

## Finally, cutting free from the tape.

How Imation RDX® system makes quick work of a high-volume archiving dilemma.



### THE SETTING: 2A.M. AT A HIGH-END DESIGN FIRM JUST NORTH OF THE VENTURA FREEWAY NEAR LOS ANGELES

Hespenheide Design creates visually stunning books, catalogs, brochures and other printed communications for the publishing industry. With their lush designs and deep layering approaches, designers craft their detailed vision of fine art to each project. This results in files that can command up to 8 gigabytes.

### THE CHALLENGE: WITH SERVER SPACE RUNNING OUT, SO WAS THEIR SANITY!

Gary Hespenheide, president of the company explained, "we have been archiving work via DAT tape and DLT for years and trying to locate an alternative to our tape format. In the back of my mind I knew we needed something easier to work with. The task of locating specific data on these linear drives was laborious to say the least. And even backing them up for archiving purposes would often demand that I come back to the office at all hours. We had ignored the issue by placing all our archive files on the server, which was like putting all your eggs in one storage basket!"

### DIDN'T THINK A HARD DRIVE SOLUTION WAS VIABLE OR AFFORDABLE

Gary was introduced to RDX after a mention from a trusted source at BackupWorks.com, a leading e-commerce retailer of data storage solutions for small and medium-sized businesses. Gary looked at the Imation RDX system, in it he found a logical solution that answered his firm's key needs:

- Capability to handle large data files.
- The speed to access specific data quickly and conveniently.
- An affordable solution that could expand as needed.
- The system needed to be compatible with Retrospect Software.

#### HESPENHEIDE DESIGN

*At-a-Glance*

**Situation:** Design firm needed to regularly archive massive graphics data files.

**Challenge:** Overcoming the dependence on tape drives.

**Solution:** BackupWorks.com introduced Gary to the Imation RDX® system, which delivers rugged, trusted, scalable backup and recovery solutions.

“The speed is awesome -- lightning fast. If you do archiving of any kind, especially larger files, Imation's RDX system is for you. I highly recommend it.”

Gary Hespenheide  
President, Hespenheide Design



## THE SOLUTION: A ROBUST DRIVE-BASED SYSTEM THAT NOT ONLY ARCHIVED FASTER, BUT WORKED SMARTER.

Imation's RDX system working in tandem with Retrospect Software offered Gary and his team at Hesperheide Design an easy-to-use archiving system that solved their back-up needs and enabled their over-loaded server to have a fast, efficient way to off-load initial data.

And there was an added bonus, the RDX system allowed Gary a solution by allowing him to back-up a 1 terabyte drive and take it home from the office for remote storage.

Gary added, "It was just a matter of time before our server reached its storage limit. We were anxious about tape alternatives until we got fully educated about RDX. After that it was a simple decision. In fact, it as been flawlessly running for over 6 months."

## WHAT MADE THE DIFFERENCE: IMATION OFFERED UNPRECEDENTED SPEED.

"The speed is awesome - - *lightning fast*" comments Gary. "If you do archiving of any kind, especially larger files, Imation's RDX system is for you, I highly recommend it." Now that's success by design!



### IMATION RDX® REMOVABLE HARD DISK STORAGE SYSTEM

*At-a-Glance*

#### **Easy to use for backup**

*Viewed as a removable drive icon, allowing simple drag-n-drop backup. Includes full version of ROXIO® Retrospect® software.*

#### **Expandable and flexible**

*Docking station is compatible with 160GB to 1TB cartridges, and is forward-compatible with future higher capacity cartridges.*

#### **Fast**

*Average sustained transfer rates of up to 230MB/sec USB 3.0 and 45MB/sec SATA.*

#### **Rugged Removable HDD Cartridges**

*Rugged, 2.5" mobile SATA hard disk drive. Shock protection for 1 meter drop onto hard surface. Available in 160GB, 320GB, 500GB, 640GB, 750GB and 1TB capacities*

#### **Secure**

*Offers password protection and 256-bit AES encryption.*

#### **Warranty**

*3 year limited warranty*

*For more information on the RDX Removable Hard Disk Storage System, visit [www.imation.com/hesperheide](http://www.imation.com/hesperheide)*