Our Mission: Streamline Communications, Provide Unparalleled Service

As your trusted solutions provider, Hitachi Data Systems is committed to setting new standards for service. We offer best-in-class information technologies, services and solutions that give you a compelling return on investment and unmatched return on assets, but we have not stopped there. Hitachi Data Systems Global Accounts Program has been designed to provide global consistency and coverage, and to respond appropriately to your business requirements, from a sales strategy and technology standpoint.

The Hitachi Data Systems Global Accounts Program provides unparalleled service to our key customers and global business relationships by providing globally seamless solutions, services and operations. Not only do we provide the highest levels of service and support but we also ensure that this is globally consistent wherever your business requires. We recognize that our Global Accounts Program members must continually adapt to rapidly changing economic conditions, as well as exponential growth in the volume of data and computational demands. Like you, we know that innovation is the key to progress.

According to Gartner, Inc., organizations require comprehensive solutions and global support to address today’s top business priorities, including:

- Increasing enterprise growth.
- Delivering operational results.
- Reducing enterprise costs.
- Attracting and retaining new customers.
- Improving applications and infrastructure.

Growth strategies dominate business-strategic priorities even in times of economic, financial and political uncertainty. This focus on growth is where C-level executives see a major role for clients and technology in the future. Disruptive technologies like big data, cloud, mobile and social work together and are seen as the business enablers of today.

To address these issues, we streamline communication between our companies. Clear communication allows us to acquire the depth of understanding required to truly address your business needs and shape our services to meet those needs.
Our Mandate: Ensure Reach, Relevance and Impact

Our desire is to be your trusted service and solutions partner. To ensure we provide unparalleled service, Hitachi Data Systems has been given a clear mandate: Ensure reach, relevance and impact.

Reach
The Global Accounts Program enables our global reach of service, support and the provision of consistent solutions and partnerships. It expands the level of service we provide to you, our most strategic and important customers.

Relevance
We connect you and your partners with Hitachi industry-based knowledge and technical solutions to align, support and be directly relevant to your business and strategic objectives.

Impact
We make a difference in your business by delivering differentiated value through our unique set of solutions offerings.

Over the past 10 years the total cost of storage has been increasing by about 7% per year while the growth of storage capacity has been growing at about 30 to 40%. The increase has been mainly due to operational costs (opex), while the cost of hardware (capex) has been relatively flat.

Hitachi Data Systems solutions in server and storage virtualization are having a major impact on operational costs and are reversing the trend of increasing opex. Storage virtualization technologies from Hitachi Data Systems have been shown to reduce total cost of ownership (TCO) by 40% or more, with payback in less than a year.

Essential Global Accounts Program Components

Single Point of Contact
Your Global Account Manager, your single global point of contact, brings efficiency and simplicity to complex global requirements. The Global Account Manager has an intimate understanding of your business and its operation, familiarity with your team, and responsibility for the mutual success of our partnership. Your Global Account Manager is the point person for building global strategies and introducing you to the entire Hitachi Data Systems portfolio, as well as to Hitachi executives and the Technology and Architecture Team. In addition, they also manage the local teams, country to country, on a global level.

Global Commercial and Contractual Terms

At Hitachi Data Systems, we exceed industry-standards with our support offerings. We are dedicated to saving you time and money, and accelerating responses to your precise business requirements. We achieve these results by providing our Global Accounts Program members with common terms and conditions, as well as global pricing practices and global purchase agreements.

Our creative commercial and contractual terms simplify the entire financial lifecycle process, reducing documentation and red tape to provide rapid approvals. We partner with you to provide a custom finance program that comprehensively and directly addresses your unique requirements, including cash flow, budget, transaction structure, and cyclical fluctuations. Hitachi Data Systems strives to offer the most innovative and aggressive financial solutions and services available in the market.
Globally Consistent Service and Support

We deliver globally consistent service and support. Therefore, we put real power and responsibility in the hands of your Global Account Manager. They have the authority to do whatever is necessary for the success of your company. With this level of authority, you can be assured that we will not lose sight of your global strategies while meeting local objectives.

Executive Sponsor Program

The Executive Sponsor Program provides a formal executive-to-executive corporate engagement for our Global Accounts Program members. Your Executive Sponsor, in partnership with your Global Account Manager, represents your organization within Hitachi Data Systems. Fundamentally, this program aligns Hitachi Data Systems with your company on a global basis, providing support for your business strategies and ensuring that you are familiar with our strategic direction. Your Executive Sponsor serves on your behalf as a customer advocate, ensuring prompt resolution of any issues. This sponsor will also work at a peer level with you to collaborate on the development of future strategies and joint development.

The Executive Sponsor Program requires commitment from both parties. You have our commitment to provide you with corporate engagement at the highest levels within Hitachi Data Systems. As a result of your Global Accounts Program status, you may also request an Executive Sponsor from Hitachi, Ltd. This added layer of sponsorship will further enrich our ability to develop and maintain a strong relationship between our 2 companies.

