

BUSINESS PARTNER UPDATE

A Bulletin for Smart Storage VARs, Distributors and OEMs

November 1994

Volume 2, Issue 2

July, 1995—The third issue of the *Business Partner Update* includes a status report on Smart Storage software currently shipping and in development. There's also important information on ordering by credit card and a final name change for SMARTWRITE products. There are three items attached to this newsletter:

- ▶ Press Release announcing SMARTCD Archive, NLM version.
- ▶ The newest version of "Selling and Marketing Smart Storage Software."
- ▶ Official Smart Storage product order forms.

To receive additional copies of this newsletter, or to be taken off our mailing list, contact John Wentworth at (508) 623-3300 ext. 51.



Introducing SMARTCD Library

In the last *Business Partner Update (BPU)* we announced the upcoming release of several versions of SMARTCD Library. We've had a few questions about this new product, most commonly "What is it?" and "How is it different from SMARTCD Archive?" Here's a concise answer to both questions:

What is SMARTCD Library?

SMARTCD Library's architecture is designed around access to published CDs. Among a growing field of CD networking products, it stands out by supporting all viable jukeboxes on the market. Whether the discs are multimedia encyclopedias, atlases or multi-volume phone directories, SMARTCD Library provides optimal multi-user (or stand-alone) access. CD-Recordable discs created for backup purposes may also be used in a SMARTCD Library system. SMARTCD Library is aggressively priced to compete with similar products, making it the best value.

How is SMARTCD Library different from SMARTCD Archive?

The four main differences are:

- ▶ **Mass storage vs. Reference volumes**—SMARTCD Archive is for large data sets that may span many CDs and are created on gold CD-R discs. SMARTCD Library is for published CD-ROMs which are typically self-contained (with data and software on the same silver disc).
- ▶ **File vs. volume**—SMARTCD Archive presents a jukebox as a single combined file system, while SMARTCD Library presents the jukebox as a list of titles.
- ▶ **CD-R vs. CD-ROM**—SMARTCD Archive's caching is engineered around access to CD-Recordable discs, while SMARTCD Library's caching is oriented to published CDs.
- ▶ **Cost**—SMARTCD Library's US SRP is \$795, while SMARTCD Archive's pricing is a function of the size of the storage structure and can range in price from \$1000 to \$10,000.

Who needs SMARTCD Library?

A Library-class application primarily involves commercially published CD-ROMs. From the single user who wants stand-alone access to a collection of published CDs to the network administrator who wants to share mass-produced CD-based software and reference titles on a network, SMARTCD Library is appropriate in any situation where a user wants virtual access to a CD-ROM collection.

SMARTWRITE Gets a New Name

In order to avoid confusion with similarly named products currently on the market, we have renamed our SMARTWRITE series of products. The entire product family is now called the SMARTWRITE CD family. Individual products include:

SMARTWRITE CD-HV — Formerly SMARTWRITE CD-Net, this is the high-volume, network-based CD-Recording product that supports disc autoloaders for automated, unattended CD-production.

SMARTWRITE CD-LV — Previously known as SMARTWRITE CD, this is the low-volume, high-speed network CD-Recording solution.

SMARTWRITE CD-SA — This version is for stand-alone CD-Recording.

New Ordering Forms, Procedures

VISA and MasterCard Accepted

Smart Storage now accepts credit card orders. To charge software to your VISA or MasterCard, simply enter the required information on the new order forms included with this newsletter. If you did not receive the new order forms, call John Wentworth at extension 51 to have a copy faxed or mailed to you.

Product Ordering Policy

Smart Storage requires that all orders now be accompanied by an order form. In addition, a purchase order must accompany each order, whether faxed or mailed. Orders cannot be processed without both of these items. Refer to the order forms attached to this newsletter.

New Demonstration Versions Available

On our attached Marketing Materials Order Form, you will find several new demonstration versions available. Demos available include: SMARTCD Archive (Stand-Alone, PC Server, NFS Server and NLM versions), SMARTCD Library (PC Server and NLM versions) and SMARTWRITE CD-HV. We've also expanded our literature to include three technical specification sheets for SMARTCD Library, PC Server version, SMARTCD Archive, Solaris version and SMARTCD Archive, NLM version. These items may also be ordered with MasterCard and VISA. **All of our order forms may be reproduced as necessary.**

Smart Storage in the Press

All over, people are saying good things about our software. For example, industry analyst Matthew Leek was recently quoted as saying: "...from simple archiving to complex networked production CD-R solutions, Smart Storage knows CD-R better than anyone in the industry." Also, Smart Storage was selected as the Most Innovative Company in CD-Networking Technology by the editors of CD-ROM Professional and the board members of SIGCAT (Special Interest Group for CD-ROM Applications & Technology). In addition, Smart Storage products recently appeared in print in the following publications:

