

# RAIDON

DISTRIBUTOR SALES GUIDE

## iR5740M

4 SSDs. 1 Bay.  
Built-In Hardware RAID

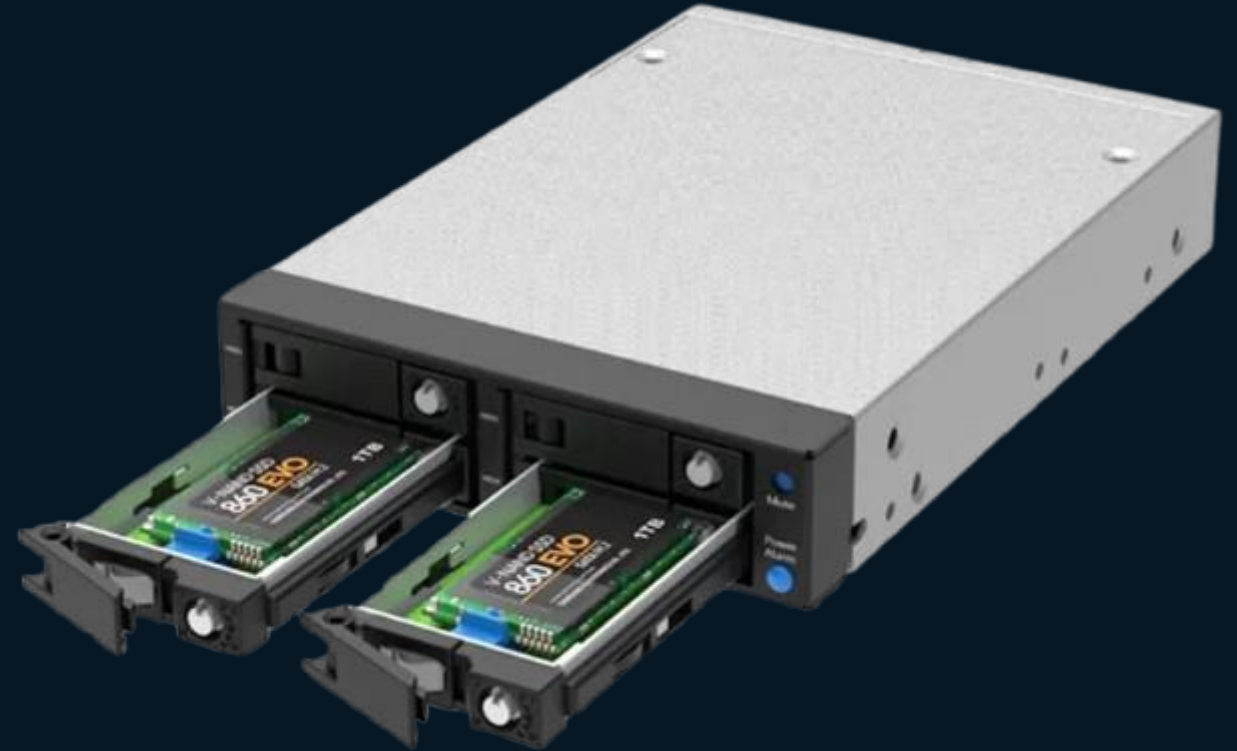
3.5" HDD Footprint

4 × M.2 SATA

RAID 0 / 5 / BIG / JBOD

### CORE MESSAGE

Turn one 3.5-inch HDD bay into a  
front-serviceable 4-SSD RAID  
module.



4 × M.2 SATA SSDs + Hardware RAID + Front Serviceability in One 3.5-inch HDD Footprint

# Sales Thesis

What distributors should remember and repeat.

## 4 SSDs. One 3.5-inch Bay.

Four M.2 SATA SSDs fit within the same dimensions and mounting points as a standard 3.5-inch HDD.

## Front-Serviceable Storage

Lockable front-access M.2 trays simplify SSD replacement and field maintenance.

## Built-In Hardware RAID

RAID 0, RAID 5, BIG, and JBOD are handled by the onboard controller.

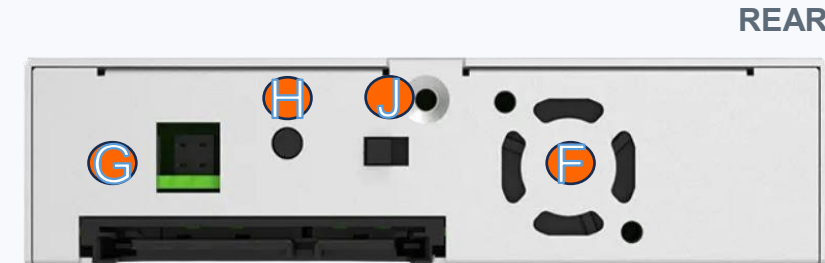
## No Separate RAID Card

One SATA III 6Gb/s host connection keeps PCIe slots available for other system functions.

