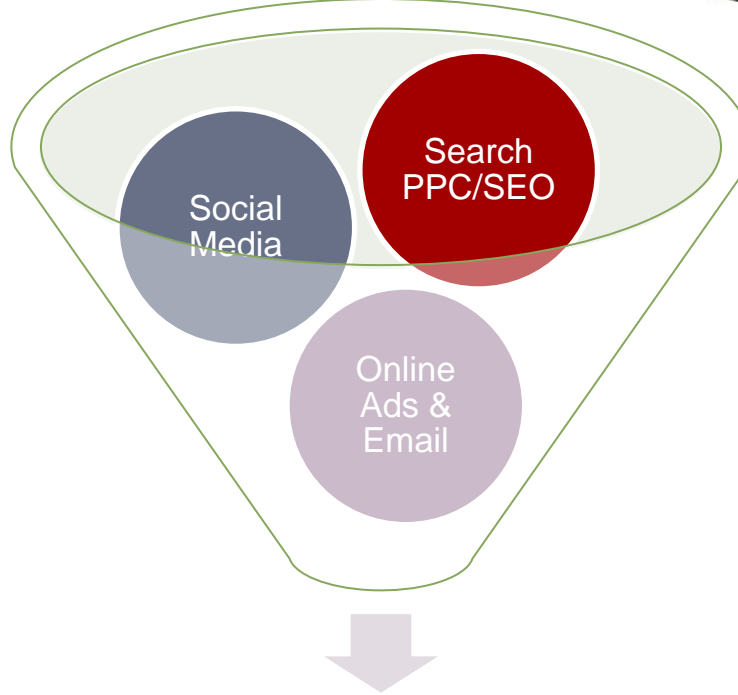
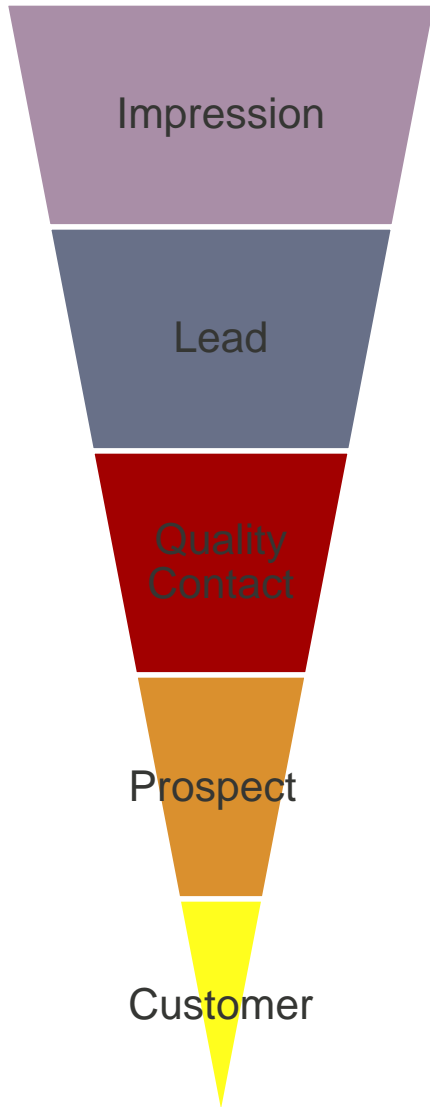
INTERNET MARKETING STRATEGIES AND SECRETS:

- SEO 2.0: BEYOND KEYWORD INSERTION & META TAGGING
- THE VISIBILITY EQUATION FOR SEO
- CAN WE PUT TO REST THE META KEYWORD AND META DESCRIPTION TAG DEBATE?
- 5 WAYS YOU CAN SOCIAL MEDIA OPTIMIZE YOUR WEBSITE TODAY
- HOW TO INCORPORATE ENEWSLETTERS INTO YOUR CONTENT STRATEGY



Optimized Internet Marketing Programs

Lead Generation Goals



- ### Internet Marketing Strategy
- Positioning
 - Segmentation
 - Competition
 - Budget Planning
 - Content Architecture

Website, Content & Landing Pages



Agenda

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- 3 reasons why you should think about your website strategy now
- Improving your website's effectiveness in 10 key areas:
 1. Branding & Messaging
 2. Information Architecture
 3. Copywriting & Content
 4. Design
 5. Landing Pages & Lead Capture
 6. Functionality & Coding
 7. CRM Software Integration
 8. Content Management System
 9. Search Engine Optimization
 10. Social media integration
- Examples of these ideas in practice from Sepaton

Reason #1: The Social Web has arrived

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- Your marketing messages are far less influential than the real conversations from your community of customers and potential customers



Description	Customer Ratings (4.0)	
Ratings based on 20 customer responses on a scale of 1 to 5. Read about our ratings		
Features	★★★★☆	3.9
Value	★★★★☆	3.8
Design	★★★★☆	4.1
Quality	★★★★☆	4.1
Ease of Use	★★★★☆	4.3
Overall	★★★★☆	4.0

Share Your Opinion
If you have used this product and purchased it from Lowe's, tell us - and other customers - about your experience by rating it.

