

A photograph of a Seagate SV35.3 Series hard drive, a 3.5-inch drive with a silver and black front panel, centered within a dashed circular frame. The frame is surrounded by abstract geometric shapes: a large grey circle at the top left, a smaller purple circle at the bottom left, and several thin, curved lines radiating from the top right.

TEB secures new banking market with help from Seagate® SV35.3 Series™

TEB has been a designer and manufacturer of video surveillance and security equipment for 30 years, but until recently had yet to break into the banking sector. Inventor of the TUB camera® concept, TEB continues to develop innovative CCTV products. Intensive research and development, combined with a talented design team, has produced unique and pioneering products in a marketplace oversubscribed with “me too” solutions. One such product is the DIGIPRYN® DVR. First launched in 2004, the DIGIPRYN has gone from strength to strength. Now with the DIGIPRYN v.5, powered by the Seagate® SV35 Series™ hard drive, TEB is breaking new markets and realising more and more opportunities.

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Matthieu Thaller,
Marketing Director, TEB

In Search of the Ultimate Drive

The designers at TEB are always looking for ways to improve their products in line with customer needs. Dissatisfied with the performance of the hard drives they were currently using in their DVR, the team decided to source a better solution. Marketing Director, Matthieu Thaller recalls, “We were looking for a component that could deliver greater reliability, and enable us to reduce maintenance and improve customer satisfaction – Seagate convinced us with their SV35 Series hard drive.”

The only drive specifically designed for rigorous 24/7 video surveillance, the Seagate SV35 Series hard drive is capable of operating in case temperatures of up to 75°C and has a MTBF rate of over 1 million hours. Impressed by the product, TEB decided to put the SV35 Series 1TB hard drive to the test, Thaller explains, “We tested the drives by recreating typical customer scenarios – we wanted to see the SV35’s limits as a product.” Testing was successful and the Seagate SV35 Series hard drive was introduced.



Driven by Partnership

Working with Seagate throughout DIGIPRYN's enhancements, TEB was impressed by how quickly the two teams developed a good working relationship, "We quickly found a way to work together, Seagate let us test their products and listened to our engineers' requests – treating us like a real partner."

DIGIPRYN plays a fundamental role in TEB's solutions portfolio, Thaller explains, "We provide not only products but solutions too and DIGIPRYN is at the heart of our complete solution offering. Now that it's more reliable it makes everything better for us and the end user." Indeed, the role that Seagate and its products have played is significant, Thaller adds, "Because we now have a product that is totally reliable, we're more confident about finding new customers and breaking new markets."

The Breakthrough

Two years ago, TEB hadn't worked with any banking organisations. Today, they're extremely active in the sector; Thaller highlights the Seagate SV35 Series hard drive as key: "The drive helped create a shortcut to a new market. It made the product better and gave us the confidence we needed to approach banks with our solution." Thaller continues, "Quality is a major concern for banks so it was easy to convince them with our DIGIPRYN

product." Used as a video and audio recorder and transmitter within branches – at desks and all internal access points – as well as outdoors (at the ATM), it's obvious that TEB's banking clients must have absolute faith in the DIGIPRYN solution.

Recording the Future

One of TEB's latest innovations is mobile DVR. Relentless in their pursuit of creating the best solution possible, TEB engineers are currently looking to better the product, as Thaller highlights, "We want to improve it and perhaps Seagate can help us do it." With a partnership that is very much a two-way process, it's simply a matter of time.



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