

ReadyNAS™ NV+

RAID-enabled NAS for your SOHO customers

Quick Sell Guide



Consider when profiling ReadyNAS NV+ customers:

- ❖ Time and productivity are critical to small businesses. Plug-and-play, self-managing solutions are a requirement.
- ❖ Traditional file servers are costly and require hours for deployment and management.
- ❖ Many small businesses use CD/DVD, USB drives, single hard drives or even desktops and notebooks for storage and backup.
- ❖ Direct Attached Storage (DAS) requires an interface with each client (time consuming) and does not allow for remote access.
- ❖ In the past, hardware RAID has been available only in high-end servers and enterprise solutions.
- ❖ RAID protects data from hard drive failure. A failed drive can be replaced and RAID rebuilds the data from the remaining healthy drives.
- ❖ Hardware RAID has less impact on Operating System performance than software RAID.
- ❖ ReadyNAS includes enterprise features—Gigabit Ethernet, RAID, system monitoring and built-in backup—at price points suited to home office and small business budgets.

Target Markets

- ❖ Home offices
- ❖ Small Businesses
- ❖ Vertical Markets include: retail, digital photography, graphic design, architecture, medical and dental, legal, state and local government and education

Customer Benefits

Saves Time and Resources

The plug-and-play design and self-management features, including intelligent system monitoring, auto alerts and our X-RAID technology, get your customers up and running quickly and keep them there, without time sacrifice.

Eliminates Downtime

ReadyNAS sends alerts of drive failure, and the 4 hot-swappable drives allow replacement of the damaged drive while the device is still running. Even in the face of failure, ReadyNAS keeps productivity levels up.

Protects Data

Built in hardware RAID, gives your customers the data redundancy they need. With most cost-conscious solutions, RAID 5 or the equivalent (X-RAID) is not an option, and distributing your data across 3 or more drives protects it and ensures that it can always be restored.

Increases Productivity and Efficiency

Instead of keeping files in multiple locations and using email, USB drives and CDs to share files, ReadyNAS can be the central repository for all of your customer's data. Sharing files has never been this easy.

Automates Backup

Remove the manual process of backing up client machines. EMC Retrospect backup software, included with ReadyNAS, ensures that all network data is backed up and restorable. Our Integrated backup manager also enables one-button offload of data to external USB devices or remote servers.

Scalable Solution

Because of the new X-RAID technology, smaller customers can start with 1 drive and scale to 4 over time. They can even upgrade to higher capacity drives. X-RAID single volume auto expansion will take care of the RAID details for them.

Partner Benefits

Incremental Revenue

Selling wireless routers and other networking equipment? Networked customers can benefit from a centralized storage device for file sharing and backup, especially if they are opposed to the prohibitive costs of a traditional server.

Selling multiple Windows, Mac, Linux or UNIX clients to a small business customer? Almost 60% of business-critical data resides on client machines. Your customers should be offloading that data to a secure storage device.

Selling data backup and restore software? Customers already backing up network clients need a place to store it. What better than a storage device that includes the added safety of hardware RAID.

Selling USB external hard drives? Direct Attached Storage (DAS) devices, like external

USB hard drives, take more time and do not include data redundancy. Up sell these customers to a ReadyNAS. They can start with 1 HDD and expand later.

Bundle Opportunities

Natural compliments to ReadyNAS include: USB printers, UPS battery backup devices, USB storage devices and USB wireless network adapters, routers and switches.

Easy to Support

Easy set up and management make ReadyNAS an easy product for you to support. No complicated scripts or difficult installations.

Customer Satisfaction

The award-winning ReadyNAS has lots of fans. By selling satisfaction and a leading product, you ensure customer retention.