[Rate This Product](#)

Customer Comments Sort By

★★★★☆ Very Satisfied

Erik from Florence, KY - Apr. 11, 2009
"Best value of the 2 chain-driven GDO at Lowes--2 remotes vs. 1 w/ the other and 1/4 hp more. 4 hours to install, but I'm not the handiest. Some of the directions were confusing, but I figured it out. Used existing header bracket w/ provided h/w (nice!). The sensor things were a pain--wires got tangled (be forewarned when you get to this step!). Adjustment at the end was frustrating, because I wanted to be done. I guess all these safety features are required, but I couldn't help thinking it was all a bit much. Who knows, perhaps I'll live to be glad of them. Though it's a chain, it's quiet. The door bouncing in its track makes the most noise, and whatever drive I'd have chosen would have this problem. Keep this in mind when choosing among drive systems and reading the hype about quietness of other systems."

Why did I buy that garage door opener last weekend from Lowes instead of going to the Home Depot closer to my house?

Reason #2: Your website can seriously affect your bottom line

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- It can show your prospects and customers the strength of your company, product and brand
- It can be the hub where your visitors transact, learn about your offerings and convert into sales leads
- It can drive web traffic into your social networks, events and thought-leadership activities



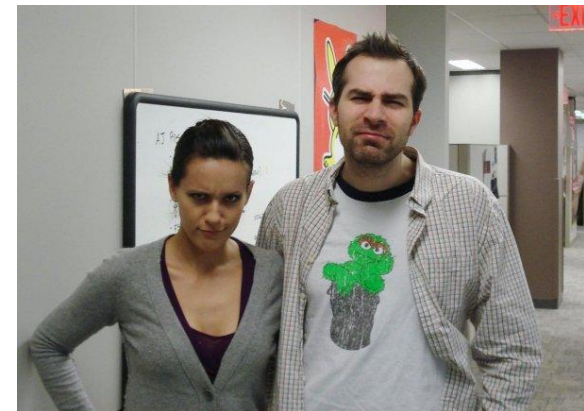
Reason #3: Your visitors aren't impressed by your 3-year old site

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- If the **only** faces of your business are generic stock photos, you're looking pretty opaque in the www of YouTube and Facebook
- Your potential customers want to see your face, hear your voice, see directly into your business practices, meet your other customers—all before they even consider entering into your sales pipeline
- If you don't get transparent before your competitors, you'll be following their lead soon enough



Can you spot the real people? Who do you want to find out more about?



Question: Is your website optimized for demand generation?

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- **Demand Generation**, according to Wikipedia, is the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services...demand generation involves multiple areas of marketing and is really the marriage of marketing programs coupled with a structured sales process.
1. Does your website do all it can to convert visitors into sales leads and ultimately into paying customers?
 2. Is it fully set up to address your prospects' needs with content for each stage of the buying cycle?
 3. Does it add the maximum revenue in cross-sell and up-sell opportunities?
 4. Does it exponentially multiply the effectiveness of your sales and marketing efforts?

Answer: Outlook not so good

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- Every website can become a better demand generator
- Though the 8-Ball disagrees, there's really no magic formula: Your target market is unique and their needs are constantly changing
- Knowing where to start can save you some serious \$\$\$ that you can spend on driving more traffic to your site (or some high-tech fortune telling device)...



“Hey 8-ball, is there a magic formula for optimizing my website?”

Assessing Branding & Messaging

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- **Key Concept:** You can take advantage of the market's ability to quickly shape and positively influence your brand. But if your website isn't in line with your market's key purchase criteria, and you're not setting visitor's expectations correctly, you're more vulnerable than ever to brand denigration.
 1. When you land on your website, especially on your homepage but also on interior pages, is it instantly obvious what your company does, what problems your products or services solve and for whom?
 2. Is there an overall persuasive idea about your company that reveals your unique value proposition to your customers, one that is applicable to all of your products and services?
 3. Is this idea fundamentally true, meaning that in using your products or services your customer will come to the same conclusion about the value and quality of your company?

Branding & Messaging Example

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intuit.

Products & Services A-Z • Communities • Support • Sign In • My Cart: 0 Items

Questions? Call Sales M-F 8am-6pm PT (877) 683-3280

Search

Small Business United | QuickBooks | Payroll | Point of Sale | Marketing Tools | Payment Solutions | Checks & Supplies

Free Products & Tools | Learn & Network | Share & Win | Start your Business | Grow your Business | Small Business Products

Home | Send to a Friend | Contest Questions?

QuickBooks Simple Start
ORGANIZE YOUR FINANCES

Intuit Online Payroll
SAVE TIME

Intuit Websites
GET MORE CUSTOMERS

Some people say the best things in life are **FREE!**
Intuit products and services to help your business **grow and thrive.**

Start for FREE

Thanks for the Stories

The entry period is closed and we are in the process of selecting the Top 50 Finalists. See the finalists on **May 18th.**

THANK You

Read the Stories

Welcome to Small Business United, dedicated to helping your small business grow.

You have set out on your own, but you're not alone. Every business could use a little help these days. So Intuit, the maker of QuickBooks, is giving you the tools you need most right now. Because we want you to do more than survive. We want you to thrive.

Articles, Webinars and Forums +
Download Word-of-Mouth Marketing Toolkit +
Tools for Navigating the Federal Stimulus Bill +
Intuit's Small Business United initiative +

Play Video
Small Business United

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More Stories +

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Visit, smallbusiness.intuit.com, and you'll quickly understand why QuickBooks® is the #1 accounting software for small business. Intuit® features a specific resources section to meet the needs of this target market.