## Product anatomy



- A. Mute Button
- B. HDD Status Indicator LED
- C. Tray Key Lock
- D. HDD Tray
- E. Power & Alarm LED Status Indicator



- F. Cooling Fan
- G. Jumper For RAID mode setting
- H. Reset Button
- I. 7+15 Pin SATA Connector
- J. Fan Hi/Low Switch

**Distributor pitch: 4 M.2 SATA SSDs + built-in hardware RAID + front serviceability — all in one standard 3.5-inch HDD footprint.**

# Best-Fit Customers

— Target application pain points, not generic storage demand.

| Customer type                            | Typical need                                     | iR5740M value                                |
|------------------------------------------|--------------------------------------------------|----------------------------------------------|
| Industrial PC builders                   | High-density protected storage in compact IPCs   | 4 SSDs in one 3.5" bay + built-in RAID       |
| Machine vision / inspection              | Dense local storage with field serviceability    | 4-SSD density + front-serviceable trays      |
| Edge & embedded OEMs                     | Add protected storage without chassis redesign   | 3.5" HDD footprint + one SATA host link      |
| Factory automation / DAQ                 | Local logging and continuous operation           | Flexible RAID, monitoring, active cooling    |
| Compact workstation / server integrators | Internal RAID where larger cages are impractical | High density, RAID 0/5, front serviceability |

**BEST USE CASE** Customers who need four front-serviceable M.2 SATA SSDs with built-in RAID in the footprint of one standard 3.5-inch HDD.

# Key Selling Points

— Lead with system value, then prove it technically.

1

## 4 SSDs. One 3.5-inch Bay.

The core differentiator: four M.2 SATA SSDs in a standard 3.5-inch HDD footprint.

2

## Built-in hardware RAID

RAID 0 / 5 / BIG / JBOD are managed onboard — no separate RAID controller required.

3

## Front-serviceable design

Lockable M.2 trays support faster SSD replacement without removing the module.

4

## Preserve PCIe slots

No separate RAID card means PCIe slots stay available for GPU, AI, capture, network, or control cards.

5

## Single SATA III 6Gb/s host link

One SATA connection simplifies system integration and cabling.

6

## Cooling + monitoring

20mm active fan, LEDs, buzzer alerts, and Windows STATUSGUARD complete the module.

**Position iR5740M as a 4-SSD hardware RAID subsystem in a standard 3.5-inch HDD footprint — not a commodity mobile rack.**

# Integration Story

— Explain why the 3.5-inch HDD footprint matters.



## Preserve PCIe Slots

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

## Avoid Larger Drive Cages

Bring four-SSD RAID storage into systems where 5.25-inch or 1U ODD cages are impractical.

## Know the Performance Boundary

The design prioritizes density, protection, and serviceability. Host bandwidth is limited by SATA III 6Gb/s.

***JBOD note: access to all four SSDs independently requires a SATA host controller with Port Multiplier support.***

# Serviceability and Monitoring

The maintenance story is a distributor advantage.

## Front-Accessible Locking Trays

Replace or service SSDs from the front without removing the module from the chassis.

## RAID Rebuild Visibility

Front indicators help technicians identify activity, failure, and rebuild status during service.

## Thermal & Fan Alerts

LED and buzzer alerts help operators respond to over-temperature or fan-failure events.

## STATUSGUARD for Windows

Provides supported RAID status, drive information, temperature, alerts, and event monitoring.



## SALES ANGLE

**Faster field service.  
Clearer diagnostics.  
Less chassis disassembly.**

# RAID Mode Sales Guide

— Match the configuration to the customer’s priority.

| Mode   | How to explain it                                        | Recommend when                                 |
|--------|----------------------------------------------------------|------------------------------------------------|
| RAID 5 | Capacity efficiency with single-drive fault tolerance    | Protected local storage with separate backup   |
| RAID 0 | Performance-oriented striped storage; no redundancy      | Scratch / temporary workloads with backup      |
| BIG    | Combined capacity presented as one volume; no redundancy | Simple capacity aggregation                    |
| JBOD   | Independent drive access                                 | Separate drives + host Port Multiplier support |

**Important** RAID is not a substitute for backup. Performance is limited by the single SATA III 6Gb/s host interface.

# Competitive Positioning

Sell the integrated system value, not only the drive count.

