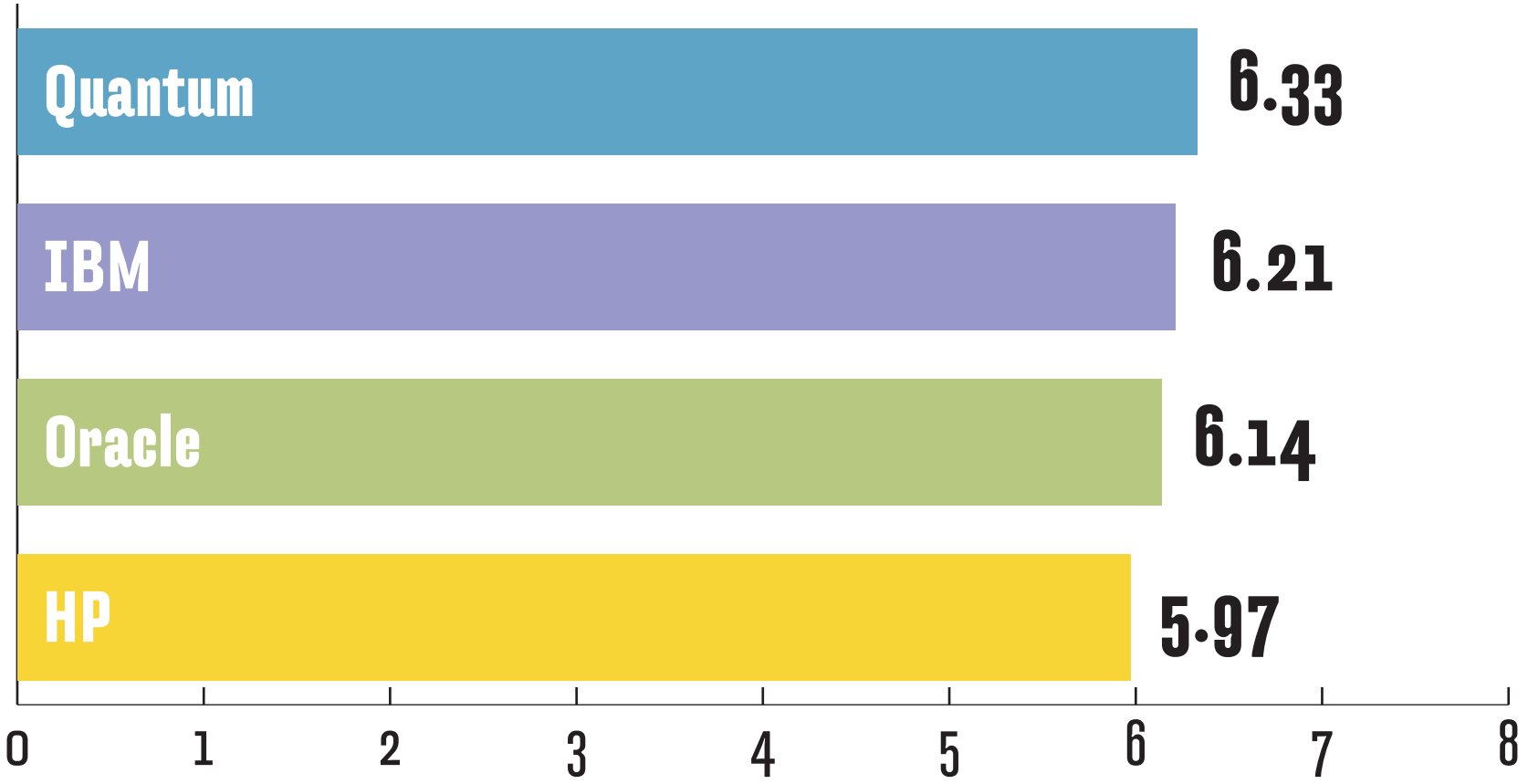Enterprise tape libraries: SALES-FORCE COMPETENCE