Assessing Information Architecture

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- **Key Concept:** Visitors care much more about usability than aesthetics. Clever design with poorly organized content will ultimately frustrate your visitors and undermine any positive initial impression based on design.
1. Does your site's content line up with what your target market is searching for? Is this corroborated by analytics and keyword data?
 2. Have you defined specific primary, secondary and/or tertiary goals (target click-paths) for each of your target visitor's profiles? (If you don't know where your best prospects should be going on your site, chances are they won't, either.)
 3. Is there a clear path to next steps for achieving any or all of these goals for each visitor profile on every page of the site?

Information Architecture Example

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The screenshot shows the PICIS website interface. At the top, there is a navigation bar with links for Contact Picis, E-mail Colleague, Site Map, a language selector, and a search box. Below this is a green header with the PICIS logo and a secondary navigation menu with links for About Us, Solutions, Products, Services, Success Stories, News, Events, and User Login. The main content area is titled 'Solutions' and includes a breadcrumb trail: Home > Solutions > For Clinicians. A 'Demand More' section contains a paragraph about general-purpose solutions and a list of key features: Emergency Care, Perioperative Care, Critical Care, and Analytics and Decision Support. A 'Related Info' section lists links to download a technology report, read success stories, and request an industry report. A sidebar on the left features a 'Solutions' section with links for Hospital Executives, Clinicians, and IT Professionals, and a 'High Acuity is High Priority' download button. A footer at the bottom contains a secondary navigation menu with links for About Us, Solutions, Products, Services, Success Stories, News, Events, User Login, Contact Picis, E-mail, Legal, and Site Map.



PICIS, www.picis.com, makes it easy for their three target markets to find relevant information and resources. This self-selection and specificity means that more visitors will choose a path toward the right website goals – and achieve those goals upon arrival.

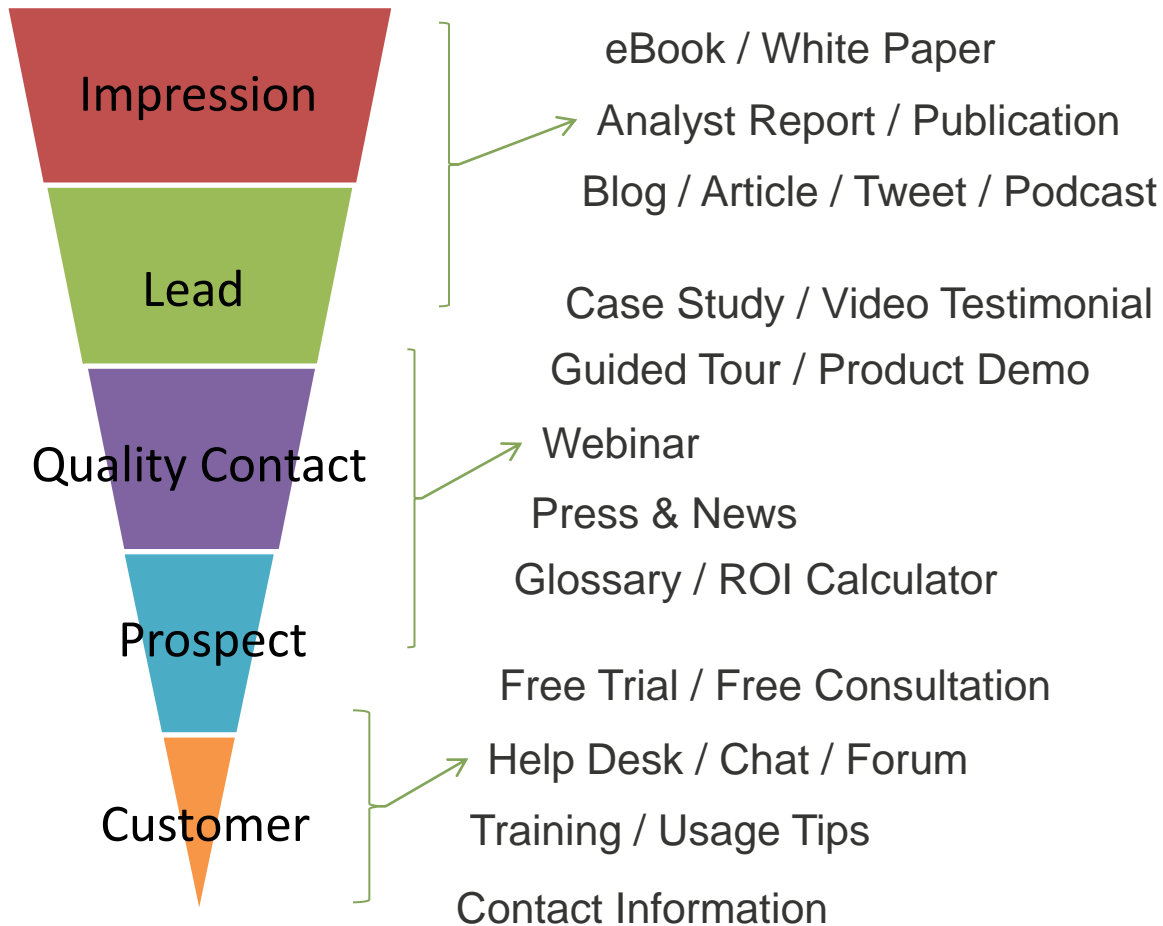
Assessing Copywriting & Content

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- **Key Concept:** Content has to be much more than just contextually relevant; it has to be compelling enough to warrant multitudes of links from website visitors who deem it worthy.
1. Is your copy overly self-aggrandizing and self-serving? Shouldn't it address the needs of the person reading the page over making unsubstantiated claims about your business?
 2. Is there objective information, credentials, testimonials and/or customer conversations to corroborate claims made in the copy?
 3. Are there compelling resources, offers, interactive content and/or social network RSS feeds that will encourage potential customers of each target market to move forward in the buying cycle? Is this true for all phases of the buying cycle for each audience?

