How do you make your organization remarkably successful?

Imagine the Possibilities.

Imagine transforming your business with the agility and innovation you know is within reach.

Imagine all your data as highly relevant usable information that helps you cultivate meaningful insights, business value and new opportunities.

Now imagine access to that information, anywhere, anytime — faster, easier and better.

Can you picture it?

Hitachi Data Systems already has.
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Our Vision: Create a Better World Through Social Innovation Technologies

Innovation is the essential engine of positive change: for your business, for your customers, for the world. We believe that information is the fuel to power that innovation. Hitachi Data Systems and all the companies of Hitachi, Ltd., are explicitly intent on helping you innovate intelligently.

Envision Your Success

When you have a vision for how you want to move forward, good things can happen. Hitachi Data Systems is at the ready to accelerate your momentum.

So how do you turn your business data into business opportunity? Our technology, services and expertise will help you innovate with information in the ways that matter to you. Our strategy unites layers of technologies and solutions with industry-focused applications so you can derive the most value from your information. With easy access to the right information in the right places, your organization is able to encourage fresh thinking and new approaches for greater competitive advantage or social good.

See that we’re all connected: People. Companies. Society. Our planet.

The sum of the whole is greater than its parts. For over 100 years, the Hitachi corporation credo has been “contributing to society through the development of superior, original technology and products.” Today, we call it the Social Innovation Business.

Our company is focused on bringing the world’s ecosystems, people and infrastructures into harmony for a more sustainable future. We define the social innovation business as establishment of an IT-based, advanced social infrastructure that ensures balance between the economy and the environment. We create value by finding new ways to integrate technologies and social systems with the power of information to accelerate social innovations.

Gain New Insights and Keener Perspective

We’ve all seen how technology continues to renovate the ways we do business and change the world we live in. And we know data is changing how we do most everything. Working smarter means eliciting more intelligence from data, regardless of age, location or perceived value.

We believe we have the right mix of capabilities and infrastructure so you can leverage information as a strategic, competitive asset. Our solutions unify all data to capture, automate, manage, and use information for rapid results and fresh innovation.

“In clear terms, Jack Domme laid out what the HDS part of the conglomerate means by ‘Innovate With Information.’ ... This looks like a play that has merit and it feels to have a decent chance of success.”

— Mark Peters, Senior Analyst, Enterprise Strategy Group

It’s greater insight on the fast track.
Believe in Results

Accelerating your innovation momentum takes a solid plan. We have a proven and integrated approach to help you succeed.

We start by combining infrastructure, content and information into a strategy. Then we integrate these technologies with vertical industry applications. Next, we apply decades of expertise deep and wide across markets to help you turn data into useful information.

FROM THE INFRASTRUCTURE

Finding an intelligent evolution for your digital universe begins at the infrastructure layer. Here is where you find the technologies that give you clean, nondisruptive data mobility for the foreseeable future and beyond.

Hitachi offers a complete spectrum of innovative and reliable virtualized infrastructure capabilities to manage your big or not-so-big data. Our technologies and solutions free data from its physical hardware or media for unobstructed on-demand movement, migration and management.

WITH THE CONTENT

When data is free from its applications, you can more easily index, search, discover and integrate independent applications. Gaining on-demand access to content and governing it forever becomes simpler with archiving as a service.

TO THE INFORMATION

Perhaps the future of IT lies in the information layer, where data is transformed into valuable information and insight. No matter its format, age or location, data must become agile. Only then can you make boundless strides with business intelligence, big data, analytics and integration.

Join the more than 80% of Fortune Global 100 companies that use our integrated solutions to uniquely gauge, grow and go in their own right direction.

Whether you want to grow the organization or change the world, we are your trusted partner who’ll get you to the next big thing.
Transform Into a Services-Driven IT Organization

Hitachi Data Systems Global Services is dedicated to enabling your innovation transformation. Turning technology capabilities into measurable business gains is the very core of what we do every day. Our world-class delivery of services backed by global experience gives you deep technical knowledge across the breadth of IT infrastructure areas. Our cohesive service organization encompasses specialized areas of working expertise, including consultation, transformation and management, cloud enablement and big data analytics. We also deliver comprehensive and flexible education, customer service and support to meet your specific needs. We will help you transform into a services-driven IT organization that automates operational tasks to reduce costs, and focuses on enabling business responsiveness.

The Continuum of Global Services

Our Global Services organization is a united ecosystem of the industry's most proficient consultants and partners. We team with experts from around the world to deliver best practices and optimize your IT infrastructure. With our global partner network, we provide focused industry solutions and application integration. With these core service areas we work with your team to help you get the most out of your data center and increase business value:

Consulting Services

We want to empower you to make the right business and technical decisions with the confidence of knowing you’re on the right track. Our extensive consulting portfolio aligns with the evolution of the IT landscape:

- **Infrastructure Consulting Services** help you to define, analyze and plan for a highly virtualized, dynamic and resilient integration of your compute and storage.
- **Content Consulting Services** help you achieve the most from your information lifecycle, with a complete approach for searching, discovery and integration of content independent of the applications that produced it.
- **Information Consulting Services** show how to extract, analyze and visualize information for business value.

