

## Smart Storage Provides Resellers With Flexible, Reliable Products

by Smart Storage

VARs seeking cost-effective and efficient mass storage solutions will find that a partnership with Smart Storage Inc. will position them with several flexible, reliable and proven CD-Recordable and CD mass storage options. Smart Storage Inc. of Andover, Mass., is unique because of its product breadth and expertise with cross-platform solutions.

Three factors are pushing the need for digital storage:

**Digital convergence.** Multimedia, imaging and graphics are increasing the requirements for digital storage in every kind of company.

**Downsizing.** More businesses are realizing the cost benefits of client/server systems and thus more data is moving to the LAN/WAN, significantly increasing average storage requirements.

**Internet.** The rampant growth of the Internet is generating huge storage requirements. As companies incorporate the Internet into their business strategy this need will continue to grow.

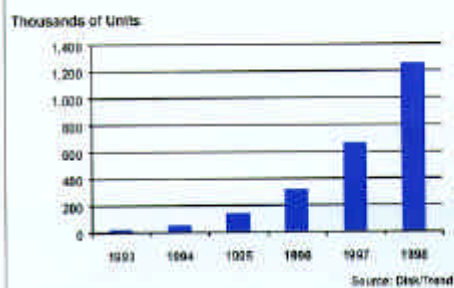
Additionally, market analysts point out that the need for nearline storage will grow significantly for

both PC and UNIX LANs. Also, the cost of managing storage is as much as seven times the cost of the storage, thus in most cases it is cheaper to add storage than to prune and groom.

In this overall context, CD-R technology is the best storage alternative available to meet the growing storage requirements of Global 2000 companies. CD technology is both the standards leader and the

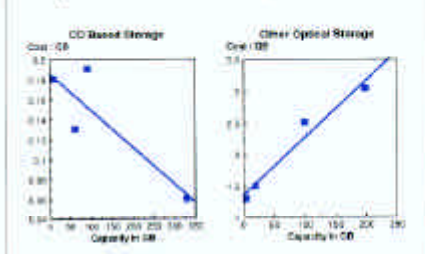
price/performance leader among storage alternatives today. This combination means increasing unit volumes and increasing market penetration. Already, CD has established itself as the storage medium of choice in many document imaging, COLD, photo archival, prepress and COM replacement applications. The charts on the left indicate the significant sales potential in the CD storage marketplace.

CD-ROM Jukebox Unit Growth



Sales of CD-ROM jukeboxes are expected to increase from more than 300,000 units this year to more than 1.2 million units in 1998.

CD jukeboxes versus other optical jukeboxes



The cost per GB of CD-based storage is dramatically lower than other optical storage media.

**SmartCD Archive.** Smart Storage established the SmartCD Archive in the document imaging community, particularly in the area of litigation support. Large litigation efforts typically involve hundreds of thousands of pages of evidence and other documents relevant to

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Continued on page 7



## Smart Storage

Continued from page 2

the case. A law firm working on such a case needs to work closely with VARs to put together a document imaging system that supports fast, reliable delivery of critical data to attorneys involved in these cases. Today, SmartCD Archive is a household name with imaging VARs and is in use in over 1,000 cases at every major corporate lawfirm in the country as well as at the Department of Justice. VARs can look forward to more vertical markets adopting CD-R technology.

Smart Storage's SmartCD Archive boosts performance by providing directory aggregation. By making the entire CD storage structure appear as one large, read-only hard drive, search-and-retrieval engines can work with one DOS drive letter to find the matching files. The result is swift retrieval of data from any size CD archive, from one to 10,000 gigabytes.

**High-Volume CD-Recording.** Smart Storage developed the first software that actually lets users share a CD-Recording device over a network. Working with disc autoloaders and jukeboxes with installed CD-Recorders, SmartWrite CD-HV provides a publishing mode that lets users create CD images at their workstations and send them over the network to the CD-R server.

**Check Imaging.** Fleet Bank, located in Boston, uses SmartWrite CD-HV in production mode on its Windows NT network. Production mode uses an API to embed commands into applications and completely automates the CD-Recording process. Fleet customers then receive check image data on CD, complete with a user-friendly retrieval application. Michael Corbosiero of Fleet's Image Services states, "Smart Storage's products made more sense than all the alternatives we examined, because their products were easier to use and simpler to integrate with our retrieval application. Most importantly, we felt that the quality of their support was superior to that of the competition."

**Read/Write Integration.** Recently, Smart Storage introduced a version of SmartCD Archive that combines the CD access and recording functions in a CD-Recordable jukebox. This paves new ground for mass storage and CD-Recording by opening the door to HSM and workflow applications. With the software, a jukebox of blank CD-Rs could be recorded to over time and an archive of CDs built without manual intervention.

With more than 15,000 sites worldwide, Smart Storage enjoys an enviable position in the CD industry. To learn more about Smart Storage's suite of CD-R solutions, call your local Law Cypress representative.

## Computron Offers Free COOL Primer

A primer on COOL (Computer Output On-Line) is now available to VARs and resellers for free from Computron. *Transforming Off-Line Historical Information Into On-Line Assets* explains how COLD technology such as COOL offers instant data access and is 40-90% less expensive than paper or microfiche filing.

Computron Software's COOL offers high-speed, cost-efficient storage and retrieval of report-based information. An enhanced, client/server-based Computer Output to Laser Disk (COLD) solution, COOL stores data on magnetic or high-capacity optical media. Up to 29,000 pages of information per minute can be processed by the COOL system, which operates on a wide range of servers and clients and accepts output from mainframe, midrange, client/server and most other computer systems.

Other COOL features include: automated, user-customizable indexing; flexible cross-file and cross-index searching as well as full-text searching using phonetic input; single-page retrieval from very large documents; forms overlay; local printing and the ability to cut-and-paste COOL data for use in spreadsheets or word processors, faxes and E-mail.

To receive a free copy of Computron's COOL primer, call (770) 913-0303 extension 168.



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