Content Along the Buying Cycle

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- Where else can visitors get these resources?
- Are they current, of high-quality, updated often?
- How well do they competitively position you?

Copywriting & Content Example

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Why Capella
Discover why so many learners choose Capella.
➔ **Why Capella video**

A night in the life
Watch a night in the life of a Capella learner.
➔ **Night in the life video**

Graduation
Witness the pride of graduation.
➔ **Graduation video**

News & Events **Social Networks**

Visit Capella's online communities

 Facebook ➔

 LinkedIn ➔

 YouTube ➔

 Twitter ➔

 Capella Commons ➔

Capella University, www.capella.edu, understands the importance of providing compelling content to its visitors. These videos and links to online communities address different stages of the buying cycle, from research to validation, and help convert visitors into prospective students.

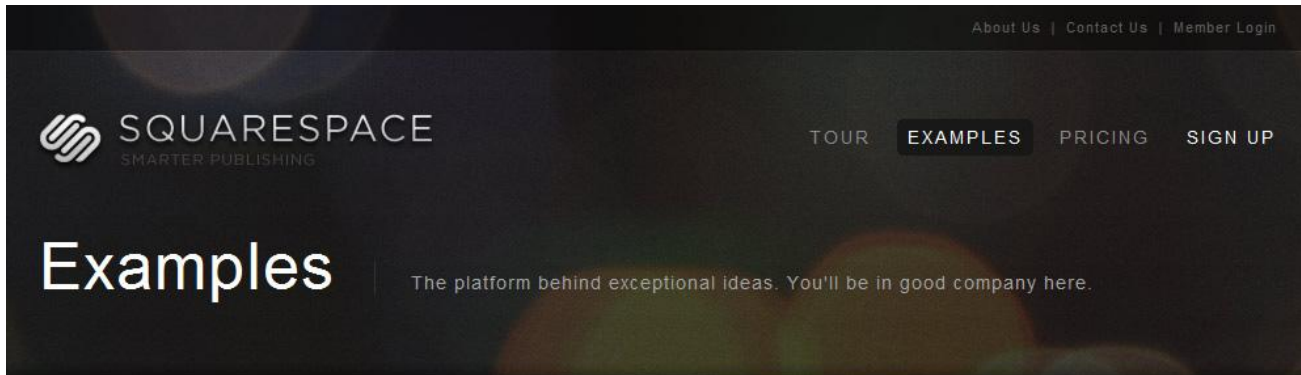
Assessing Design

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- **Key Concept:** Form follows function is a key principal for effective design. A website's function is the dissemination of content and information through user interaction with your brand, your content, your products, your community and whatever else will engage your target visitor.
1. Does form follow function? Are actionable links that funnel visitors toward website objectives (See Information Architecture question #2) highly visible and above the fold on every page of your website?
 2. Does your design reflect the defined order of importance of key value propositions, messages, target audiences, buyer profiles, offers and content?
 3. Are design templates consistent from homepage to inner page and in different sections of the site? Are there noticeable inconsistencies, especially in the position of interactive content elements, like menus and navigation?

Design Example

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The folks at Squarespace know exactly what they want you to do when you get to their website, www.squarespace.com. They want you to try their innovative product. Form follows function with a layout that leads the visitor toward a free trial from left to right. There's little to no chance of getting lost along the way.

Show me examples in: ALL / BLOGS / PORTFOLIOS / BUSINESSES



In Business
Marc Ecko Enterprises
www.marcockoenterprises.com



In Portfolio
Brilliant Shadow
www.bsphoto.squarespace.com



In Blog
Marc Ecko
www.beingmarcocko.com



In Business
Element
www.elementville.com



In Business
Inspired Goodness
www.inspiredgoodness.com

Assessing Landing Pages

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- **Key Concept:** Since your landing page's purpose is to encourage a transaction, it's critical to create a perception of even exchange. You need to offer your visitor something of equal or greater value to what you're asking them to give you.
1. Is your offer aligned with the needs of your target audience? Is it compelling to your prospects in consideration of where they are in the buying cycle?
 2. Is your offer overly self-serving in subject matter? Does it promise real value to your visitor with highly relevant, current and useful information or functionality?
 3. Are you violating the rule of even exchange by asking your visitor for too much information? If you have more than eight form fields to fill out, are those extra fields necessary? Are there questions that are potentially irrelevant or unnecessary? (Remember that a landing page is a bad place to do lead qualification.)

Landing Page Example

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 Double-Take Software™



Download this free white paper and learn how to:

- Identify the risks of using tape-only backup
- Improve your Recovery Point Objective (RPO) and Recovery Time Objective (RTO)
- Optimize the performance of remote recovery solutions running over a WAN
- Quickly recover an entire server to a new system in the event of failure
- Implement a continuous data protection Disaster Recovery solution to protect and recover your business critical data and applications

Learn How to Reduce the Cost and Risk of Tape-Only Solutions with a Higher Level of Disaster Recovery.