Transition Services

When you evaluate your organization's operational readiness, we come equipped with the right mix of capabilities to help you operate faster and more effectively. We have a comprehensive set of transition services to help you transform nondisruptively to where you want to be while minimizing risk and cost:

- **Elastic Computing Deployment Services** build, test and integrate the infrastructure you need for on-demand resources, cloud environments or smart analytics.
- **Nondisruptive Migration Services** target the planning and migration of your desired end state and ensure a smooth process to achieving service-oriented IT.
- **Information Management and Optimization Services** work on improving the entire data landscape to attain better business intelligence and a unified data management framework independent of applications.

INNOVATION RESOURCES: SERVICES

- www.hds.com/services
How can we help you transform today?

THE STRENGTH OF GLOBAL SERVICE PARTNERS
We team with experts from around the world to bring you every service opportunity. With our global partner network, we’re able to provide focused industry solutions and application integration. Our collective experience and expertise cover the spectrum of enterprise applications, technologies and solutions, including those from: SAP, Oracle, VMware, Microsoft, Symantec, IBM® and mainframe, cloud and big data.

Management Services
Our management services help you eliminate inefficiencies and management woes from the data center to deliver consistently on the vision. Experience a greater ease of doing business with our flexible remote and on-site managed services for converged infrastructure and storage for both Hitachi and 3rd-party technology:

- **Operational Services** augment your current delivery to include audits, reporting and day-to-day activities.
- **Managed Services** leverage our experienced consultants and follow-the-sun Service Operations Centers (SOCs) with advanced automation, proactive governance and alignment to changing business needs.
- **Managed Cloud Solutions** alleviate capital expenditure (capex) by delivering enhanced service level agreement (SLA)-driven consumption of the infrastructure to reduce total cost of ownership (TCO) and increase utilization within your firewall (on-premises information as a service or IaaS) or outside the firewall (hosted private cloud or hybrid cloud).

Business Analytics Services
Unlike typical vendors, Hitachi Data Systems uses both our technology innovation and vertical industry in-house expertise to accelerate the data-to-insight process. We choreograph complex data integration, from ingestion to visualization, so you obtain the unique analytical insights you want and the important business outcomes you need.

- Our analytics cover Apache Hadoop, NoSQL, Amazon Elastic MapReduce, complex event processing, and predictive engines.
- We help you design and deploy critical analytic use cases, such as log files, telemetric sensors, fraud detection, customer behavior, process optimization, click streaming, and social sentiment.
- Our experience in enabling cloud delivery extends from integrated, clean analytics infrastructure (analytics sandbox), to use-case development and visualization (Live-in-5 proof of concept program), and to IT log analytics.

Enterprise to Cloud Services
We offer a proven and robust cloud enablement methodology to help you transform your legacy landscape to an infrastructure or content cloud at your own pace. From readiness assessment and service catalog development to a nondisruptive 4-step transformation process, we navigate you through every critical step. You gain an operating expenditure (opex) solution driven by SLA-based consumption for your cloud, your way.
Innovation Across Industries

No matter your market share or industry niche, your organization is integrally woven into the social and business fabrics of our shared planet. Hitachi reaches across industries to build that sense of community. We help you stand apart from your competition while keeping us all moving forward together.

Commerce in the Diverse Digital Universe

Hitachi Data Systems is committed to solving the particular challenges in and harvesting innovations of many industry segments, including:

- **Government**
- **Healthcare**
- **Media and Entertainment**
- **Oil and Gas**
- **Communications**
- **Life Sciences**

Innovate Energy: Oil and Gas

Increasing global energy demands and an intense focus on safety and environmental factors call for nimble technologies, agile processes and data dexterity. The ability to interpret more data in less time reduces your time to oil production and enhances your ability to optimize for the most efficient and safe way to extract hydrocarbons.

We help you explore the best ways to scale and manage data without compromise. Accelerate end-to-end workflows, from data acquisition to seismic processing and petrophysical analysis, with the highest throughput, capacity and availability. Let us demonstrate how to accelerate your upstream energy innovations and improve your bottom line.

See more energy innovation.

Innovate Government

Government organizations at all levels face rising demands from citizens for digital services, to improve efficiencies and stay current in information-driven societies. The flow of information needs to be protected and the relentless data growth managed according to stringent regulations and constituency mandates. Ensuring security and privacy of records and accessibility of information is more important than ever.

Hitachi proficiencies allow you to shrink the complexities, risks and costs of managing data. We work with you to efficiently and securely process and store data while lowering capex and opex. We deploy converged systems and cloud-ready storage solutions to facilitate government data centers to transform IT as a service. From creating intelligent systems and improving public safety to strengthening national security and managing critical assets, we support your innovations for citizens.

See more government innovation.

Innovate Media, Broadcast and Entertainment

Work at the blazing speed of your own creativity. Today’s data infrastructure can make a tremendous difference in how fast and reliably you get from content creation to broadcast and delivery. Hitachi technologies accelerate every facet of your media workflows. Create. Render. Archive. Stream.

Animate your innovation better, in less time. Our Hitachi Unified Compute Platform solutions give you superior performance, scalability and cost efficiencies. They deliver high I/O and throughput, as well as quick file retrievals. Eliminate bottlenecks, manage high-speed data transfers, reduce transcode windows, integrate with media asset management tools, and shorten WAN file transfer times. Grow revenues, shrink time.

See more media innovation.

“The scalability of our Hitachi archive is nearly limitless. We can grow vertically with more data, horizontally to support additional applications. We can grow this archive as big as we need it. For data that’s supposed to live forever, it’s nice to know we don’t have to worry about needing additional archives in the future.”

