

DISTRIBUTOR SALES GUIDE

iR5440

Compact 4-bay 2.5" SATA hardware RAID module
for 1U ODD-bay systems

4-Bay 2.5" SATA

Hardware RAID 5

1U ODD-Bay

Core message

**Add RAID 5 protection without
redesigning the system or consuming
PCIe slots.**



Compact integration. RAID 5 protection. Faster maintenance.

Sales thesis

What distributors should remember and repeat.

The iR5440 is not just a drive cage. It is a compact internal RAID 5 storage module for 1U ODD-bay systems.

No chassis redesign

Uses existing 1U ODD-bay space to add protected storage without mechanical redesign.

No RAID card required

Hardware RAID runs inside the module and does not consume PCIe expansion slots.

Faster service

Hot-swappable trays, rebuild LEDs, and buzzer alerts support faster field maintenance.

Distributor one-liner

Compact integration. RAID 5 protection. Easier maintenance. No RAID card required.

Best-fit customers

Use application pain points to qualify demand quickly.

Customer type	Typical need	iR5440 value
Industrial PC builders	Protected local storage in compact IPCs	1U ODD footprint, RAID 5, metal chassis
Surveillance integrators	Recording continuity and serviceability	RAID 5, hot-swap trays, LED/buzzer alerts
Edge system builders	Local storage in space-constrained nodes	Single SATA host connection, compact module
Embedded OEMs	Add storage without redesign	Uses existing ODD-bay space
Workstation users	Speed or protected project storage	RAID 0 for scratch, RAID 5 for protection
Small server builders	Compact internal RAID	4-bay storage in a small internal module

Best use case: customers who need RAID 5 inside a compact system, not an external storage box.

Key selling points

Lead with business value, then prove it technically.

1 RAID 5 protection in a compact footprint

Helps protect against a single drive failure while using existing 1U ODD-bay space.

2 No RAID card required

Preserves PCIe slots for GPU, AI accelerator, capture, network, or control-interface cards.

3 Single SATA host connection

Reduces host-side cabling and SATA port usage in RAID 0, RAID 5, and BIG modes.

4 Hot-swap serviceability

Removable trays with locks help technicians replace drives quickly in the field.

5 Rebuild visibility

Front LEDs show RAID rebuild progress at 25%, 50%, 75%, and 100%.

6 Windows STATUSGUARD GUI

Provides RAID status, drive health, alerts, and event log review for Windows systems.

Position it as a complete internal RAID module — not a commodity mobile rack.

Integration story

Explain why the form factor matters.

Use existing ODD-bay space

Add four 2.5" SATA drives and hardware RAID without changing chassis layout.

Connect through one SATA interface

In RAID 0 / 5 / BIG, the module presents the array as one host volume.

Preserve PCIe slots

Keep expansion slots available for AI, capture, networking, or control cards.



JBOD note: all drives can be detected individually only when the host SATA controller supports Port Multiplier.

Serviceability and monitoring

The maintenance story is a key distributor advantage.

Hot-swappable trays with locks

Replace a failed drive faster without disassembling the system. The lockable tray design also supports secure drive retention.

STATUSGUARD GUI for Windows OS

Provides RAID status monitoring, drive-health checking, alerts, and event log review through a Windows-based interface.

Rebuild LEDs for field technicians

RAID rebuild progress is displayed at 25%, 50%, 75%, and 100%, reducing uncertainty during recovery.

Thermal and fan-failure alerts

LED and buzzer alerts help operators respond quickly to overheat or fan-failure events.

Sales angle

Lower service effort, clearer field diagnosis, and stronger confidence for continuous-operation environments.

RAID mode sales guide

Match the configuration to the customer’s priority.

Mode	How to explain it	Recommend when
RAID 0	Maximum performance; no redundancy	Customer needs speed and has backup
RAID 5	Balanced performance, capacity, and single-drive fault tolerance	Customer needs protection against one drive failure
BIG	Combines all drives into one large volume; no redundancy	Customer wants simple capacity expansion
JBOD	Each drive operates independently	Customer needs separate drive access and Port Multiplier support

Important: RAID 5 is not a backup solution. Important data should always be backed up separately.

