



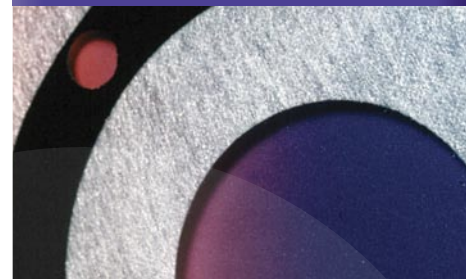
## CUSTOMER BRIEFING CENTER

*"... with the information shared by StorageTek in our briefing, we now need to revisit our strategy and direction with mainframe, and look at the opportunities to include StorageTek more cohesively as a solution provider."*

— Financial services company



**STORAGETEK®**





## CUSTOMER FIRST

StorageTek's philosophy of "customer first" permeates every aspect of our business, and in particular, guides our interactions with the customers and guests who join us in the StorageTek® Customer Briefing Center (CBC). As an executive meeting venue, the CBC enables the exchange of technology ideas and strategic storage discussion.

The CBC helps you move closer to achieving your storage and technology goals. When it comes to sorting through the numerous technology options for storing data, one thing is clear: every company has unique needs and would reap the most benefit from a unique storage solution. But how do you understand the complexities of storage and evaluate the technology options without wasting a lot of time and precious resources? How do you make the right investment in storage assets at the right time? How do you begin or continue the journey that leads you to true information lifecycle management?

Start with a storage technology discussion that will help you identify the business value associated with certain storage choices. When you visit the CBC, located in our corporate headquarters in Louisville, Colorado, you participate in a focused executive briefing experience finely tuned to your objectives.

## IN-DEPTH PREPARATION

The CBC staff works before and during your visit to make sure your time is well spent.

- **Customer ambassadors** work with you throughout your briefing visit to keep the discussion on track and maintain focus on your storage objectives and storage solution needs.
- **Customized agendas** are developed individually with you and your StorageTek sales representative before you arrive. We identify individual business objectives, storage needs and technology goals.
- **Agenda flexibility** caters to a wide range of discussion preferences, from a high level storage strategy conversation to a deep-dive technical review. Our subject matter experts will answer your questions and provide high-value expertise.
- **Solutions-oriented approach** focuses on your total storage needs, addresses your technology challenges and promotes a comprehensive view of your storage infrastructure roadmap.
- **Briefing consultants** provide presenter preparation that includes details about your organization, the goals for your visit and key storage interests.
- **Briefing summaries** at the end of your visit highlight key discussion points and action steps that will complete the briefing experience and enable progress toward your goals.



## REAL-WORLD PERSPECTIVE

The Customer Briefing Center can arrange the following StorageTek tours for you:

The **Solutions Center** displays our latest technologies, including FlexLine™ online storage systems and the StreamLine™ SL8500 and SL500 modular library systems. Presentations focus on tape, tape drives and disk, along with discussion of data management and movement. Solution Center dialogue also integrates the benefits of StorageTek Global Services and Professional Services in a complete storage solution.

The **Customer Technology Center**, which contains a worldwide interoperability laboratory, provides open systems demonstrations of StorageTek products and interoperability testing with other vendor products. Observe live customer testing of product interoperability. Listen to technical presentations on numerous subjects and receive answers to engineering and technical questions.

The **StorageTek Corporate Computing Center**, a live data center and information processing environment (mainframe and open systems), demonstrates early product evaluation testing and StorageTek products working with applications such as SAP, Siebel, Microsoft Exchange and IOXS.

Further, you can request technical discussions with engineering experts who focus on:

- Ways in which information lifecycle management can be deployed effectively in a storage environment.
- Timely topics such as business continuity, e-mail, backup and recovery, disaster recovery, and more.

The **MVS Interoperability Lab** conducts interoperability testing for mainframe environments and offers relevant technical presentations.

*"... validated the big picture potential that StorageTek offers" and created strong interest in the benefits StorageTek Professional Services (PS) can provide ... follow-up meeting on PS was immediately planned."*

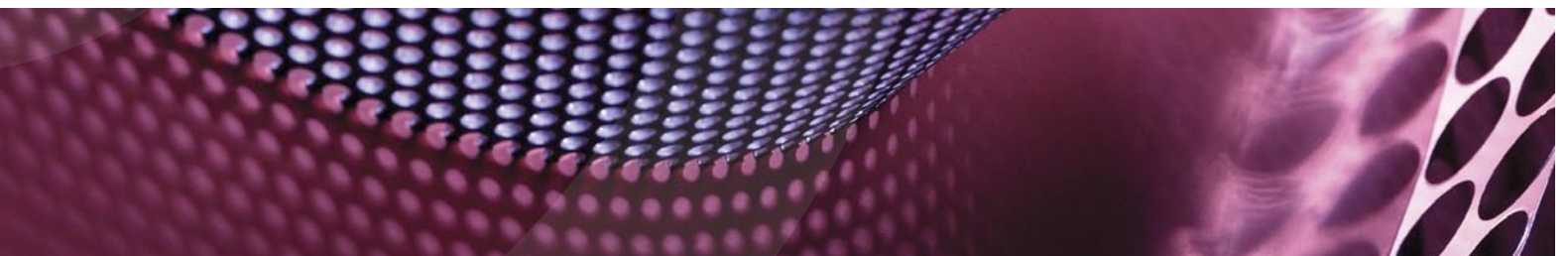
— Southeastern state university

## ATTENTION TO DETAIL

To simplify your visit, the CBC staff also provides these services:

- Catering during your briefing visit
- Ground transportation
- Local sightseeing tips
- Sporting event information
- Restaurant recommendations
- Entertainment suggestions

When is the best time to schedule a StorageTek Customer Briefing Center visit? **Right now!** Contact your StorageTek sales representative for details and visit us in the near future. We look forward to seeing you soon.







*"Very impressed with StorageTek's  
commitment to our needs."*

— Telecommunications corporation

*"... positively changed our perception  
of StorageTek from a tape company  
to a storage company."*

— Government contractor

*"This is an unbelievable start!  
Let's plan a storage assessment now!"*

— Media and entertainment company

#### **ABOUT STORAGETEK®**

Storage Technology Corporation (NYSE: STK) is a \$2 billion global company that enables businesses, through its information lifecycle management strategy, to align the cost of storage with the value of information. The company's innovative storage solutions manage the complexity and growth of information, lower costs, improve efficiency and protect investments. For more information, visit [www.storagetek.com](http://www.storagetek.com), or call 1.800.275.4785 or 01.303.673.2800.

#### **WORLD HEADQUARTERS**

Storage Technology Corporation  
One StorageTek Drive  
Louisville, Colorado 80028 USA  
1.800.877.9220 or 01.303.673.5151

*"... a broader view of StorageTek  
capabilities and sound engineering insights  
into StorageTek products ... a 'perfect ten'  
for accomplishing the goals of our visit."*

— Information technology provider to travel and tourism industry

*"You can tell that StorageTek is listening  
to their customers when you see an SL8500!"*

— Technology and computing organization

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