

When optical discs slow you down.

How Imation RDX® system brought stability and bottom line savings to a provider of critical newborn medical services.



THE SETTING: A BUSY NEONATAL WARD OF A LEADING UNIVERSITY HOSPITAL IN MEMPHIS, TENNESSEE.

For specialty doctors, nurses and support staff in this hectic environment, accuracy is critical in saving the lives of at-risk newborns and resolving complicated pregnancy situations for soon-to-be moms. With warning buzzers, flashing indicator lights and a constant flow of charts and graphs presenting themselves, every minute counts as these experts delegate medicines, treatments and procedure options.

For a leading specialty health services company providing critical ultra scan images to these neonatal units and other pediatric health services nationwide, accuracy is mission-critical. And when that mission is threatened by dated technology, new options are essential.

THE CHALLENGE: WITH THEIR OPTICAL DISC OPTIONS FADING, A NEW, MORE RELIABLE SYSTEM WAS NEEDED.

Roger, the IT officer of this specialty health services company explained, “our optical disc system was showing signs of failing.”

“Even optical discs we purchased from national chain big box stores would often come un-usable — right out of the package. So we’d be losing \$200-\$300 a year on that alone. The entire system was in question.”

THE NEED TO MEET NEW DICOM STANDARDS.

Roger went on to say “we are seeing the advancement and industry acceptance of DICOM (Digital Imaging and Communications in Medicine). This is the new standard for handling, storing, printing, and transmitting information for medical imaging. And the higher resolution quality can help decision-makers at critical moments.”



MEDICAL IMAGING

At-a-Glance

Situation: Outdated optical discs needed more reliable replacement

Challenge: New file format required greater capacity

Solution: BackupWorks.com introduced Roger to the Imation RDX system, which provided stability, speed and notable cost-savings

“Our back-ups are 100 times faster and we found \$500 a month in bottom line savings. That was the icing on the cake!”

Roger, IT Officer
Specialty health services
company

A software vendor suggested Roger work with BackupWorks.com (a leading e-commerce retailer of data storage solutions) to learn more about the Imation RDX system as a possible solution to distribute and store his company's high resolution image files. Roger liked what RDX offered:

Larger storage capacity — now required by the new DICOM files

Faster back-ups — to allow greater server access

Affordability — with unlimited capacity growth

An easy to install and simple to use system — for a better user experience

**THE SOLUTION:
THE IMATION RDX SYSTEM THAT RAN FASTER,
WAS MORE TRUSTWORTHY AND DELIVERED
\$6,000 IN SAVINGS.**

Before the RDX System, Roger remembers having to wait for his back-ups to finish. "We would back-up Wednesdays at the end of the work day. I'd often come in Thursday morning and the system was still backing up. That meant the server was not accessible to employees and productivity levels were greatly decreased."

"Since the RDX system was installed, back-ups are 100 times faster. And our six RDX cartridges should last six years. Plus when we calculated the RDX system against our old way using optical discs, we found \$500 a month in bottom line savings. That was the icing on the cake."

**WHAT MADE THE DIFFERENCE?
THE AMAZING SPEED OF THE RDX SYSTEM MADE
OUR DECISION EASY.**

"For the larger DICOM files, the RDX storage system really meets that challenge by delivering fast backups." Roger continues, "Our company runs on the belief of enhancing outcomes for the fragile customers we serve. And Imation delivered us a positive outcome — the value is clear — we're real happy."

**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 capacities, 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

Security

Included ROXIO® Retrospect® software

Warranty

3 year limited warranty

For more information on the RDX Removable Hard Disk Storage System visit www.imation.com/healthcareprovider