— Ben Kobler
Computer Scientist, NASA
Innovate Communications

Today’s world of digital communications continues to proliferate with data from mobile, gaming and streaming devices. Consumer demands for real-time availability to share and sync data through social media networks, over-the-top (OTT) services and other access points are defining new global delivery expectations. And providers are faced with bigger-than-ever network complexities and an ever-expanding breadth of services.

Hitachi ensures that communications service providers, including mobile service providers and content data networks, have highly scalable and available virtualized platforms to meet escalating market growth. Networks must meet economies of scale — sometimes in exascale environments — to accommodate shifting subscriber models, massive media repositories in the cloud, and a myriad of other data-intensive scenarios.

From OSS and BSS to 4G and LTE, Hitachi platforms meet tomorrow’s big data. We keep you on target to drive down customer churn, boost new revenue sources and shrink capex and opex.

See more telecom big data innovation.
See more communications innovation.

Innovate Healthcare

Healthcare transformation is in the operating room and the data center. Ensuring a healthy data practice includes data mobility, anytime access to millions of medical records, and support of industry-specific applications. We’re here to help you revitalize your data.

Hitachi Data Systems alleviates data growing pains so your organization can stay focused on delivering the best possible patient care. We specialize in healthcare providers and payers to maximize your cost efficiencies and service delivery opportunities. Take advantage of your data’s true value with our scalable, virtualized architecture and intuitive management interface to centralize repositories, simplify IT and cut costs. Our platforms promote stellar uptime and access to information so you can drive up service quality and product innovation.

Innovate Life Sciences

Life sciences deliver new technologies and treatments to improve the well-being of people. We work with you to accelerate your time to market and expand your competitive advantage. Our approach to data enables you to quickly optimize data and distinctively innovate with information.

We support your important discoveries. Like you, we apply precision analytics to the business at hand. We bring together your disparate systems into a common virtualized platform to improve access to meaningful information and promote enterprise-wide collaboration. We understand how to manage, move and safeguard every piece of data with mission-critical performance, scalability and availability. You are at the forefront of bringing to market the products, technologies and solutions that will change the way societies live and work in the world. We’ve got your back.

See more life sciences innovation.

Seattle Children’s Hospital was seeking an intelligent storage solution with rock-solid reliability to support a 6,000-user virtual desktop infrastructure and dynamic 24/7 business operations with zero disruptions for patients.

Hitachi Solution

- Virtual Storage Platform.
- NAS Platform 3080.
- Adaptable Modular Storage 2100.
- Command Suite.
- Global Services for planning, design and deployment.

Benefits

Seattle Children’s is now able to manage a highly virtualized enterprise with 1 set of tools and one refined enterprise-ready replication solution.

- Lower TCO.
- Opex savings.
- Reduced footprint by more than 50%.

“We have all these next-gen technologies and full feature sets, under an overarching storage umbrella, that allow us to operate a Tier 1 super-high-availability device dozens of times easier than we did before.”

— Wes Wright, Vice President and CTO, Seattle Children’s
Real Customers, Real Innovation

So many Hitachi customers are solving complicated issues, probing new markets or pioneering new ground in their respective marketplaces by innovating with information.

Peak Hosting
Peak Hosting handles “everything but the code” for its global enterprise customers. As a top provider of hosting and managed services, Peak Hosting maintains fully redundant data centers with unprecedented levels of performance, scalability and availability. These reliability factors support a host of innovations, including the AlwaysUp Architecture, the Peak Lightning in the Cloud, and 100% no-downtime, no-exceptions SLAs. Read more.

Precision Discovery
In the competitive litigation support industry, Precision Discovery credits its people and processes for the company’s enduring success. State-of-the-art hardware and a proven blend of over 100 proprietary software tools help alleviate the typical challenges of e-discovery. Clients are able to fully leverage Precision Discovery’s talent and technology to expedite litigation pretrial work and ultimately save time and expense. Read more.

Tippett Studio
World renowned for stellar CGI and 3-D animation, Tippett Studio continues to pioneer new ground in the movie-making industry. It is responsible for many of Hollywood’s most memorable visual effects and creatures and has a mantel of Oscars, Emmys, Clios and BAFTA awards. Among its next-gen innovations is the Tippett Creature Shop, a marketplace of Hollywood-quality images and animations, and the Tippett FX page on YouTube. Intended primarily for mobile devices, the Creature Shop helps put the magic of making movies into the hands of everyday consumers. Read more.

M.video
M.video is the largest Russian consumer electronic retail chain by revenue and offers over 20,000 different technological items and service support at its hundreds of European chain stores. The company operates in a highly competitive market where accuracy of decisions and the speed of response are critical to success. M.video recently overhauled its IT infrastructure to facilitate advanced business intelligence capabilities. Capitalizing on its own data analytics, the electronics retailer has optimized production operations and logistics. Reports and auditing happen in minutes, and M.video manages the business in real time. Read more.
Owens Corning

Inventor of glass fiber technology over 50 years ago, including the cotton-candy-color PINK brand of insulation, Owens Corning is passionate about innovation. Today, the Fortune 500 company is a leading global producer of quality building materials and services. Continuing its tradition of transforming status quo, Owens Corning recently completed the largest public-private solar generation project for the state of New York. Not to stop there, the company has revamped its entire service focus for a wholly improved customer experience. Read more.

“Hitachi delivered on our vision. We’re up and running 24/7 globally and this Hitachi solution helps me sleep well at night. Now that this is all working so well for meeting our goals, we want more!”