Publication	Insert Date	Subject/Section	Product
BYTE	February	News & Views section	
Computer Reseller News	February	Mass Storage	SMARTCD Archive
Infoweb	February	Emerging Technologies	SMARTCD Archive
INFORM	February	CD-Recordable Article	SMARTCD Archive
Business Systems Magazine	March	VAR Buyer's Guide	SMARTCD Archive
Computer Technology Review	March	New Technology Showcase	SMARTWRITE CD
European Computer Sources	April	Product News	SMARTWRITE CD
Reseller Management	April	CD-R Article	Smart Storage
VAR Business	April	VAR Shopper	SMARTCD Archive
Law Technology Prod. News	April	CD-ROM section	SMARTCD Archive
Imaging Business	May	Jukebox Story Sidebar	SMARTCD Archive
Imaging Business	May	Application Story Sidebar	SMARTCD Archive
Law Technology Prod. News	May	CD-ROM Software	SMARTCD Library
INFORM	May	AIIM '95 Hits!	Smart Storage
Electronic Publishing	May	New Product Announcement	SMARTWRITE CD

Support for Mercury Jukebox, Yamaha Recorders

Mercury jukebox supported

The new Mercury jukeboxes from NSM are now supported by our SMARTCD Archive and SMARTCD Library products. The NSM Mercury, which can hold up to 150 CDs and 4 CD readers, features a 4 second disc swap time for superior performance in the most demanding environments.

Yamaha CD-Recorder support

Smart Storage now offers Yamaha customers a network option by including support for the Yamaha CDR100, a 4x CD-Recorder available in single or multiple (tower) configurations.

Trade Show Update

AIIM Document Imaging, San Francisco, April '95—Smart Storage exhibited in its own booth and as booth partners with several other companies.

SIGCAT, Washington D.C., May '95—Smart Storage was represented here by keynote speaker and Smart Storage Co-Founder Dr. Kirit Patel, and moderator Kirti Vashee.

IMC Document Imaging, Amsterdam, The Netherlands, June '95—In its international debut, Smart Storage exhibited its newest versions of SMARTCD Archive and SMARTCD Library, as well as the SMARTWRITE CD-HV product.

In September '95, look for us at **UNIX Expo**, at the Jacob Javits Convention Center in New York City (Booth #878).

Smart Storage plans to have a booth at **Networld + Interop** in April '96, at the Las Vegas Convention Center.

For more information or to request free passes to any upcoming events listed above, call John Wentworth at extension 51.

Smart Storage BBS

The Smart Storage Bulletin Board Service has been up and running for some time now, and both technical support and clients agree that it has made life easier. There are several areas available for browsing, including Product Info and Smart Storage News. These areas will contain product spec sheets, guides, brochures, Smart Storage newsletters and any late-breaking items of interest to our resellers. To try it out, call (508) 623-0909. New users will be prompted for personal/company data, protocol information and a password. Bug fixes, workarounds, software add-ons and documentation may also be available. If you have any questions regarding the Smart Storage BBS, please contact Jim Moulton at extension 11.

Public Relations Campaign

We are about to launch a major public relations campaign, and so we are asking for interesting applications stories that profile the use of a Smart Storage product. These stories will be put to use in our literature and advertising, and in targeted publications. We encourage resellers and end-users to come forward and use this opportunity to leverage publicity for themselves. If you have an interesting application of our software, please contact Michelle Howard at extension 20.

New! Selling and Marketing Smart Storage Software

Included with this *Business Partner Update* is a copy of our new guide for resellers of Smart Storage software. The document was expanded to include all of our product groups. Each section very clearly outlines the key benefits and features, differences between the products, and selling points and advantages over competitive products.

In The Works

Contact Peter Smalls at extension 14 for more information about the following products currently in the works:

SMARTCD Archive, NT Server version

We are currently in development on a Native NT version of SMARTCD Archive. The new product will run directly on a Windows NT Server and will combine all of the inherent capabilities of NT with SMARTCD Archive's functionality.

SMARTCD Archive - versions for HP-UX, AIX, and IRIX

We will be releasing new versions of SMARTCD Archive, similar to the Solaris version, for various native UNIX platforms including those of Hewlett-Packard, IBM, and SGI.

SMARTCD Archive - Read/Write

This version of Archive will be the first product to truly incorporate CD-Recordable with CD-R mass storage. Users will be able to read and write to CD-ROM across the network transparently.

Useful Contact Names

Please contact the following individuals for assistance:

Technical Support:	Bob Brackett--extension 10, Jim Moulton--extension 11
Sales:	Ray Feoli--extension 15, Bill Duda--extension 30
European Sales	Kevin Platz--+49 (89) 271-18-17
Smart Storage BBS	Jim Moulton--extension 11
Marketing Information:	John Wentworth--extension 51
Marketing Programs/Policies:	Nancy Bergeron--extension 19

Final note:

We welcome suggestions regarding this Update and how to make it a more useful communication. Further, if you have any thoughts or recommendations on how we can better serve you in the future, please let us know! Direct your comments to Nancy Bergeron, Director of Marketing, at extension 19.