| Compared with               | iR5740M advantage                                                                        |
|-----------------------------|------------------------------------------------------------------------------------------|
| 3.5" mobile rack            | Adds four-drive M.2 SATA density, built-in hardware RAID, monitoring, and active cooling |
| 2-bay RAID module           | Provides four-drive density plus RAID 0 / 5 / BIG / JBOD flexibility                     |
| 5.25" / 1U multi-drive cage | Fits the smaller 3.5-inch HDD footprint and preserves larger bays                        |
| PCIe RAID card solution     | Uses existing 3.5-inch mounting space and preserves PCIe expansion slots                 |
| Software RAID               | RAID configuration is managed onboard and presented directly to the host OS              |

**CORE DIFFERENTIATION 4 × M.2 SATA SSDs + built-in hardware RAID + front-serviceable trays in one standard 3.5-inch HDD footprint.**

# Qualification Questions

— Use these to identify strong opportunities — and avoid poor-fit projects.

## Ask the customer

- Does the system have a standard 3.5-inch drive bay / HDD mounting space?
- Does the application need built-in RAID without using a PCIe RAID card?
- Does the project require M.2 SATA B+M Key SSDs rather than NVMe?
- Is a SATA III 6Gb/s host interface acceptable for the workload?
- Are PCIe slots reserved for GPU, AI, capture, networking, or control cards?
- Is front-serviceable maintenance and status monitoring important?

### BUYING SIGNAL

**“Yes” to 2+ questions  
usually indicates a strong  
fit.**

### NOT A GOOD FIT

- Customer requires NVMe-class throughput
- RAID 10 / RAID 6 is mandatory
- No SATA host connection is available

Best opportunity: compact industrial and embedded systems that need four M.2 SATA SSDs, hardware RAID, and front serviceability in one 3.5-inch bay.

# Objection Handling

— Short answers for sales teams and distributors.

## “Why not use a PCIe RAID card?”

A PCIe RAID card consumes an expansion slot. iR5740M integrates hardware RAID in the 3.5-inch HDD footprint and uses one SATA host connection.

## “Why SATA instead of NVMe?”

The product targets SATA-based industrial platforms where density, qualification stability, compatibility, and serviceability matter more than maximum throughput.

## “Is RAID 5 a backup?”

No. RAID 5 tolerates one drive failure, but important data still needs a separate backup strategy.

## “Will JBOD work with any SATA port?”

No. Access to all four SSDs in JBOD requires host SATA Port Multiplier support.

## “Can we just use a standard mobile rack?”

A mobile rack mainly provides mechanical access. iR5740M adds four-drive M.2 SATA density, built-in hardware RAID, monitoring, active cooling, and front-serviceable trays in the same 3.5-inch HDD footprint.

**Answer with value first: less redesign, preserved PCIe slots, easier maintenance, and RAID-protected local storage.**

# Bundle and Upsell Strategy

— Turn the module into a complete deployment solution.

## Recommended bundles

- Matched M.2 SATA B+M Key SSD set
- Spare SSD / spare drive tray for field replacement
- SATA controller with Port Multiplier support for JBOD use
- Separate backup storage for critical data
- System integration or qualification support

## Do

### Position clearly

3.5-inch HDD footprint + 4 × M.2 SATA + built-in hardware RAID.

### Match RAID to need

Match RAID mode to the workload: RAID 5 for protection, RAID 0 for performance, BIG / JBOD for capacity flexibility.

## Don't

### Don't call RAID backup

RAID 5 improves availability after one drive failure; it does not replace backup.

### Don't sell NVMe-class speed

The single SATA III 6Gb/s host link defines the performance ceiling.

**Good bundles reduce integration risk and make the distributor more valuable than a box-only seller.**

# Sales Scripts and Next Steps

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

## 15-second pitch

Think of iR5740M as four M.2 SATA SSDs and a hardware RAID controller packed into the footprint of one standard 3.5-inch HDD — with front-serviceable trays and no extra PCIe slot.

## 30-second pitch

iR5740M consolidates four M.2 SATA SSDs, RAID 0 / 5 / BIG / JBOD, front-accessible locking trays, active cooling, alerts, and Windows STATUSGUARD into one 3.5-inch HDD footprint. It is built for industrial and embedded SATA platforms where density, RAID protection, and serviceability matter more than maximum throughput.

## Closing message

**4 SSDs. 1 Bay. Hardware RAID. Front Serviceability.**



**PRODUCT PAGE**

[raidon.com.tw/product.php?id=373](http://raidon.com.tw/product.php?id=373)

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