Content Mobility Extended for Easy, Efficient Data Access

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Data is increasingly used in a variety of systems, devices, applications and locations. Rather than maintain copies of data in each and every place where it might be needed, you can mobilize content so it is in the right place at the right time for greater ease and efficiency. Content mobility makes your data available anywhere, anytime, on any device and makes hybrid cloud secure, simple and smart. Join us for a discussion about the trends, technologies and tactics that will help you mobilize data to achieve a range of goals.

Attend this webcast and you’ll learn how to:

• Understand the context of content mobility beyond smartphones and tablets.
• Avoid being trapped by existing investments in traditional IT technologies.
• Extend IT beyond your data center to remote offices, mobile devices and cloud services.
The Next IT Evolution Is Underway

Insatiable Appetite for Information

- 8 Zetabytes in 2015
- 24/7 Availability
- 738 Cloud Services
- Tech-Savvy Everyone
- IT as a Service
- 55% IT Spend from LOBs
- Secure, Ubiquitous Access
- Cost optimized
“Mobility will continue to transform the way virtually all forms of content, applications, and services are created, distributed, managed, and consumed”

– IDC
“28% of corporate data resides exclusively on laptops, smartphones, and tablets”

– Gartner
Technology and Data Access Methods Will Change Over Time
Avoid The Limitations Of Yesterday

Don’t be trapped by your technology

- Silos: Cost, Complexity
- Reputation: Data Loss, Leaks, Theft
- Missed Opportunities: Market, Business, Technology
- Shadow IT: Unsanctioned Apps, Devices, and Services
Ubiquitous Access Creates Inefficiencies

Over/underprovisioned, complex, inefficient, capex heavy

Data Centers
Backup, Archive, Replicate

MOBILE WORKERS
BRANCH OFFICE
PUBLIC CLOUD (FREE)
PUBLIC CLOUD (OPEX)
Right Data, Right Place, Right Time

- Ingest and track all your information across:
  - Multiple sources
  - Multiple media

- Simplifies
  - Access
  - Analysis
  - Search

- Improves
  - Management
  - Protection
  - Costs
Efficient, Continuous Access to Business Data

Right-sized, simplified, optimized, balanced capex/opex
Support diverse use cases without creating silos

- Traditional Content-Centric Applications
- Web 2.0, S3 and Cloud Applications
- Mobile Workforce Enablement
- File Serving for Remote and Branch Offices

**Hitachi Content Platform Portfolio**

- Simplify administration by centralizing data management
- Optimize costs through archiving, backup reduction and automation
- Maintain control and visibility while enabling access
- Search and discover to gain insight and fuel innovation
Mobilize Your Business To The Next Level

Cloud, Big Data, Mobile, Software defined….
Mobilize Your Business Today

60% Less Total Cost of Ownership
7x More Manage more data per FTE
2x More Access for any file, anywhere, any time, any device

MOBILIZE WITH EASE

EXTEND
Private cloud investment

ENABLE
Hybrid cloud architectures

EMPOWER
Employees with mobility tools

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HCP Portfolio Use Case: State Government

SCENARIO

- Reducing Backup
  - Email archiving (Symantec Enterprise Vault)
  - Ingest from Governor’s Office & several agencies
- Consolidate, manage growth, contain costs
  - Storage silos in state agencies
  - Independent solutions for unstructured data

RESULTS

- Removed silos for each state agency
  - Single centralized solution
  - Highly scalable and sustainable
- Reduced cost and better managed growth
- Mobilized data for workers, first responders

Unified, sustainable, mobile-centric data architecture

Enabled the Office of Information Technology to become the single service provider for all government agencies in the state.
Questions and Discussion
Upcoming WebTechs

- **WebTechs**, 9 a.m. PT, 12 p.m. ET
  - *Make Storage Management Automation a Reality*, February 11
  - *Storage Virtualization is Dead - Long Live Storage Virtualization!*, February 26
  - *IT Economics Transparency*, March 25

- **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