

EBOOK

 Hitachi Vantara

---

# The Top 10 Ways Storage is Changing.

**Learn how to get ahead.**



# Data is Changing Everything.

## Including your infrastructure.

Are you using data to outperform the competition?

At this very moment, companies worldwide are using data to disrupt industries and markets. They are raising customer expectations. They're creating competitive advantage. They're reaping great rewards.

It isn't about the size of these companies. It's about speed, agility, efficiency and insight. And at the center of it all is data.

Here are the Top 10 Ways to ensure your infrastructure makes the most out of it.



# 01 It's Always About Security.

Security has always been critical, but it was often treated as an afterthought. Not anymore. As data becomes central to the creation of business value, it needs to be more available to more people in more places. This comes with a certain degree of risk, especially as you move apps and resources to the cloud.

## How to be ready for change

The starting point is a common data model to store and manage data efficiently, spanning your data center to the cloud. Powered by a common storage operating system across all virtualized storage assets.

## Look for:

- ✔ Industry leading storage virtualization that lets you repurpose (and get added value from) existing storage assets by extending shared data services that include secure ransomware protection.
- ✔ Features like hardened system access and automated provisioning to reduce risk, and FIPS 140-2 encryption to safeguard your data and ensure delivery of critical, always-on apps.

## The Hitachi Vantara Advantage

**Cyber resiliency applied across our Virtual Storage Platform (VSP) solutions can cost-effectively protect your data and reputation from ransomware and cyber threats or risk.**

# 02

## High Complexity, Meets Simplicity.

Diversity of workloads, data types, storage locations, integrations and architectures adds complexity. Without the right tools and people to manage it, costs will rise, response times will slow, and new apps and services will be harder to deploy and manage.

### How to be ready for change

Make the most of your resources with solutions built for your evolving environment – Microsoft, Oracle, VMware, on-premise, hybrid or multicloud – and ready to support your unique, evolving enterprise.

### Look for:

- ✔ A common storage OS offering consistent features, capabilities and UX to simplify common administrative tasks.
- ✔ Storage virtualization that reduces operating costs and management complexity in multi-vendor storage environments.
- ✔ AIOps management with integrated AI/ML to simplify automation, analytics and management of growing IT resource needs.

The Top 10 Ways Storage is Changing



 **Hitachi Vantara**

### The Hitachi Vantara Advantage

**Hitachi Ops Center management suite can help you deliver resources faster and reduces manual tasks, giving your team more time to focus on innovation and strategic initiatives.**

# 03

## Resilience You Experience.

Delivering superior experiences demands superior availability and service levels, supporting more critical apps and data than ever. Your people, customers and partners – pretty much your entire business – depend on it. And on you.

### How to be ready for change

Why settle for six nines of availability when you can get a 100% guarantee? Even if it's more than you need now, history shows you're likely to need it tomorrow.

### Look for:

- ✔ Hybrid storage arrays with the ability to easily adjust service levels as requirements change.
- ✔ A single OS across all storage platforms for consistent data management regardless of which platform you use today, or where you go tomorrow.



### The Hitachi Vantara Advantage

**The Virtual Storage Platform family delivers a 100% data availability guarantee and 24/7 responsive infrastructure.**

# 04

## A Lighter Data Center Footprint.

While data infrastructure must accommodate Herculean growth, it also needs to use less energy. This puts IT/data center modernization at the center of corporate efforts to reduce carbon footprints. A position that demands expertise extending beyond the IT space alone.

### How to be ready for change

Avoid point solutions that may amount to little more than greenwashing. True progress comes from a holistic approach to decarbonization and sustainability by modernizing the digital core.

### Look for:

- ✓ Agile hybrid systems, including CFP (Carbon Footprint of Products) certified and XaaS solutions, enabling environmental innovation without compromising features, function or performance.
- ✓ Accelerated data discovery, classification and governance to reduce redundant or obsolete data and associated resource consumption.
- ✓ A provider with domain expertise beyond tech – energy, manufacturing, etc. – informing a holistic approach that leverages both IT and OT optimization.



### The Hitachi Vantara Advantage

**Hitachi is the only storage vendor to have its products certified by Carbon Footprint for Products (CFP). We have patented technology within our arrays to reduce power consumption and lower CO2 emissions by up to 96%.**

# 05 Cloud is a Journey. Not a Destination.

There's no denying that cloud offers opportunities for increased scalability, availability and agility. But improperly planned, built or managed, it can be costlier than imagined. One of many reasons every company's cloud journey will be unique. One size does not fit all, so plan accordingly.

## How to be ready for change

Think of cloud as an approach – not a place – to modernizing your digital core. Choose a vendor with deep expertise and solutions spanning all your needs, including on-prem, multi and hybrid cloud.

## Look for:

- ✓ An offering that addresses all of your needs, from a company that knows how to help you optimize the value of it all.
- ✓ Integrated control of both VMware and your storage and compute infrastructure to control and optimize applications, workloads and data across hybrid clouds.
- ✓ Pay-as-you-go, storage as a service (STaaS) options and consumption-based pricing (CBP) models to evolve and scale with your needs, with the flexibility of public cloud and cost benefits for storage in your data center.



## The Hitachi Vantara Advantage

**Combine VSP with Hitachi EverFlex and only pay for what you need, when you need it. Scale capacity up or down on demand and access pay-per-use consumption models with predictable, transparent pricing.**

# 06

## **Spend Less. Do More.**

IT budgets are flat, while expectations and requirements are anything but. Meanwhile, new technologies requiring specialized staff expertise add to the cost and challenge. In other words, nothing new here at all. Except what you can do about it.

