Hitachi Data Systems Helps Design Your Cloud: Bring the Best Benefits of Cloud Inside the Enterprise

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IT leaders are increasingly weighing the benefits and risks of both private and public cloud offerings. With the support of Hitachi Data Systems in designing your cloud, you no longer need to compromise. Our new products, services and programs bring customers the most flexibility and control of their clouds.

Join this Hitachi Data Systems webinar to:

• Learn how Hitachi Unified Compute Platform controls the management of physical and virtual infrastructure from a single pane of glass for Microsoft and VMware environments, increasing business agility and accelerating private and hybrid cloud deployments.

• Understand how Hitachi Cloud - Compute as a Service brings the best benefits of cloud inside your enterprise firewall.

• Learn how the Hitachi Cloud Service Provider Program helps expand the choice of trusted cloud services from partners powered by Hitachi Data Systems.
HITACHI EXTENDS THE REACH OF BUSINESS-DEFINED IT

THE MOST FLEXIBILITY AND CONTROL FOR YOUR CLOUD
"We can't be locked in to long-term technology and huge financial commitments anymore. We can't ask the business to wait when requirements change. And, we can't outsource our responsibility to protect and secure the company's data and applications that run our business."

**Hitachi UCP* Integration with Microsoft® and VMware**

**Hitachi Cloud – Compute as a Service**

**Cloud Service Provider Program**

* UCP = Hitachi Unified Compute Platform
Building on Hitachi Cloud Strategy

Comprehensive choice
Complete solutions with choices to match your needs

Enterprise-grade
Trusted to support enterprise IT requirements in cloud

Predictable service level outcome
To achieve the best business results from cloud
New: Expand Choices with Business-Defined IT

Hitachi Unified Compute Platform

- Easy operation of UCP from Microsoft System Center and access to Azure
- Easy operation of UCP from VMware vCenter and access to vCloud Air
- Streamlines management across converged infrastructure and cloud

Hitachi Cloud – Compute as a Service

- Fully managed, secure, on-premises compute solution delivered as a service
- Elastic financial model
- Enterprise-grade service levels and optimized TCO
- Brings the attributes of cloud inside your firewall

Cloud Service Provider Program

- Shared risk and shared reward financing model
- Enterprise-grade technology for cloud
- Powered by Hitachi Data Systems, jointly marketed and sold
- For IT providers or outsourcers with direct sales force
Hitachi Unified Compute Platform

Flexibility and Control

Flexibility to expand to cloud with control from a familiar single pane of glass
Making the Best Even Better

- Accelerates infrastructure deployment
- Delivers predictable performance
- Achieves higher utilization on clusters and storage pools
- One platform for all workloads
- Single point of support by Hitachi Data Systems
- Deploy in 5 days or less

Unified Compute Platform Director

VSP, HUS VM, or HUS storage
Hitachi Compute Blades 500 with VMware vSphere
Brocade and Cisco networking
CR 210 management servers

Hitachi Unified Compute Platform
Optimize your investment with access to VMware vCloud Air OR Microsoft Azure

Control and manage physical and virtual infrastructure from a single pane of glass

Gain flexibility with native integration with VMware vCenter OR Microsoft System Center

Adapt to changing business needs
Extend the Reach of the Tools You Use Today

**DO MORE WITH VMWARE VCENTER**

- Monitor, provision, protect, and remediate virtual and physical private cloud
- Access vCloud Air for bursting or specific uses like disaster recovery

*Unified Compute Platform Director*
Extend the Reach of the Tools You Use Today

DO MORE WITH MICROSOFT SYSTEM CENTER

- Manage virtual and physical private cloud
- Access Azure for bursting or specific uses like DevOps
"... just one integrated management tool where historically as many as seven would have been needed"

Wayne Greene, Sr. Director Product Management, VMware
Do More
Hitachi Unified Compute Platform

More Productive
More Streamlined
More Resources
Hitachi Cloud – Compute as a Service

Flexibility and Control

Trusted control of private cloud, now with public cloud flexibility and economics
Your Cloud Should Not Be a Compromise

What are you trying to accomplish?

