1. **What is one platform for all data?**
   At Hitachi Data Systems, one platform for all data begins with our infrastructure cloud and our focus on making data management as simple, scalable and cost efficient as possible. We start by virtualizing data for maximum performance, flexibility, and optimized cost and efficiency—for both Hitachi and 3rd-party storage. Our unified management suite is designed to simplify and automate storage management tasks across all of our storage platforms, which helps you to keep pace with data growth despite limited resources.

   We help you keep up with all the new applications and demands being driven by big data with on-demand infrastructure and storage solutions. We also provide a suite of data protection and high availability solutions to keep everything running smoothly. While most companies have relatively good insight into their structured database, few can say the same for unstructured data. Our content cloud provides the critical first step to unlocking value from unstructured content by making it more manageable, accessible and discoverable.

   Our information cloud serves as a bridge that enables organizations to gain valuable insights across all stored data – structured and unstructured. Today, we are delivering scalable infrastructures for analytics solutions like SAP HANA and Hitachi Content Platform (HCP) to finally shine a light on unstructured content – enterprise dark data.

2. **What is enterprise dark data?**
   The vast majority of content streaming across enterprise networks and stored on file servers is often “dark data” that was created for a specific purpose but typically not leveraged to provide additional value. Are you able to capitalize on all the unstructured content in your organization today? A recent Gartner survey revealed that companies hoped big data technologies would help them gain new insights from enterprise dark data – ahead of gaining insights from mining social media, machine data and traditional structured data.

3. **How can Hitachi help with enterprise dark data?**
   Hitachi Content Platform can help enterprises solve the dark data dilemma. Our Content Platform not only enables content to be stored independent of the applications that created it, it can also augment content with metadata to bring new intelligence to the content. The metadata can be generated by applications integrated with HCP or discovered through Hitachi Data Discovery Suite.