Most companies understand that the only way to ensure data protection and business continuity in the face of a disaster is to establish a remote recovery site far from their main and branch offices. As a result, these companies are already backing up their main and branch office systems to tape, but what they may not understand is just how vulnerable their data remains.

Download this free paper to explore the high cost, complexity and potentially dangerous shortcomings of a recovery strategy based only on traditional tape backup and learn how an alternative solution - continuous data replication to a remote recovery site over existing WAN connections - provides exponentially better remote disaster protection without adding significant cost or complexity.

What does an hour of downtime cost your business? How about a day? A week? Avoid the cost of downtime and download this paper today.

FREE WHITE PAPER:



Better Backups Through Replication

Please fill out this form to instantly download this whitepaper. All the fields below are required.

First Name:

Last Name:

Job Title:

Company:

Email:

Phone:

Country:

State/Province:

Subscribe to Double-Take Software eNews? Yes No

Would you like to test drive Double-Take? Yes No

[DOWNLOAD NOW](#)

We take **privacy** seriously. We do not rent or sell our customers' names or their e-mail addresses to outside companies. We maintain strict security over all information you share with us.

This landing page from Double-Take Software stays focused on communicating the key value of the white paper being offered. It's totally in line with the principle of even exchange with a no-frills summary of what's contained in the offer, an easy-to-complete form, a compelling call-to-action and a clear privacy statement.

SALES

Generate Business Faster

- ✓ Accelerate sales prospecting
- ✓ Improve win rates with better prep
- ✓ Find targeted contacts



FREE TRIAL

first name

last name

email

Get My Free Trial

SALES

MARKETING

CRM SOLUTIONS

RESEARCH

DATA SOLUTIONS

UK Credit Insights: Evaluate Vendors & Monitor Key Customer Ratings »go

b2b Sales Lounge [Social Media Icons]

Insights on Demand

Sales 2.0 and Social Media

For My Industry

- Technology
- Computer Software
- Telecom
- Recruitment

I Need to...

- ✓ Generate Sales Leads
- ✓ Research Companies & Industries

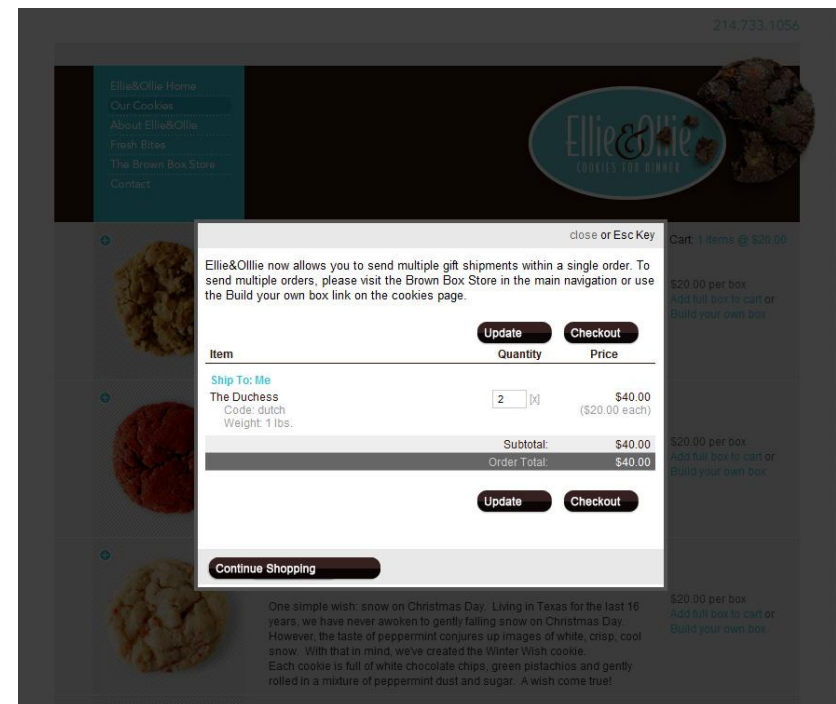
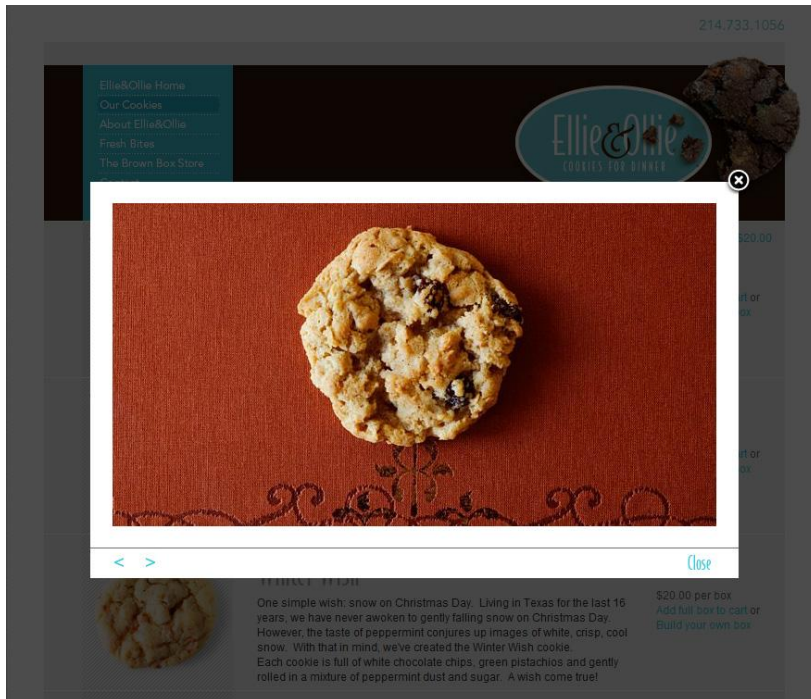
Assessing Functionality & Coding