— Tim Waldock
Global Applications Infrastructure Leader
Owens Corning
Real Value in the Real World

“Hitachi provides excellent service expertise with local field engineers who know exactly how and why things are set up. They care, they’re tuned in, and that takes a lot off our shoulders. We don’t need to build a technology empire, we just needed a partner who understands how to help up succeed.”

— Mario Alibrando, Director of IT, Cornwall Community Hospital

“Among the aspects that made the Hitachi Data Systems proposal prevail were quality of service and innovative technology. It provided the ability to virtualize even 3rd-party storage and ensure 100% availability during migration. In other words, the systems did not suffer any downtime.”

— Javier Ricardo García González, CIO, Grupo Control

“Hitachi Data Systems solutions have allowed us to become more competitive in our offering by delivering an additional layer of reliable, highly flexible storage technology. Not only have we been able to expand our portfolio to offer a suite of new services, but we have also been able to translate the solution into an offering which we can take to the SMB market.”

— Michael Croft, Chief Executive Officer, Oncore IT

Read more about our customers.
TSYS

This Fortune 2500 company orchestrates end-to-end commercial credit card processing and information management for some of the world’s largest financial institutions and their end users. Advanced encryption technology, a lean yet scalable IT footprint, and highly responsive data performance help maintain secure, mission-critical operations while exceeding global growth objectives.

Read more.

“I can’t say enough about the pre-work that went into making this project such a success. The due diligence, the service and the knowledge provided by the Hitachi team surpass any we’ve ever encountered in the industry.”

— Mark Holt, Senior Director of Distributed Technologies, Operations TSYS
The World Is Always On, and Always Changing

The world as we know it is experiencing an epic shift in technology. The number of digital users, apps, services and content in existence is nearing the trillions. This trend, dubbed “the 3rd platform,” is built on mobile devices and broadband, cloud services, big data analytics and social media. It seems as though the digital universe never pauses and has catapulted us toward continuous change, instead — at an ever-increasing pace. How can organizations cope with growth and change, and still innovate?

The Point of No Return

Customer requests, real-time expectations and competitive advantage are driving new business hurdles. There is a real urgency to keep up with the demands of the business. Applications need to be deployed faster. Risks and costs must be monitored with razor-like attention. Yet, complexities are extending past comprehension for how to meet these dizzying changes.

The Era of the Business-Driven Data Center

For the organization intent on flourishing in the new business reality, there is no going back. The era of the business-defined data center names IT as the accelerant for a forward-moving enterprise. A business-defined data center ushers in superior capabilities for delivering services faster and continuously, and for proactively greeting new opportunities to achieve business advantage. The companies that will win in these emerging information-led business models can innovate even though data grows unabated and budgets do not.

The “always on” world demands unwavering reliability and proven innovation that will readily adapt to an unchartered, nebulous future. It is for this world that Hitachi introduces the technology to power a transformation to Continuous Cloud Infrastructure.

Continuous Cloud Infrastructure

Continuous Cloud Infrastructure is the foundation for your IT-accelerated business. Continuous Cloud Infrastructure is agile, available, automated and acutely efficient — always.

Continuous Cloud Infrastructure is based on the following technologies:

- **Hitachi Virtual Storage Platform G1000** — for unprecedented performance, availability and scale with zero downtime.
- **Hitachi Storage Virtualization Operating System** — for enterprise capabilities that maximize cost-performance needs, deliver built-in active-active storage, and provide consistent functionality.
- **Hitachi Unified Compute Platform** — for new levels of efficiency, agility and resilience.
- **Hitachi Command Suite** — to simplify storage management, align with business policies and facilitate self-service customization.

Built upon the powerful combination of advanced and innovative Hitachi technologies, a Continuous Cloud Infrastructure enables business and IT leaders to embark upon new opportunities. These enterprises will not be held back by technology limitations or overrun by information. Instead, they will unconditionally innovate.

It’s About Agility

Always being agile demands 1 platform for all workloads to accelerate time to value. Software-led practices foster a choice of hardware to meet changing business requirements. Upgrades happen in place without disruption or frequency. Integration with key business applications and rapid deployment of new technology are the norms.
It’s About Availability
Availability is defined by no downtime, no disruption, no matter what. Always being available thrives on active-active environments and eliminates services interruptions. Labor-intensive, costly migrations are replaced with fluid data mobility between tiers, systems and sites. This higher echelon of reliability builds the confidence to quickly roll out fresh initiatives or support new data streams.

It’s About Automation
Being always automated means leveraging built-in intelligence and tools to detect changing conditions and optimize assets. Automation promotes lower opex and alleviates manual intervention. Performance issues and bottlenecks correct themselves and data is moved to the right tier at the right time. Automation is policy-based and dials down complexities to encourage applications-aligned management and service-level attainment.

And a Lot More
Continuous Cloud Infrastructure is also about acute IT efficiency. Always-efficient infrastructure capitalizes on existing hardware resources and technologies, such as storage virtualization and unified computing solutions, to do more — faster, easier and economically. Self-service customization and business-policy alignment are realistic ventures. Resilient, responsive infrastructure scales and supports both business revenue generation and improved TCO.

Why Continuous Cloud Matters
Continuous Cloud Infrastructures powered by Hitachi remove the traditional and often tremendous barriers to achieving substantial productivity, market share and value. It simply makes better business sense.