Competitive positioning

Sell the integrated value, not only the drive count.

Compared with	iR5440 advantage
Standard mobile rack	Adds hardware RAID 5, rebuild LEDs, system alerts, and active cooling
2-bay RAID module	Provides 4-bay capacity and RAID 5 protection
External DAS/NAS	Installs internally and saves external system space
PCIe RAID card solution	Uses existing ODD-bay space and preserves PCIe slots
Software RAID	Reduces host-side RAID management complexity

Core differentiation

4-bay 2.5" storage + hardware RAID 5 + hot-swap serviceability + monitoring in a compact 1U ODD form factor.

Qualification questions

Use these to identify strong opportunities.

Ask the customer

- Does the system have unused 1U ODD-bay space?
- Does the customer need RAID 5 protection in a compact system?
- Are PCIe slots already reserved for other functions?
- Is hot-swap field maintenance important?
- Does the customer need LED, buzzer, or Windows GUI monitoring?
- Will the system be used in IPC, NVR, edge, embedded, or compact server applications?

Buying signal

If the customer answers “yes” to two or more questions, iR5440 is likely a strong fit.

Best opportunity

Compact systems that need internal RAID 5 protection and field-serviceable storage without a PCIe RAID card.

Objection handling

Short answers for sales teams and distributors.

“Can we just use a mobile rack?”

A mobile rack is mainly mechanical. iR5440 adds hardware RAID 5, rebuild LEDs, alerts, active cooling, and Windows monitoring.

“Why not use a PCIe RAID card?”

A PCIe RAID card consumes an expansion slot. iR5440 uses existing ODD-bay space and one SATA host connection.

“Is RAID 5 a backup?”

No. RAID 5 protects against one drive failure, but important data still requires a separate backup strategy.

“Will JBOD work with any SATA port?”

No. JBOD requires Port Multiplier support. RAID 0, RAID 5, and BIG do not require it.

Answer with value first: less redesign, easier maintenance, and more protected storage in compact systems.

Bundle and upsell strategy

Turn one product into a complete solution.

Recommended bundles

- 2.5-inch SATA SSDs or HDDs
- SATA host adapter with Port Multiplier support for JBOD use
- RAID-compatible or industrial-grade drives
- Spare drive trays
- System integration services
- Backup storage solution for full data protection

Do / Don't

Do

Position iR5440 as a compact hardware RAID 5 storage module with hot-swap and monitoring.

Do

Recommend RAID 5 for protection use cases and RAID 0 for high-speed scratch workloads.

Don't

Do not present RAID 5 as a replacement for backup.

Don't

Do not say JBOD works with every SATA port.

Sales scripts and next steps

Use concise messaging in calls, e-mails, and distributor training.

15-second pitch

The RAIDON iR5440 lets system integrators add 4-bay SATA hardware RAID 5 storage into a compact 1U ODD-bay system without using a RAID card or redesigning the chassis.

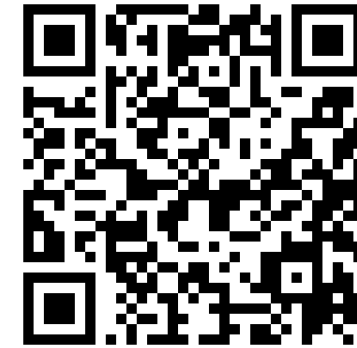
30-second pitch

iR5440 supports RAID 0, RAID 5, BIG, and JBOD, with hot-swappable trays, rebuild progress LEDs, active cooling, buzzer alerts, and Windows STATUSGUARD GUI monitoring. It is ideal for IPC, NVR, edge, compact server, and workstation applications.

Closing message

Compact integration. RAID 5 protection. Faster maintenance. No RAID card required.

Best for: IPC • NVR • Edge computing • Embedded systems • Compact servers • Professional workstations



Product page

<https://www.raidon.com.tw/RAIDON2016/product.php?id=368>