A content mobility platform can help you to improve agility to support business goals. You can mobilize data across devices, locations and cloud services, while retaining control and visibility. One way to ensure that your business wins in the dynamic new mobile landscape is to build the content mobility solution it needs on the Hitachi Content Platform portfolio.

Make the Business Case for a Content Mobility Solution

A Business Leader’s Guide to Delivering Seamless and Secure Content Mobility

Introduction
The widespread adoption of mobile devices and apps by employees has radically changed the business landscape. Whether working from home, in the field or on-site, today’s workers use a variety of mobile devices, including a mix of corporate-sanctioned and personal smartphones, tablets and laptops. As a result, businesses are wondering how to secure mobile data across a diverse and dynamic IT landscape. At the same time, they’re being pressed to authorize the use of public clouds to take advantage of their advertised cost and data management benefits.

A tightly integrated content mobility platform combines the control your organization needs to secure mobile data with the agility to adapt quickly to changes in markets, business or technology. At the same time, the right content mobility platform enables a single point of management for data mobility wherever the data exists. As result, your mobile workforce is more productive because the right data is always in the right place at the right time.

Why Do You Need a Content Mobility Platform?
According to Gartner, half of employers will require employees to use their own mobile devices for work by 2017. And that’s not all. A recent survey by CIO Insight found that 67% of CIOs and IT professionals believe enterprise mobility will impact their organizations as much, or more, than the Internet did in the 1990s. In this rapidly changing environment, businesses need a new approach for storing and accessing mobile data. They need to extend IT beyond the data center and mobilize data across devices, locations and cloud services, while retaining control and visibility.

The ability to access work files from anywhere, anytime and on any device presents several business opportunities. In addition to improving communication and collaboration, a content mobility platform can significantly increase employee efficiency. Gartner states that smartphone productivity apps can help save employees up to 88 minutes a day: 22 days a year.

Many business leaders recognize the value of a content mobility platform for creating a competitive advantage in the marketplace. An Accenture study found 77% of C-level executives at companies in 14 countries considered enterprise mobility among their top 5 priorities for 2015, and 43% said the technology was in the top 2. By implementing an integrated content mobility platform, your business can:

- Enable content mobility for workers between remote and branch offices and among leading cloud storage services.
- Deploy, manage and adapt to change with ease.
- Automate and improve efficiency of archive, backup and cloud storage operations.

But let’s get down to the basics. Here’s how your business can use an integrated content mobility platform:

Improved Visibility and Control
With the right platform, IT has visibility and control over data, files, apps and services, regardless of where they reside or move. You can develop security policies that span on-site, off-site and mobile environments, for multitenancy demands and global requirements. With the right integrated solution, you can also encrypt sensitive data to be tamperproof and reduce exposure and data leaks.
Greater Agility
A single content mobility platform for all workloads delivers greater business agility to accelerate time to value. In the mobile environment, this means content is ready whenever and wherever it is needed. With an integrated content mobility platform, IT is able to connect and manage a blend of current and emerging cloud apps and services with a single point of control.

Cost Optimization
Optimizing costs across a mobile enterprise requires improving IT efficiencies and aligning enterprise and cloud mobility strategies with business goals. To accomplish this, data is automatically placed according to its business value to ensure that data is in the right place, at the right time, for the right reasons. As the business value changes, the data can be moved without increased costs or migration fees.

Why Choose Hitachi Data Systems?
The Hitachi Content Platform (HCP) portfolio provides all the critical capabilities necessary for your business to win in the dynamic new mobile landscape. The solution received Gartner's top-rated overall score for archiving, cloud storage and content distribution, and it was deemed to have the most robust security of any object store they reviewed.

A tightly integrated solution for workforce mobility and secure hybrid cloud, HCP is cloud neutral with no lock-in and manages data globally for secure flexibility to stay ahead of cloud and mobility trends. HCP is poised to help your business deliver outstanding efficiency gains and new innovations. The HCP portfolio also provides significant benefits:

- **Seamless integration.** All components, including hybrid cloud object store, enterprise file sync and share, as well as cloud file gateway, are built by a single vendor. No partnerships, OEMs or acquisitions. This means that all pieces of the larger solution are designed, tested and supported together.
- **Security.** HCP enables full visibility over all activities and processes, as well as control over data storage, management, encryption and end user access.
- **Agility.** Single platform allows you to adapt quickly and easily to market, business or technology changes.
- **Cost optimization.** Streamlines operations and improves efficiency by eliminating silos of technology and expertise and enables alignment of mobility strategy with business objectives.

**Conclusion**
With an increasingly mobile workforce, the business case for an integrated content mobility solution is clear. The right solution delivers greater visibility and control over data, improved agility to support business goals, emerging opportunities and remote workers, and cost optimization for reduced total cost of ownership. By deploying a tightly integrated solution that delivers efficient management and seamless data mobility, your business can be sure the right data is always in the right place, at the right time.

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