Key Benefits of the Future-Ready IT-Accelerated Business:
- Improved productivity across the data center.
- Faster deployment of technologies and faster time to market.
- Higher quality of service — forever.
- Unprecedented increases in efficiency.
- Economically superior architectures that lower TCO.
Maximize IT for Real Business Advantage

Having a Busy Day?
Whether you’re trying to improve decision-making, accelerate time to market or increase staff efficiencies, capitalizing on IT is essential for business advantage. Using traditional approaches to building and managing your IT infrastructure no longer seem to make economic sense.

Our Checklist for Next-Gen Business Advantage
You understand how information drives innovation. Now, Hitachi Data Systems wants to help you get the most from IT to meet your goals and lighten your load. Maximizing IT enables you to:
■ Accelerate insight.
■ Improve decision-making.
■ Free up resources.

By accelerating access to information, you glean clear-cut insights sooner. When all the information is readily available, you’ll be able to drive better business decisions. In turn, your organization’s enhanced decision-making acumen quickly leads to competitive advantages and revenue opportunities. When you free up resources, IT is empowered to focus on strategic initiatives rather than being reactive or bogged down.

Succeed With Next-Gen Platforms
Achieving the most from IT depends on performance, efficiency and economics. Hitachi platforms exploit these must-haves with potent technologies to help you command greater business value.
■ Improve SLAs.
■ Deploy applications faster.
■ Simplify with automation.
■ Speed business response time.
■ Lower capex and opex.
■ Gain infrastructure efficiency.
■ Improve time to market.
■ Increase staff productivity.
Hitachi Accelerated Flash

Hitachi Accelerated Flash is unique in the storage market. Purpose built for enterprise workloads, it accelerates business-critical applications so you can generate newer, faster possibilities for innovation.

Hitachi incorporates flash media across its entire storage infrastructure using a patented flash controller for higher performance, increased endurance and lower cost for capacity. Hitachi Accelerated Flash performance combined with end-to-end data management and highly reliable storage systems ensure optimum application performance.

With more than 60 patents, Hitachi Accelerated Flash uniquely offers the following benefits:

- Increases application performance and lowers response times.
- Higher performance and capacity than commodity solid state drives.
- Advanced flash controller provides enterprise-class reliability.
- Integrates with encryption, provisioning, replication, deduplication or tiering.
- Available for all Hitachi storage platforms.

Hitachi Unified Compute Platform

Hitachi Unified Compute Platform solutions drive greater business velocity, with custom-built certified solutions that accelerate applications and efficiencies. Ideal for mission-critical workloads, these converged infrastructure solutions combine best-of-breed storage, server, networking and software management in fully integrated packages. Deploy quickly, benefit faster.

- Maximizes performance with automation and flash-optimized applications.
- Maximizes efficiency with rapid turnkey deployment and production-ready system.
- Maximizes economics with flexible provisioning and better return on investment (ROI).

Hitachi Unified Storage Family and the Gateway Hitachi NAS Platform Family

Consolidate file sharing and manage data growth with Hitachi Unified Storage systems and gateway Hitachi NAS Platform systems. The new and enhanced family of unified and gateway products comes fully loaded with intelligent data services, such as dynamic provisioning, tiering, virtualization, snapshot cloning, replication and cloud infrastructure support. High performance, exceptional scalability and accelerated deduplication help you boost utilization and simplify throughout the data center.

- Maximize performance with highest IOPS and processing power.
- Maximize efficiency by reclaiming up to 90% of existing storage capacity.
- Maximize economics with lower capex and opex.

**INNOVATION RESOURCES: MAXIMIZE IT**

- White paper: Maximize IT for Real Business Advantage.
- Website and Infographic: Maximize IT.
Your Cloud, Your Way

As data becomes a strategic asset for insight and innovation, it’s a great time to consider extending IT to the cloud. Whether your organization needs to better control data and budgets or wants to offer services to customers, Hitachi Data Systems is here to help you stretch and relax.

We have the most integrated portfolio of cloud platforms and services for the end-to-end cloud solution that best meets your unique needs. Do you want a private cloud that resides inside your IT walls and is built on infrastructure you control? Are you architecting a private cloud today that prepares you for the hybrid cloud tomorrow? Or maybe your organization is looking to cut capital expenses and move to a cost-friendly managed cloud solution? Maybe you need a trusted partner to assist you with a smooth transition to cloud.

In the crowded cloud space, Hitachi Data Systems stands apart with a distinctive strategy, that:

- Enables and seamlessly bridges enterprise IT attributes into the cloud.
- Delivers SLA-based infrastructure services with elastic consumption.
- Partners with service providers and independent software vendors (ISVs) for vetted, value-added cloud services.

Our infrastructure, content and information cloud solutions will inspire your transformation. Let us wow you with unparalleled flexibility and choice to meet a wide range of cloud requirements and deployment models. We want to support your cloud your way.

Build Your Own Integrated Cloud

If you are embarking on a private cloud implementation, you are probably interested in safeguarding your organization’s data. Security and compliance are paramount. Promoting better utilization and agility is essential, and you want the benefits of delivering IT as a service.

Whether you build your own cloud or ask us to help, leverage peerless Hitachi reliability and innovation with complete control. Our technologies deliver cloud-ready capabilities and proven workload-specific converged infrastructures, including:

- Multitenancy.
- Chargeback.
- Self-service.
- HTTP protocols.
- NFS/CIFS on-ramp.
- Private file tiering and file serving.
- Storage virtualization.
- Microsoft® SharePoint® archiving.
- File sync and share.