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- **Key Concept:** You may not often consider the functionality of the websites that you enjoy most. That's precisely because those sites are coded well: Their functionality doesn't get in the way of usability.
1. Are the interactive elements of your site such as navigation easy to use? Do they work with a single mouse movement and click?
 2. Do pages, images, Flash animations, or other specific elements of pages take a long time to load (>5 seconds is an eternity on the Internet!)? Is there a significant time delay before important interactive elements can actually be used?
 3. Is there evidence that search engines aren't indexing your entire website? When you search on your company name, does your homepage show up in search results?

Functionality & Coding Example

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There's no greater opportunity for achieving direct ROI through interactivity than a shopping cart. Ellie&Ollie cookies, www.ellieandollie.com, uses a simple but easy-to-use cart technology, foxycart (www.foxycart.com). In a very smart twist, the site allows you to interact with its products in a fun and creative way that mirrors the functionality of the shopping cart. Standardizing functionality across your website is critical for usability.

Assessing CRM Software Integration

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- **Key Concept:** When a good potential lead is sitting on the precipice of your sales funnel, the last thing you want to do is discourage them from diving in, or even worse, cause them to climb right back out after testing the waters.
 1. Are the lead capture mechanisms on my website such as web forms easy to use for visitors? Is there one simple step that can be completed in less than a minute?
 2. Am I sacrificing ease-of-use for valuable lead qualification information unnecessarily? A major symptom of this is applying questions unilaterally to different stages of the buying cycle. For example, early-stage leads may not know their budget or purchase time frame yet, and asking these questions could discourage them from completing your form.
 3. Is the promise of the call to action on my lead capture form fulfilled when a visitor hits the submit button? For example, does “Get the free trial now” result in instant access to a free trial? The distance in time and effort between what is promised and reality is indirectly proportional to the trust and confidence you’ve established at this touch-point.

CRM Software Integration Example

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SolidWorks Online Tour

SolidWorks® is the leader in 3D mechanical design software, providing intuitive 3D CAD, data validation, and data management capabilities that allow your product design team to design better products.

DESIGN BETTER PRODUCTS

More than 50 software demos

45-plus integrated add-on solutions

Over 300 case studies

start tour



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CAD Manager's
Guide to 3D

DOWNLOAD →



FREE
SolidWorks
Hands-On
Test Drive

GET STARTED →



How to Buy
SolidWorks

REQUEST
QUOTE →

It is crucial to deliver on the promise of your landing page in a way that is immediate and satisfying for your newly acquired lead. SolidWorks does this with its online tour and goes one step further—anticipating visitors' needs by offering a best practices guide, a free trial or a quote request.

Assessing a Content Management System

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- **Key Concept:** The web is evolving toward transparent, user-generated content, and your visitor's expectations are following this trend. An older web page filled with brand messaging and static information will be marginally effective compared to a page updated every day with conversations from actual customers and employees.
 1. Would giving multiple departments and individuals the ability to produce and publish content improve the website experience for your visitors?
 2. Do you have valuable content on social media channels that you'd like to aggregate on your main website?
 3. Are you looking to optimize your website to promote cross-sell and up-sell opportunities?

The Top 5 Ways to SMM Optimize your website today

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1. Let your website visitors share and bookmark your content with “add-this” www.addthis.com or “share this” www.sharethis.com
2. Build transparency and the human element into your website with videos, photo sharing and profiles of your team, customers profiles, video case studies and/or product reviews
3. Add unique RSS feeds from your social networks like Twitter, Facebook, LinkedIn and blogs in categories that align to your website’s content, and open your thought-leadership content like white papers and articles up for discussion on those networks
4. Build gateways into your social networks like hub pages and newsrooms, and add persistent links out to social networks on every page of your website
5. Implement a CMS system with modules or extensions that allow for 2-way communication, so that your website can become a place where a community of your team and can interact with comments and content sharing

Content Management System Example

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PORTFOLIO | CONTACT US | BLOG | NOWSPEED NETWORK | ADMINISTER | LOG OUT

■ SOLUTIONS ■ SERVICES ■ RESULTS ■ TEAM ■ RESOURCES ■ ABOUT

FREE INSIGHT to improve your Internet marketing ROI

WEBSITE DESIGN ANALYSIS

PUT YOUR WEBSITE TO WORK
Find out how with a free customized analysis

SIGN UP NOW »

EXPLORE RELATED HOTSPOTS

NOWSPEED BLOG:

ARE YOU A CORPORATE ALL-STAR?

IS YOUR WEBSITE OPTIMIZED FOR DEMAND GENERATION? LANDING PAGES & LEAD CAPTURE: POST 9 OF 9

READ MORE »

RESULTS EXPERTISE

Justin specializes in developing creative communications programs that meet clients' real-world marketing objectives.

