

LTO NewsBytes

November 2016

The Seasons are Changing, Why Not Change Your Storage Strategy?

As the seasons change, they always usher in a new phase of the year. They cause us to evaluate the past and prepare for what lies ahead. So, as the seasons change this year, there's no better time for storage professionals to start thinking about changes they can make to the storage strategy within their companies and organizations. The LTO Program team recently attended IBC 2016 and the Storage Developer Conference (SDC) to discuss how advancements in tape technology will assist businesses in achieving their storage goals, cutting costs, securing assets, and developing an efficient workflow. All are good reasons to make LTO part of the changes to your storage strategy.

For more on how the LTO Program is affecting the media and entertainment industry – and how you can make big changes to your business this season – follow us on [Twitter](#) and [LinkedIn](#) for the latest updates!

Tom Coughlin Talks LTO Technology

Data storage is a key element in the digital transformation of content creation, editing, distribution and reception in the media and entertainment industry. The LTO Program team caught up with analyst Tom Coughlin at IBC 2016 to get his take on tape's growing role among storage managers in this ever-changing industry.

“What we're seeing now is what we are going to be seeing down the road. The increased capacity, the increased pressure on budgets, need for reliability and long-term data retention; those are going to be here for a long time to come,” said Coughlin of media and entertainment trends and challenges.

When asked to explain LTO technology's ability to address these needs, Coughlin replied, “The LTO technology has helped people in this industry particularly because it offers a standard that can work with multiple vendors, so it gives you a choice. It also provides a low-cost storage media with a defined road map that looks like it could provide very effective, ever increasing capacity as this industry will require.”

To see the full interview with Tom Coughlin from IBC 2016, head over to our [YouTube page](#).

The Essential Guide to Tape Back Up

Recently, SearchDataBackup published a comprehensive guide that highlights the many use cases of tape technology; including its role in the 2016 Rio Olympic Games. The guide elaborates on LTO technology's innovation and advancements over the years including the latest addition of [LTO-7](#) and the [Linear Tape File System \(LTFS\)](#).

To learn more about LTO tape's continued role across industries, check out the guide at the SearchDataBackup website [here](#).

TAPE SAVES
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Next stop for the LTO Program

Government Video Expo
2016 – Washington, D.C.
December 6-8, 201

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