Let Hitachi Manage for You

With Hitachi managed services solutions, you can take advantage of the benefits of private cloud without owning the hardware or managing the cloud. Our on-premises infrastructure as a service resides in your data center. We set up utility-based consumption and billing for storage and backup so you pay only for what you use.

We provide worldwide, elastic, on-demand capacity, tailor SLAs to different business demands, and commit to a

“The latest cloud storage infrastructure additions from Hitachi Data Systems should help accelerate the adoption of cloud-based storage models as they simplify the design and management of cloud infrastructures, provide a secure multitenant storage core that allows each tenant to govern storage and data management policies via discreet SLAs, and present storage consumers with limitless on-demand storage capacity. HDS is giving service subscribers an on-ramp to the cloud that doesn’t require them to rewrite applications or commit to forklift overhauls of their existing IT operations; service providers get a single point of control to manage petabytes of data, files, and media resources associated with a wide range of distributed users and business demands. All of this is done via a wide variety of solutions that let users ease into a cloud storage model at the pace they choose.” —Terri McClure, Enterprise Strategy Group
service catalog. Also, we offer file tiering, file serving and SharePoint archiving services. We own the assets and all the operations are out-tasked to us. You profit from the capex cost savings of a public cloud solution but retain control of the infrastructure and data.

Hosted Cloud: Hitachi Cloud Services

Hitachi Cloud Services is a hosted, off-premises cloud solution that we fully manage and host. The cloud infrastructure is built on our enterprise-grade IT products and technologies. The burden of supporting cloud is entirely removed from your shoulders. We provide all the features you’d expect from a public cloud, including utility-based consumption and billing, and adjustable on-demand capacity.

Choose our hosted cloud as a means to avoid capex and overhead while extending your enterprise to securely accommodate unstructured data growth challenges. We’ll support provisioning of file services to remote and branch offices, too, for lower investment expenses.

Hitachi Cloud Service for Content Archiving delivers several important cloud services: file tiering, file serving and SharePoint archiving. Rather than constantly feeding pricey primary storage or dealing with big backup, you can let us help you reduce primary NAS content by tiering to our hosted cloud service. File serving capabilities cost effectively provide workload delivery and file retrieval to distributed users without additional storage. Use SharePoint archiving to reduce your Microsoft SQL Server® database and SharePoint sprawl.
Capitalize on Big Data

Data is everywhere and the possibilities of how to benefit from it are big, very big indeed. We all know the value of big data is gaining meaningful insights through advanced analytics. While analytics itself is not new, big data allows us to cast a much wider net across data sources to drive the business insights you’re seeking.

Big data is generated from businesses, people and machines. What separates big data from other categories of data is its volume, variety and velocity of growth. The rates of growth are hard to imagine and difficult to manage. Yet, most of the information rarely gets used outside its original purpose. Big data represents an enormous opportunity to garner new awareness about customer and market trends, purchase and consumer behaviors, and other global or social shifts.

Rely on Our Successful Pillars of Innovation

What distinguishes Hitachi in big data is that we have an established history of pioneering technologies that support big data. We will help you manage your data well, to master control over the unprecedented changes happening now and for the future.

Information Infrastructure Innovation

Whether it is on your premises or in the cloud, having the right infrastructure can make or break your big data initiatives. We can get you there faster with less risk, more gain.

Our information infrastructure harnesses the power of 1 platform for all data so you can manage data growth, keep costs down, and unlock hidden value. We focus on providing a single virtualization platform with unified management, enterprise-class flash and legendary Hitachi reliability. Our converged storage and compute solutions, and server virtualization integration, collectively deliver optimal performance and cohesiveness across big data projects.

Advanced Analytics Innovation

Many big data challenges concern capturing and analyzing data in real time or close to it — and making it economically feasible. Traditional analytics simply won’t measure up. Big data demands a new level of collaboration between business and IT, and requires people with sharp analytical skills.

We have a long history of analytics innovation in our research labs and across our customer solutions. Our data scientists and big data research teams move beyond sophisticated predictive coding and smart ingestion methodologies. They work with our partners and customers to solve pressing analytic imperatives. Together, we are forging the visionary improvements necessary for turning big data promises into big data ROI.

Sustainably Social Innovation

We believe the future of the world is shared and so must be the social responsibilities to nurture sustainable business practices and communities. Advanced information technology and analytics are vital to this mission. Thinking about big data outside the data center is at the core of our social innovation.

Hitachi helps our customers better manage, grow and improve their communities. We provide total solutions for sustainable, urban development around the world. We pioneer technologies to support everything from smart city public infrastructure and energy efficiency management to inventive medical breakthroughs and leading-edge services. And we continually develop new technologies to organize, store and analyze vast quantities of data for the future’s next big insights.
Our technologies, solutions and services enable customers like you to innovate with big data for the good of the planet.

**EVOLUTION**

**Evolve Your Big Data Dreams With Hitachi**

We recognize that big data is a journey. We are here to help you capitalize on your big data today for tomorrow’s innovations.

**Hadoop Reference Architecture**

Hadoop is a software framework that processes massive amounts of unstructured and semi-structured data, and distributes the work across nodes in a server cluster. A Hadoop reference architecture from Hitachi is pre-tested and pre-integrated yet customizable to fit any application. Our appliance is built to thrive in intense-scalability and high-availability environments. It is equipped with all the compute, network, storage and software necessary to build an end-to-end Hadoop solution for your big data.

