

## **CompuTech International Boosts Solution Performance With Seagate Drives**

CompuTech International (CTI), a value added reseller and systems integrator, is gaining an edge over its competition by creating custom turnkey systems for the audio, video, prepress, imaging and graphics markets. When it comes to storage, CTI eliminates compatibility issues by using Cheetah® X15 drives from Seagate®.

Indeed, the increasing complexity of today's content creation systems necessitates a high level of product knowledge and integration expertise. "We find that 90 percent of the time, Seagate will work right out of the box with every application. It makes our lives a lot easier by giving us one less thing to worry about," says Eli Zvi, director of sales and marketing for CTI.

CTI relies on the Cheetah X15 to provide the reliability and performance customers demand. "We have always recommended Seagate drives because the performance is unmatched and the reliability of these products reduces downtime and support costs for our customers," Zvi says.

Seagate continues its lead in Enterprise Storage. The Cheetah X15 is the newest addition to the fourth generation Cheetah family, consisting of the Cheetah 18XL, 36LP and 73. Cheetah X15 is the industry's first 15,000-RPM product delivering the fastest seek times in the world, 3.9 msec. The Cheetah X15 is available in the popular 18.4 Gbyte capacity, with Ultra160 SCSI and 2 Gbyte FC interfaces. The Cheetah X15 drive's low acoustics and power consumption allow easy integration for highest performance.

### **Easing the Way From Start to Finish**

CTI was established in 1995 serving primarily the digital content creation market (DCC) and selling mainly external storage solutions ranging from single drive subsystems to RAID systems and fibre channel SAN solutions. When faced with increasing competition in 1999, the company capitalized on its growing knowledge of audio/video systems and began selling turnkey video editing solutions to differentiate itself from competitors.

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**—Eli Zvi,  
CTI director of  
sales and marketing**

CTI offers the full spectrum of services, including design, installation, training and support for complex video editing systems, video servers and content management systems. The advantage of buying a system from CTI is that it is completely tested prior to installation. If something goes wrong with any part of the system, CTI will identify and repair the problem or provide a replacement.

An authorized distributor for such leading companies as Sony, IBM, Pinnacle, Matrix and Avid, CTI provides one-stop shopping for customers ranging from professional production facilities to universities. CTI is also a certified integrator for many of the brands it sells, distributing pre-configured solutions to over 1,200 resellers. "It's becoming increasingly difficult to put these systems together," explains Zvi. "There are always compatibility issues and we have the resources here to completely test each system before we ship it to either a direct customer or reseller."

### **Performance and Reliability Keep Seagate On Top**

CTI uses mainly Seagate Cheetah drives in 36-Gbyte and 72-Gbyte configurations. "Seagate has built a reputation for reliability and our customers frequently request the drives by name," Zvi says. Seagate's technical support

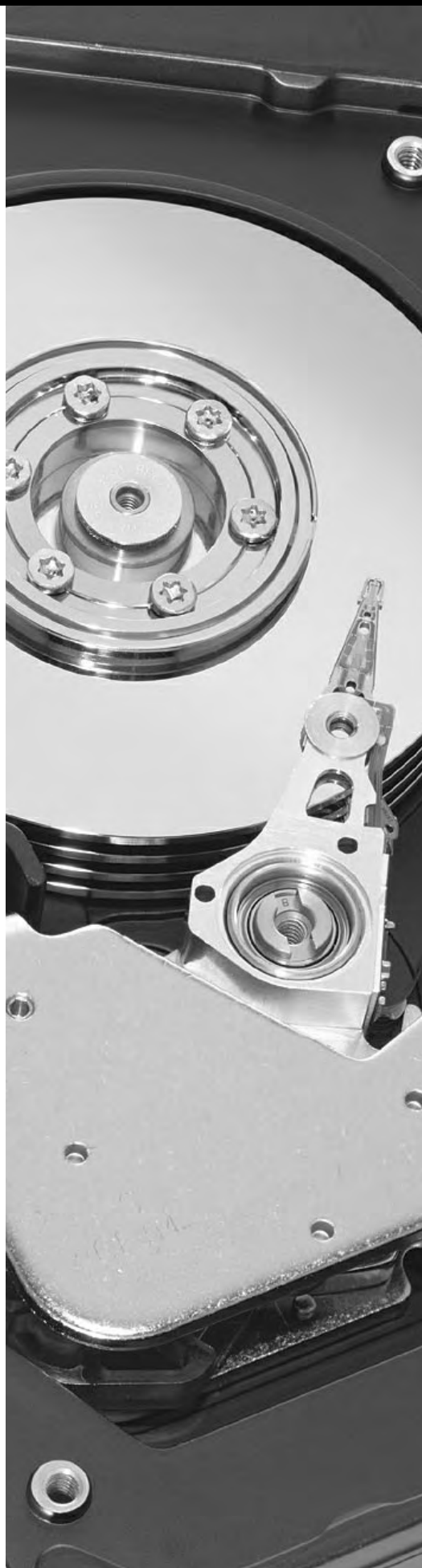
is another reason CTI rarely uses another brand. "If one of our customers is in the middle of editing a project and a drive goes down, the whole production comes to a halt. If we don't have an extra on hand, Seagate will provide a replacement overnight."

"Seagate drives enable us to achieve optimal system performance," Zvi says. "We get anywhere from 10 to 20 percent better performance using Seagate drives. I know there are other 10,000-RPM drives available with the same specifications, but when we put them to the test, they just don't perform as well as the Seagate drives."

**For more information about Seagate storage products, contact:**

Disc: 1-877-271-3285 or 1-405-936-1210

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