### **How to be ready for change**

Raise the bar, not the budget, with solutions offering more of everything, except TCO. Simplified management complexity, increased automation and improved operating and energy efficiency will pay dividends for years, for any size company or budget.

### **Look for:**

- ✓ Flexibility to evolve and scale to meet new requirements and avoid obsolescence, including pay-as-you-go STaaS options.
- ✓ Virtualization and data reduction to improve ROI and extend the life of existing infrastructure.
- ✓ Ability to align spend with usage and business outcomes, reducing risk of over or under investment.



### **The Hitachi Vantara Advantage**

**Automated provisioning that can accelerate resource delivery up to 90%, adaptive data reduction, and up to 4:1 sight-unseen effective capacity guarantee to extract the highest value per GB and IOP. As well as patented technology to reduce power consumption.**



# 07

## Agility for Better Outcomes.

One thing we learned in the past few years: while you can't predict the future, you can, and better be, ready for it. This makes agile infrastructure critical. It enables innovation, new business models, identification of insights and opportunities, better decisions, speed to market and so much more.

### How to be ready for change

Future proof your investment with smart, agile infrastructure that meets and scales with your requirements, no matter how fast they grow or change.

### Look for:

- ✔ Strategic vendors with a portfolio of solutions to optimize flexibility, including cloud-like capabilities and consumption-based pricing (CBP) to align costs with requirements and pay only for what you need.
- ✔ Systems that empower your staff with AI and automation to relieve them of tedious manual operations, so they can focus on more strategic initiatives that drive innovation, performance and competitive advantage.



### The Hitachi Vantara Advantage

**Simplified system configurations and automated storage provisioning workflows can speed up and error-proof infrastructure resource management, enabling systems that can be up and running faster and with less effort.**

# 08

## Performance No Matter What.

Experience-intensive apps and services are already pushing infrastructure to its limits. This adds further complexity to optimizing resource performance, utilization and value. For many, managing the critical balance between supply and demand leads to wasteful spending on excess capacity, while existing resources sit idle.

### How to be ready for change

Expect the unexpected. Choose a flexible, high-performance architecture built to avoid potential bottlenecks that can slow the pace of business.

### Look for:

- ✓ Hybrid systems, including XaaS offerings, that provide superior flexibility and efficiency vs. point solutions. And with concrete evidence of performance at scale under heavy utilization.
- ✓ The ability to consolidate data into centralized shared storage resource pools.
- ✓ Latency as low as 39µs and IOPS (input/output operations per second) as high as 33M for supercharged application response and experiences.



 **Hitachi Vantara**

### The Hitachi Vantara Advantage

**A wide range of storage solutions, adaptive data reduction (ADR) and up to 4:1 sight-unseen-data-reduction guarantee to extract highest value per GB and IOP, eliminating redundancies and freeing capacity across your entire environment.**

09

# Automate Operations & Analytics.

New features and technologies offer many advantages, but they can come with steep learning curves. If your team is already stretched, struggling to meet SLAs, or lacking specialized skill sets, things could get worse. Especially in organizations with limited IT resources.

## How to be ready for change

Time to get creative with infrastructure solutions that maximize your ROI. Simplified management to address the reduced skills gap will pay dividends by lowering operating costs and increasing IT service levels and business agility.

## Look for:

- ✔ Automation of routine, manual administrative tasks and automated provisioning workflows to get new installations off to a fast start.
- ✔ Advantages like cloud-based predictive analytics that help to streamline monitoring of system health, capacity planning and problem alerts.



## The Hitachi Vantara Advantage

**Hitachi Ops Center uses AI-enabled analytics and automation to improve operational efficiency and speed resource delivery, reducing manual administrative tasks by up to 70%.**

# 10 Scale for Business Growth.

Nobody can predict the future of data, but one thing is certain; there will be a lot more of it. Managed improperly, this constant exponential growth can reduce performance, availability, utilization and costs. Scalability is essential to keep up. But it's about more than capacity alone.

## How to be ready for change

Do not allow growth to slow you down. Design for serious scalability, in every possible way, without breaking the bank.

## Look for:

- ✔ Solutions to scale with demand – even if it's unpredictable – from a provider with a range of storage solution types and technologies, so they can help you evolve and grow when you're ready.
- ✔ The ability to deliver predictable, repeatable experiences for all your apps, regardless of how quickly or large requirements grow.
- ✔ Storage virtualization for added value from existing storage infrastructure without completely replacing it.



## The Hitachi Vantara Advantage

**Accelerate storage resource delivery by up to 90%, with a platform portfolio that includes hybrid, all-flash and NVMe, as well as our EverFlex XaaS offering.**

# Ready When You Are.

The future belongs to the data-driven. And Hitachi Vantara helps you achieve agility, efficiency and confidence. Let's work together to engineer your storage infrastructure to your advantage.

As part of Hitachi, we leverage expertise extending far beyond digital infrastructure across industries: from banking, manufacturing, energy, healthcare, government, transportation and also with sustainability efforts.

Storage infrastructure itself is evolving fast. But with Hitachi Vantara, you will be ready to navigate change, whatever the future brings.

[Learn About Hybrid Cloud Solutions](#) →

[Learn More About Our Storage Solutions](#) →

 HITACHI LUMADA READY