**Hitachi Unified Compute Platform (UCP) for the SAP HANA Platform**

The SAP High-Performance Analytic Application (HANA) provides rapid in-memory analytics and business intelligence for large volumes of structured data. Hitachi UCP for SAP HANA converged infrastructure solutions make it go even faster. Our highly available Fibre-Channel-based scale-out platforms set the foundation for high-speed analytics and high-performance transactional processing. We deliver UCP for SAP HANA as ready-to-deploy so you can achieve ROI immediately; greater velocity, deeper insights and better results.

**Illuminate Enterprise Dark Data**

Lurking across an organization’s endless data storage silos is segregated, hidden or forgotten content. Unstructured content is perhaps the biggest untapped source of business insight, especially if data was stored just for the sake of being stored. Bringing enterprise dark data to light allows you to uncover new intelligence from old content.

Hitachi Content Platform (HCP) and Hitachi Data Discovery Suite perfectly partner to help you shine a light on enterprise dark data. HCP untethers data from application silos to automate exceptional search capabilities and unveil intelligence. Data Discovery Suite deploys enormous indexing functionality to search petabytes of heterogeneous storage in seconds. Together, they forge an unparalleled conduit to finding value in your big data.

**INNOVATION RESOURCES: BIG DATA**

- **Website:** [Big Data Strategies and Solutions](#).
- **Blogs:** [Big Data](#).
- **Analysts:** [IDC — The Big Deal about Big Data in Oil and Gas](#).
Measure What Matters to Reduce Costs

You’ve done the math. Demand is growing for storage capacity and performance. Budgets are flat or shrinking. Now you have a funding gap. It adds up to only 1 choice: Reduce costs.

Find Your Business Value Formula

Cost reduction is more than price. Getting beyond the basic math means understanding the TCO. Do you have the right technologies to increase business intelligence and innovation while wringing out cost inefficiencies?

Justifying your infrastructure investments is critical, too. Today’s economy demands that IT support not only data growth but also business value. Financial purse strings don’t loosen for speeds and feeds anymore. The budget for new investments is won by expressing how opex will be reduced and capex deferred or eliminated.

There’s more. How are you readying your data center for the next big thing? Cloud? Big data? Ensuring you have the best-fit technologies and cost efficiencies prepares your organization for whatever endeavors you envision ahead.

Ready to Start the Financial Discussion?

Start the financial conversation with our IT Economics. Our strategic framework promotes efficient and economically sustainable data centers. Get there faster, with a blend of financial metrics, calculable techniques and deep fiscal expertise. We swiftly help to illuminate efficiencies across 34 cost categories that depict accurate hard and soft costs of your infrastructure. It’s the opening dialogue for real business value.

Let’s talk technology economics. We perform thorough feature-to-cost-reduction mapping and analyze benefits for specific technologies so you can provide the justification for new investments. Let’s talk about optimizing your data center foundation and how to capitalize on the long-term value of your IT purchases. Get in front of efficiency by having the right data on the right storage platform at the right time. Let’s talk about proven methods to reduce TCO and improve the return on assets. We’re talking about getting you to your next big thing, now. Let’s talk.

CUSTOMER CASE STUDY: OVERSTOCK.COM

Overstock.com is a popular online retailer that offers brand name merchandise at deeply cut prices. Its motto is “let’s start saving.” When it came time to reduce IT costs, Overstock.com turned to Hitachi Data Systems.

Challenges

■ Surging volume and complexity.
■ New mandatory regulations for data protection and retention.
■ Increasing requirements for availability, performance and scalability.
■ Underutilized storage assets.

Solution

■ Wholly virtualized, multitiered storage based on Hitachi Universal Storage Platform V.
■ Capacity reduction and reclamation with Hitachi Dynamic Provisioning.

Benefits

■ Scale to 32PB of managed storage.
■ Reduce technology refresh time by up to 90%.
■ Reduce provisioning tasks by up to 80%.
■ Save approximately 50% in initial reclamation.
■ Improve utilization rate to about 80%.

Hitachi Data Systems reduced the unit cost of storage by 43% in Year 1 and by an additional 37% in Year 2.

“Running cost-efficient operations and eliminating downtime are critical to staying competitive and satisfying customers. We needed more advanced technology that works for us, not against us.”

—Sam Peterson
Senior VP, Technology
Overstock.com
The Math of ABCs

Our straightforward A-B-C strategy spells reduced costs, risks and complexities to support your innovation for years to come.

Archive First: A critical 1st step in cost reduction is to lessen the amount of capacity required for unstructured data environments. Reduce the total cost of capacity and administrative costs with smart archive technologies. Hitachi Content Platform is ideal for highly aligned and automated content archival. HCP is a single online repository with open standards-based archiving management, built-in data reduction tools and data integrity designed to:

- Decrease storage requirements by up to 30%.
- Lower total capacity costs by up to 35%.
- Reduce storage management costs by 50%.
- Defer new purchases for up to 2 years.

Back Up Less: The 2nd step is to understand the “backup effect.” Once you have reduced data in, you can apply dynamic replication technologies and data protection levels to remove unnecessary backup buildup. HCP gives you a backup-free, immutable storage format that does not need a continual backup cycle. It simply erases the customary accumulation of backup infrastructure and associated constraints to:

- Reduce total backup needs and costs by up to 60%.
- Reduce capex.