Feature	Function	Benefit
4 hot-swap SATA trays	<ul style="list-style-type: none"> Hot-swappable and lockable trays Compatible with SATA and SATA II HDD 	<ul style="list-style-type: none"> 4 bays gives you the option to purchase empty chassis or populated with 1 to 4 of any capacity disk drives Hot swap allows changing out a damaged drive without powering-down
Hardware RAID	Accelerates parity calculations for RAID5 and X-RAID	Faster file transfer performance versus software RAID implementations
X-RAID™	Single volume auto expansion	Start with 1 HDD and scale up to 4 HDD, X-RAID automatically manages details for you while keeping user data intact
Built in system monitoring	SNMP and email alerts of any disfunction; including hard drive failure, temperature and power	Reassurance that if complications should arise, you will be sent an auto-alert with a request for follow up activity
Setup wizard and easy web interface	Quick deployment and easy ongoing management	Gets your ReadyNAS up and running and storing data in a matter of minutes
Built in Linux Operating System	Controls the entire NAS device	No additional software or per-user license fees
Cross-platform client compatible	Compatible with Windows, Macintosh, Linux/UNIX clients	If your network includes a variety of client operating systems, you can count on ReadyNAS working seamlessly with each
DHCP server and print server	Simplify network management	Turn regular USB printers into shareable workgroup printers by connecting to the ReadyNAS
UPnP AV support	Support for a variety of digital media adapters, including IODATA, Dlink, Buffalo, NeoDigits	Allows you to stream high-definition media to multiple devices at the same time
Embedded iTunes Server	Streaming music files	Allows you to stream music directly into any iTunes application
Embedded Slimserver	Supports Squeezebox and transporter network	Gives you direct streaming capabilities to Squeezebox and Transporter music players. Does not require a computer to be up and running
Unique firmware plug-in architecture	Facilitates 3rd party software enhancements	Incorporate new, value-added NAS technologies as they become available
Automated client backup	Includes EMC® Retrospect® Professional for Windows and EMC® Retrospect® Desktop for Macintosh, both with 5 client licenses	Allows you to set automatic backups of your network clients. A trusted solution in the market, Retrospect is easy to use, intelligent backup that provides for smart restores and disaster recovery
Integrated Backup Manager	Software built into the NAS OS allowing the behavior to be set for the programmable backup button	Quickly and easily backup data on the NAS device to connected USB storage devices, other network servers including another ReadyNAS or even remote FTP sites
UPS monitoring and auto shutdown	Monitors the status of attached USB enabled UPS	Communicates with battery backup devices and will initiate a safe shutdown in the event of a power outage
Custom microprocessor	High performance and low power consumption	Class-leading performance yet conservative on power consumption – 75 Watts with 4 x 750 GB drives
Power saving mode	Set ReadyNAS to sleep during specific times, ie, overnight	Delivers environmentally responsible storage, keeps energy bills lower and prevents unnecessary wear and tear
(3) USB 2.0 ports	Allows use with a variety of external USB devices	Expand the functionality of the ReadyNAS with USB printers, UPS battery backup devices, USB storage devices and USB wireless network adapters
LCD status panel	Lighted display on device face	Provides valuable system status information quickly and easily
92mm ball-bearing chassis cooling fan	Keeps temperature steady during operation	Quiet and cool operation allows the ReadyNAS to be placed in a number of different locations
Ultra compact form factor	7.9 H x 6.2 W x 8.7 D (inch) 200 H x 132 W x 222 D (mm)	The sexy industrial design and small dimensions make ReadyNAS an easy fit on any desk or in any entertainment center
Online firmware updates	Downloadable firmware updates when available	No arduous software patches to manually download and install. Two clicks and the ReadyNAS automatically updates itself saving you from headaches
Multi-Language character support	Filename support localized	No need to rename non-english filenames, the ReadyNAS can correctly store just about any language filename – including asian characters
Active directory integration	ReadyNAS automatically sets file & folder permissions pulled from an AD server	Centralizes user account settings and permissions, reducing IT management headaches and allowing for smooth integration of ReadyNAS into these environments