Your assigned Executive Sponsor will:

■ Act, from an executive standpoint, as a single point of contact.
■ Facilitate introductions to all levels of Hitachi Data Systems executives.
■ Serve as Executive Customer Advocate within Hitachi Data Systems to ensure prompt resolution of any issues or requirements.
■ Be the voice of Hitachi Data Systems with updates on new business lines and global initiatives.
■ Establish ongoing contact by phone and regular face-to-face meetings to facilitate relationship and coverage effectiveness.

Your commitment is to:

■ Participate in joint reviews, at least twice a year with your Executive Sponsor.
■ Visit one of the Hitachi Data Systems Executive Briefing Centers (Europe, United States, or Japan) at least once a year.
■ Participate in customer satisfaction surveys.
■ Be a part of an annual joint planning exercise.
SOLUTION PROFILE

Technical Advocacy Program

Gone are the days when organizations could afford to employ large technology teams to design, build, test and deploy complex application and infrastructure solutions. Such projects very often became costly to manage, maintain and upgrade to changing business requirements.

To improve the availability, operation and management of these environments we have partnered with many of your existing application and infrastructure providers in our Technical Advocacy Program. These partnerships reduce the traditional time and cost associated with the design, build, test and deployment of such business requirements.

Part of the Hitachi Data Systems Global Accounts Program, the Technical Advocacy Program is available to your organization to provide the facilities to improve the deployment of applications and infrastructure. Our Technical Advocacy Team can provide our proven integrated solutions with: SAP, Microsoft, VMware, Oracle, Cisco and Brocade in any of your global locations.

Therefore we:

1. Reduce the time and cost to design, build, test and deploy.
2. Reduce your time to market and therefore increase your competitive advantage.
3. Reduce your overall risk with proven solutions that can be deployed in any of your global locations.

Working together and with a thorough understanding of your strategic technical plans, global architecture, and operational service level objectives, Hitachi Data Systems can help you with your long-term planning and strategic roadmap. By providing unparalleled service, we help you improve planning and asset management.

Standardized Global Solutions

Hitachi Data Systems provides unparalleled service, support and standardized global solutions to its Global Accounts Program members. To achieve these standards we adhere to a clear set of requirements for the Global Accounts Program, including:

- A single global point of contact.
- Globally coordinated resources.
- Globally coherent pricing practices.
- Globally commercial and contractual terms.
- Globally standardized products and services.
- Globally consistent service quality and performance.
- Service in any country in which our customers operate.
- Excellence in execution throughout the corporation.
- Global consistency in operation and support.
- Identifiable and accessible local expertise.
- Expert assistance.
- Addressing all requirements of our global sales teams.
- Removal of any internal barriers to success.
As a highly valued customer, you have our commitment to provide you with corporate engagement at the highest technical levels, such as:

- Access to your own global Technical Advocacy Team.
- Globally coordinated resources.
- Access to the best available Hitachi resources from respective technical disciplines worldwide.
- A clear path to the Hitachi product planning organization.

**Input Into Roadmap and Strategy**

The Technical Advocacy Program provides insight into IT trends and Hitachi solutions and directions. In addition, you have the opportunity to be selected for early product evaluation, which allows you to influence product requirements through strategic roadmap discussions. As an added benefit, we provide you with early previews of announcements. Together, these features give you a competitive advantage and opportunities for improving planning, as well as increased time to market and competitive differentiation.

As part of the Global Accounts Program we introduce you to industry-based business solutions experts. You are free to engage with our industry leaders on a regular basis and they are readily available for consultation and analysis. They also provide valuable insight into future trends and directions, as well as solutions demonstrating how to manage specific issues and challenges that you may face.

You are also invited to participate in our Global Accounts Program online community, receiving peer-to-peer sharing of best practices and valuable industry knowledge. Here, you will be able to take advantage of their expertise and learn how other companies in your industry are using our technology to create opportunities for their business.

**Executive Briefing Centers**

You can take advantage of our Executive Briefing Centers to build relationships with Hitachi Data Systems executives and business experts in a professional and comfortable environment. You will always receive the highest level of attention and focus expected from a world-class leader in a confidential and private atmosphere.

Executive briefings are customized to meet your needs. We recognize that each company faces unique business challenges. Therefore, our worldwide Executive Briefing Center program introduces you to the right people and resources: You can maximize your investment and enable your business and technology strategies to be integrated into plans with Hitachi Data Systems.

The Hitachi Data Systems state-of-the-art Executive Briefing Centers offer you admittance to new innovations, exclusive demo theaters and demonstrations, plus knowledge of Hitachi Data Systems solutions and services. You will be introduced to our wide range of solutions and will learn how Hitachi can complement your vision and strategies.

The Hitachi Executive Briefing Centers are located in Europe, United States, and Japan.

**Hitachi, Ltd.**

The Global Accounts Program facilitates exposure to Hitachi ,Ltd., and the extensive portfolio of Hitachi companies. Introductions within Hitachi provide a wealth of knowledge and resources that can be relevant to your needs.

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