Justin Barton
Creative Director
VIEW PROFILE »

ADD THIS

OUTSOURCED MARKETING View Edit

LEAD GENERATION

SEARCH ENGINE MARKETING

INTERNET MARKETING STRATEGY

WEBSITE DESIGN & CONTENT

SOCIAL MEDIA MARKETING

Optimized, Professional Web Design and Content

Does your website convert visitors into sales opportunities as well as it reinforces your organization's brand identity?

It's no secret that the Internet is constantly evolving. If you haven't redesigned your website in a few years, there's a good chance that you're missing an opportunity to impress visitors and drive prospects into your sales pipeline. Your website may already be an accurate representation of your business, but is it completely aligned with what your target market is searching for? Does it reflect their expectations of usability and what they would deem to be useful content?

Our professional web design team knows just what you need to improve your website's performance. We specialize in:

- Innovative website branding and messaging
- User-friendly information architecture
- Optimized copywriting and content creation
- Exceptional web design, functionality and coding
- Expert landing pages with CRM (customer resource management) integration
- Open-Source Drupal CMS (content management system) development

If you're interested in getting real results, a one-size-fits-all approach isn't the answer. Your visitors are unique, as is the type of content that will engage them and persuade them to act. Our professional web design team works closely with you to assess what improvements will have the greatest impact on the success of your website. Some examples include:

My company's website, www.nowspeed.com, was built on Drupal's open source content management platform. Not only has this made it easier for us to keep our site up-to-date, it has enabled us to aggregate valuable content created in our social media networks alongside descriptions of our services.



SEO Steps to Good Rankings



- Keywords
 - High Traffic, Low Competition, Good Fit for Business
- Website Content
 - Must be relevant to search term and contain quality information
 - Body Copy, Title Tag, Meta Keywords, Meta Description, Alt Tags
- Link Popularity
 - Directory Submissions
 - Press Releases
 - Blogging
- Make it Easy to Crawl
 - Clean HTML
 - No “Black hat” techniques

[Home](#) | [SEPATON](#) ☆

ESG Lab Report: SEPATON S2100 **Virtual Tape Library** with Data Deduplication ... With a SEPATON VTL, you can restore your valuable data at the fastest rates ...

www.sepaton.com/ - [Cached](#) - [Similar](#)

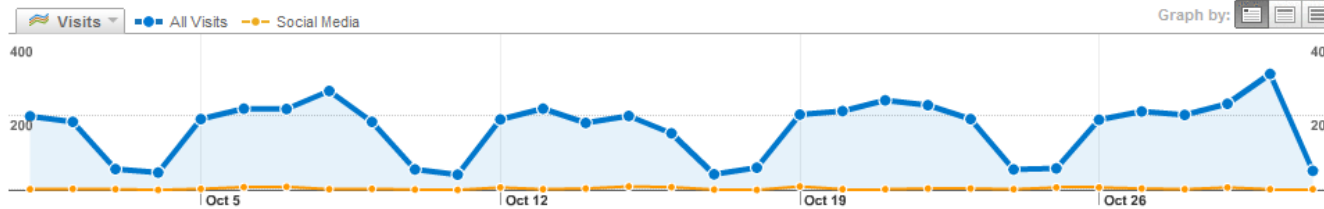
Searches related to **virtual tape library**

Website Analytics

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Dashboard

Oct 1, 2009 - Oct 31, 2009



Site Usage

All Visits : **5,084 Visits**
Social Media : **111**

All Visits : **41.37% Bounce Rate**
Social Media : **30.63%**

All Visits : **17,523 Pageviews**
Social Media : **434**

All Visits : **00:03:42 Avg. Time on Site**
Social Media : **00:03:56**

All Visits : **3.45 Pages/Visit**
Social Media : **3.91**

All Visits : **54.09% % New Visits**
Social Media : **43.24%**

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
111 % of Site Total: 100.00%	3.91 Site Avg: 3.91 (0.00%)	00:03:56 Site Avg: 00:03:56 (0.00%)	43.24% Site Avg: 43.24% (0.00%)	30.63% Site Avg: 30.63% (0.00%)	
Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. linkedin.com / referral	62	4.29	00:03:59	51.61%	17.74%
2. aboutrestore.com / referral	31	2.84	00:04:58	32.26%	58.06%
3. twitter.com / referral	15	3.87	00:01:19	33.33%	33.33%
4. facebook.com / referral	3	6.00	00:05:30	33.33%	0.00%

Sepaton Examples



ACCELERATE YOUR RESULTS

that demand the
World's Fastest
data protection



IDC MarketScape: U.S. Open Systems Virtual Tape Library 2009 Vendor Analysis

[Download Now »](#)



Video Review: David Strom Reviews DeltaStor Deduplication Software

[View Now »](#)

High Speed Backups

Accelerated Restores

Data Deduplication

Remote Replication/DR

- Backup Exec
- NetBackup
- Simpana
- TSM Backup
- Other

High Speed Backups »

Thanks to SEPATON, you can easily meet your backup windows with plenty of time to spare. That's because our VTLs back up petabytes of data at up to 34.5 TB per hour, the fastest rate in the industry.