Consolidate More: The final step in this economic trifecta is consolidation. Eliminate performance, scale and cost issues typical of storage silos and sprawl. Hitachi Content Platform or Hitachi NAS Platform support your consolidation needs with stellar capacity efficiency technologies. You gain intelligent tiering capabilities, improved return on assets and fewer points to manage across the environment.

- Lower TCO and storage complexity by up to 50%.
- Achieve capacity savings up to 90% with deduplication.

Our IT Economics helps customers yield an average of 25% lower TCO in 1 year.

INNOVATION RESOURCES: IT ECONOMICS

- Website: Storage Economics.

ECONOMIC REVIEW OF HITACHI UNIFIED STORAGE VM

Hitachi Unified Storage (HUS) VM virtualizes, manages and unifies all data types on a single platform and helps to lower TCO by as much as 31% with:

- 40% reduction in costs for power, cooling and data center floorspace.
- 90% easier data migration.

Hitachi Command Suite offers additional cost reductions, including:

- 50% fewer administrative tasks to manage storage.
- Up to 40% capacity cost savings through re-tiering of data.
- Up to 50% greater utilization through capacity reclamation.

Sample TCO Reduction — Hitachi Unified Storage VM
Our Ecosystem of Partners

We built the Hitachi Data Systems partner programs to offer you the best available information technology solutions. Our partner ecosystem includes best-of-breed companies and experts committed to champion your technology innovations and business success. Hitachi partners provide you with integrated storage virtualization, data protection and enterprise data management solutions.

Hitachi Technology Partner Program

We work with seasoned technology partners capable of providing leading-edge solutions that complement Hitachi platforms. Together, we make certain you have highly integrated technologies to address your specific IT objectives.

Solution Alliance Partners actively engage with us on multiple touch points to cohesively solve your challenges. Our Solution Alliance Partners include:

- Aptare
- Brocade
- Cisco
- CommVault
- Diligent
- Emulex
- Hewlett Packard
- IBM
- Microsoft
- Oracle
- QLogic
- SAP
- Softek
- Symantec
- VMware

Technology Alliance Partners work with us to create best-of-breed solutions that integrate products to meet your high-quality and high-reliability demands. Our Technology Alliance Program supports partner members throughout the lifecycle of the partnership, from initial engagement to joint marketing, sales and support.

See our extensive list of technology partners.

Developer partners integrate our APIs with their products to create unique solutions. A wide range of APIs enables partners to integrate at multiple levels: from the network down to the block level. Developer partners perform interoperability testing to ensure a better user experience to support your deployment scenarios.

Global Systems Integrator Partners

Our Global Systems Integrator Partner Program concentrates on the best ways to develop vertically integrated, repeatable business solutions that meet your specific enterprise goals. Combined with our superior content management experience, Global Systems Integrator Partners use their market domain expertise to create mature interoperable technology solutions. These partners tightly integrate our next-gen platforms with leading software applications to fit your innovation specs.

The following Global Systems Integrator Partners participate in our program and are substantively engaged with Hitachi Data Systems on multiple efforts, including solution development and integration:

- 3i Infotech
- Accenture
- Atos
- Cognizant
- CGI
- CSC
- Deloitte
- HCL
- iGate-Patni
- Infosys
- TCS
- T-Systems
- Wipro
Hitachi TrueNorth Partners

We have a long-standing relationship with resellers who are thoroughly knowledgeable of Hitachi Data Systems solutions and obsessed with customer service. TrueNorth Partners are committed to selling and implementing our products to best meet the individual needs of your environment. We pair with these partners to make it convenient for you to purchase systems and services from a trusted reseller of your choosing and in your region.

We want our TrueNorth Partners to succeed in delivering value to you, our mutual customer. That’s why we created an interactive program to provide them with innovative solutions development, in-depth training and joint business plan alignment strategies. In these ways, we are jointly vested in ensuring your satisfaction.

Learn more or apply to the TrueNorth Partner Program.
About Us

Hitachi Data Systems

Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA), and demonstrable business impact. With approximately 6,300 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products, services and solutions are trusted by the world’s leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at www.HDS.com.

Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company’s consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen ($96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company’s website at www.HITACHI.com.

For the 3rd year in a row, Hitachi Data Systems has been ranked among FORTUNE magazine’s “100 Best Companies to Work For” in the United States.

Awards and Recognition

- Named 1 of America’s Top Workplaces 2013.
- Listed by Chief Executive magazine as 1 of the 40 Best Companies for Leaders, for 2013, 2012, 2011.
- Hitachi Content Platform selected for 2013 Cloud Storage Excellence Award (TMCnet).
- Won 2012 Storage Visions Award.
“Hitachi delivered on our vision. We’re up and running 24/7 globally.... Now that this is all working so well for meeting our goals, we want more!”

— Tim Waldock, Global Applications Infrastructure Leader, Owens Corning

“Today we have a faster, more energy efficient and more agile storage solution that will hold up to the significant demands of this business. We look forward to what our company, and our storage, can accomplish into the future.”

— Bruno Mahe, Head of Technology, Illumination Mac Guff

“The manufacturing process carried out in a modern factory requires continuous data collection for the purposes of ongoing business analysis. Thanks to Hitachi Data Systems storage, we acquired guaranteed uninterrupted access to our data and efficiency that will last for years.”

— Mateusz Jaworski, IT Manager, LG Electronics Wroclaw Sp. Ltd.
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.