- Replace fixed cost with usage based costs? Lower overall costs?
  - Public
  - Private

- Have the most resource agility, speed, and flexibility?
  - Public
  - Private

- Range of service levels including mission-critical?
  - Public
  - Private

- Control over your data and its location? Maintain high security for your data?
  - Public
  - Private
Flexibility and Control for Your On-Premises Cloud

Your on-premises data center

Applications

FLEXIBILITY

- Elastic resources and pay-per-use billing
- Service catalog choice

Infrastructure

Management

CONTROL

- In your secure data center
- Guaranteed service levels

Hitachi Cloud – Compute as a Service
Add Flexibility and Control to Off-Premises Cloud

**Flexibility**
- Pay per-use-data center hosting
- Low-latency bursting to public cloud
- Access to lower-cost service catalog choices

**Control**
- Expands Hitachi Cloud – Compute as a Service to off-premises
- Single point of accountability from hypervisor to hosting
- High performance and security
Expand Your Cloud Choices

Build Your own Cloud with Hitachi

Hitachi Cloud – Compute as a Service

Other Vendors

- Capitalize on unique capabilities created by combining the flexibility of public cloud with the control of private cloud – all with trusted, enterprise quality from Hitachi

- Hitachi Data Systems is the only vendor with such extensively flexible elastic financial models

Asset and Cost Elasticity

Mgmt. and Service Level Responsibility

Business Risk and Technology Obsolescence
Hitachi Cloud – Compute as a Service the Way You Want it

Your Cloud

Your Costs

Your Technology
Hitachi Cloud Service Provider Program

Flexibility and Control

Expands the available choices in trusted cloud services
Cloud Service Provider Program

A program for success

**Investing in Partners**

Shared risk and shared reward model. Aligns cost to usage and reduces capital expense.

**The Perfect Match**

For providers with proven success delivering cloud services with a direct sales force.

**Trusted Technologies**

Hitachi technology solutions makes your “as a Service” offering enterprise-grade.

**The Right Go to Market**

We co-market and co-sell partner “as a Service” offerings powered by Hitachi Data Systems.
Elastic Financial Models for Service Providers

**TRADITIONAL**
Poor match of usage and cost
Full asset cost in advance of usage; CSP owns asset and manages infrastructure

**FLEX BUY**
Better match of usage and cost
Blend of asset cost and usage fees; CSP owns asset and manages infrastructure

**AS A SERVICE**
Best match of usage and cost
100% pay per use for asset owned and managed by Hitachi Data Systems
Service provider benefits

- Fully elastic – aligns cost to your revenue
- Fully managed with no capital outlay
- Reduced operational cost and complexity
- Pay per use based on capacity and VMs
- Predictable, all inclusive transparent pricing
- Co-marketed and co-sold by Hitachi Data Systems

Service provider commitments

- Minimum monthly commitment – multi-year contract
- Minimum initial deployment
- For medium/large service providers
- Market offerings as “powered by Hitachi Data Systems”
Service provider benefits

- Reduced platform price plus usage fee for initial install and all upgrades
- No monthly minimums
- Includes all hardware, software, installation, support, and maintenance
- You own and operate the platform
- Usage fee based on capacity and VMs
- Co-marketed and co-sold by Hitachi Data Systems

Service provider commitments

- Multi-year contract
- Entry-level deployments and above
- For small to medium Service Providers
- Market offerings as “powered by Hitachi Data Systems”
More Value Through Partnerships

More choice for enterprise-grade cloud services

On-premises and off-premises solutions with elastic financial models

Cloud providers you know and trust, powered by trusted technology
Extend Your Cloud With HDS Flexibility and Control

- Hitachi Unified Compute Platform
- Hitachi Cloud – Compute as a Service
- Cloud Service Provider Program
81% of the GLOBAL FORTUNE 100

Trust Hitachi Data Systems with their IT services and solutions

Let’s extend the reach of your Business-Defined IT

USING THE MOST FLEXIBILITY AND CONTROL FOR YOUR CLOUD
Questions and Discussion
Upcoming WebTechs

- **WebTechs**, 9 a.m. PT, 12 p.m. ET
  - Delivering Enterprise-Class Converged Infrastructure With Mid-Market Pricing and Packaging, November 19
  - Top 10 Business Trends Driving IT in 2015, December 10

- **Check** [www.hds.com/webtech](http://www.hds.com/webtech) for
  - Links to the recording, the presentation, and Q&A (available next week)
  - Schedule and registration for upcoming WebTech sessions

Questions will be posted in the HDS Community: [http://community.hds.com/groups/webtech](http://community.hds.com/groups/webtech)
Thank You