The SEPATON Social Media Connection

- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)
- [SEPATON Blog](#)
- [RSS](#)

Case Studies

24 Hour Fitness

Challenge: Improve restore times without disruption


American Institute of Physics

Challenge: Cut restore times while enabling growth

News

SEPATON Demonstrates Support for Symantec's NetBackup OpenStorage (OST) API at Symantec Vision 2010

SEPATON to Speak at SNW Spring about Data Deduplication and Disaster Recovery



Accelerating Your Backup and Recovery Performance Starts Here



ESG Brief: Best Practices for Backing Up Virtualized Servers
[Download Now »](#)

- Resources By Solution
- Resources By Product
- Resources By Industry
- Resources By Type

Resources By Solution

[NetBackup](#) | [TSM](#) | [VMWare](#) | [Additional Environments](#)



Improving TSM Performance with VTL
[Download Now »](#)

NetBackup Resources

[Back to Top »](#)

Case Study



24 Hour Fitness
 Challenge: Improve restore times without disruption

Case Study



Brookhaven National Lab
 Challenge: Shrink backup/restore times without adding complexity

The SEPATON Social Media Connection

- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)
- [SEPATON Blog](#)
- [RSS](#)



Improving TSM: Eliminate Primary Disk Pool, Speed Performance

- [Resources By Solution](#)
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Improving IBM Tivoli Storage Manager Performance with an Enterprise VTL

UIC Medical School cut its backup window by 50%.

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In this white paper, learn how SEPATON has built its virtual tape library system to take advantage of the advanced features of TSM, including support for LAN-based or LAN-free backups, collocation, and reclamation, to deliver dramatic improvements to enterprise backup and recovery.

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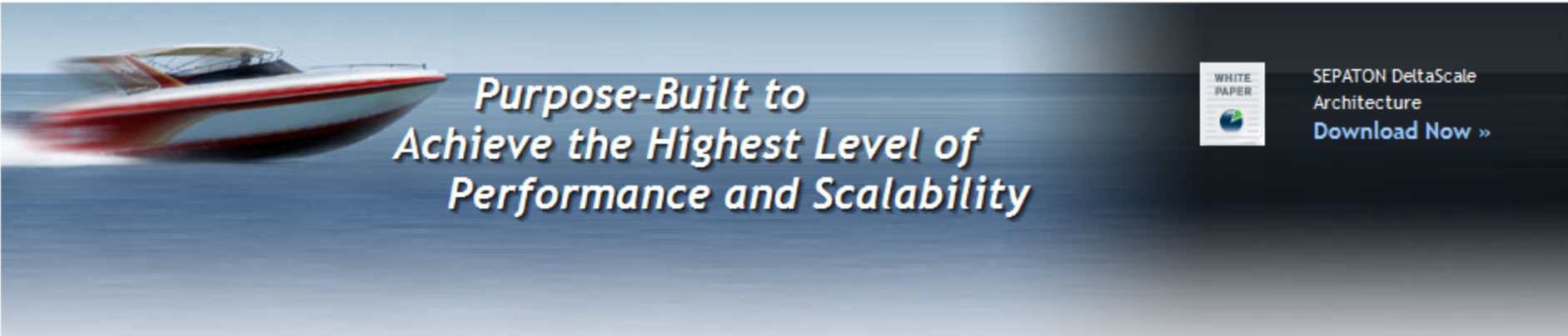
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Purpose-Built to Achieve the Highest Level of Performance and Scalability



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The SEPATON Difference

SEPATON specializes in delivering enterprise backup solutions. The world's most data-intensive enterprises rely on SEPATON for their data protection because SEPATON is the only disk-based data protection company with a scale-out enterprise backup and recovery system built to achieve the performance and scale requirements of today's data-driven organizations.

Enterprise Data Protection Solutions

For today's enterprises, data protection means far more than simply backing up data. It means mitigating risk of data loss; keeping end-users productive; and maintaining the flexibility to accommodate mergers, acquisitions, and divestitures without business interruption. It also means keeping business operations running through faults, failures, and disasters.

Enterprise data centers need to back up enormous volumes of data within shrinking windows; control exponential data growth; replicate terabytes of data to remote DR sites without slowing network operations; and restore whole volumes and individual files with equal speed and efficiency. They need to manage policies and implement procedures for backup, retention, and restore to comply with increasingly complex regulatory requirements and business standards. That's why the SEPATON S2100® virtual tape library (VTL) was purpose-built to help enterprise data centers meet their data protection needs.

DeltaScale™ Architecture

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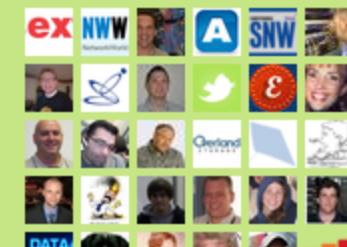
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April 14, 2010 – 12:53 pm by Jay Livens

One of biggest challenges facing today's datacenter managers is protecting the vast quantities of data being generated. As volumes have increased, customers have looked for larger and larger backup solutions. Multi-node global deduplication systems have become critical to enable companies to meet business requirements and EMC/Data Domain's response to these challenges has been "add another box" which is their answer to all capacity or performance scalability questions. It appears that Data Domain has acknowledged that this argument no longer resonates and has reverted to Plan B, bolt-on GDA.

The use of the term "bolt-on" stems from a [previous blog post](#) by EMC/Data Domain's VP of Product Management, Brian Biles. In the entry, he characterizes other deduplication vendors as bolt-on solutions, and the obvious implication is that Data Domain is better because it is not a bolt-on. Few would agree with this assertion, but it is an interesting opinion and I will return to this later.

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