Strategies to Create a Digital Edge

According to Gartner, Inc., the top 2013 global CIO IT strategies reflect the need for CIOs to tend, hunt and harvest simultaneously:

1. Increasing enterprise growth.
2. Delivering operational results.
3. Reducing enterprise costs.
4. Attracting and retaining new customers.
5. Improving applications and infrastructure.

The Hitachi Data Systems Global Accounts Program has been specifically designed to help your organization address each of these areas, adapting to and taking the lead in a digital world.


Mission and Strategy

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. We recognize that you must continually adapt to rapidly changing economic conditions and to the exponential growth in the volume of data, information and computational demands. Like you, we know that the key to meeting these demands is to Innovate With Information.

As a trusted solutions provider, we are committed to exceeding your expectations and setting new standards for service and relationship innovation. Hitachi Data Systems offers best-in-class information technologies, services and solutions that provide a compelling return on investment and unmatched return on assets, but we have not stopped there. Our Global Accounts Program provides global consistency of coverage and solutions to respond appropriately to your business requirements on a worldwide basis.
The Hitachi Data Systems Global Accounts Program originated in 2007 and has proven to be a key factor in our success. Since the inception of the Global Accounts Program, Hitachi Data Systems has grown by over 30% and our Global Accounts customers have been the fastest major growth sector, accounting for over 30% of our overall global business.

At Hitachi Data Systems, we solve your problems today and build a path for your future. We can also help you realize new value by innovating with information to benefit your business and society.

**Standardized Global Solutions**

Hitachi Data Systems provides unparalleled service, support and standardized global solutions to organizations in its Global Accounts Program. 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.

**Increase Enterprise Growth**

Over the past 10 years the total cost of storage infrastructure has been increasing by approximately 7% per year while the growth of storage capacity has been growing at about 30% to 40%. This increase has been mainly due to operational expenditure (opex), while the cost of acquiring technology (capital expenditure or capex) has been relatively flat.

The Hitachi Data Systems Global Accounts Program Financial Services and Technical Advocacy Teams are available to you to deliver proven innovative information methodologies and solutions. Our solutions have shown a major impact on reducing the growth of information in the enterprise and therefore operational costs, as well as reversing the trend of increasing operational expense (opex). For example, storage virtualization and commercial models from Hitachi Data Systems have been shown to reduce total cost of ownership (TCO) by 40% or more. These models have achieved a return on investment (ROI) in less than 1 year.

**HITACHI DATA SYSTEMS GLOBAL ACCOUNTS PROGRAM**

- Increased Enterprise Growth
- Delivering Operational Results
- Reducing Enterprise Costs
- Attracting and Retaining New Customers
- Improving Applications and Infrastructure
Delivering Operational Results

As a member of our Global Accounts Program you receive enhanced levels of support with critical business requirements. This ensures that you get the attention, information and best practice recommendations you need to keep your infrastructure fully operational in all global locations. You will have priority handling on any call and improved application availability.

You are inducted into the HDS Global Accounts Online Community to share best practices with your industry peers. You also have access to a private community in which you can engage with all business areas of HDS.

You are given the opportunity to take advantage of our Executive Briefing Centers to build relationships with Hitachi Data Systems Executives, your assigned Executive Sponsor and business experts in an exclusive and comfortable environment. You always receive the highest level of attention and focus expected from a world-class leader in a confidential and private atmosphere.

As part of the Global Accounts Program, such executive meetings 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 need to 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 access to Hitachi Data Systems solutions and services. You are introduced to our wide range of solutions and services. You can learn how Hitachi innovates with information and can complement your vision and strategies.

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

Gartner has observed that growth strategies dominate business strategic priorities, and for good reason. Even in good economic times, growth is challenging, so current economic, financial and political uncertainty make it particularly vexing. The disruptiveness of each of these technologies is real, but CIOs see their greatest disruptive power coming in combination rather than in isolation.


Innovation is the engine of change, and information is its fuel. Innovate intelligently to lead your market, grow your company, and change the world. Manage your information with Hitachi Data Systems

www.hds.com/innovate
Reducing Enterprise Costs

In today’s global economy consistency and predictability are key assets to reduce business risk and enterprise costs. At Hitachi Data Systems we have designed our Global Accounts Program to reduce your enterprise costs in a number of ways, including:

**Single Point of Contact**

Your Global Account Manager is your single global point of contact, who 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 is responsible for the mutual success of our company’s 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, this person manages the local teams, country to country, on a global level.

**Global Commercial and Contractual Terms**

At Hitachi Data Systems, we exceed industry-standard support offering. 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.

Over the last 18 months, digital technologies – including mobile, analytics, big data, social and cloud – have reached a tipping point with business executives. There is no choice but to increase technology’s potential in the enterprise, and this means evolving IT’s strategies, priorities and plans beyond tending to the usual concerns³.

Attract and Retain New Customers

At Hitachi we understand that business is fundamentally focused on attracting and retaining customers. We have a history of over 100 years of innovation and we will continue this path to innovate with information for the next generation. We have built a model for our Global Account Program members to ensure that this knowledge and experience can be used to maximize the value of our partnerships.

As a member of the HDS Global Account Program we assign to your organization an Executive Sponsor from our senior executive team to represent our partnership across Hitachi Data Systems and Hitachi. This relationship facilitates unparalleled visibility and access within our organization.

The Executive Sponsor Program provides a formal executive-to-executive relationship for our Global Account 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 and will also work at a peer level with you to collaborate on the development of future strategies and joint development.

In addition to these cross-business executive sponsor assignments the Global Accounts Program and our Global Systems Integrator Teams also provide access to our knowledge of industry vertical markets. In these areas, we have prepackaged solutions that can be made available for you to take to market, working collaboratively with our sales teams. These relationships along with our vertical knowledge and expertise can be made available in any global location to support your need to attract new and retaining new existing customers with expanded market offerings.

“CIOs recognize that IT’s value contribution comes from delivering business solutions.”

—Gartner “Hunting and Harvesting in a Digital World: The 2013 CIO Agenda”, 1 Jan 2013
**Improve Applications and Infrastructure**

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.

The Hitachi Data Systems Global Accounts Program provides proven, multivendor, integrated prepackaged infrastructure and application solutions stacks that are made available as either a private, public or hybrid cloud environment.

To improve the availability, operation and management of these environments we have partnered with many of your existing application and infrastructure providers to reduce the need of the traditional time and cost associated with the design, build, test and deployment of such business requirements.

The Hitachi Data Systems Global Accounts Program Technology and Architecture Team is available to your organization to provide the facilities to improve the deployment of applications and infrastructure. We 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.

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 who are readily available for consultation and analysis on a regular basis. They also provide valuable insight into future trends and directions, as well as solutions to 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.

**Input into Roadmap and Strategy**

The Global Accounts Program provides insight into technology trends and Hitachi products and direction. In addition, you have the opportunity to be selected for early product evaluation allowing 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.