

How and Why to Upgrade to Hitachi Device Manager v7

WebTech Q&A Session, November 16, 2011

1. **How does your vision address big data?**

Big data refers to large data sets with frequent updates that cannot be tolerably managed with common tools and practices. We recognize the importance of this trend and our vision supports the necessary elements required to deal with big data, including underlying dynamic infrastructure, more fluid content and information analytics.

Our recent acquisition of BlueArc® helps bridge between infrastructure cloud and content cloud with the ability to scale and support frequent, random updates typical of big data. In addition, our earlier acquisition of ParaScale will allow us to develop storage and analysis platforms with massive scale-out and parallel processing specifically for big data.

2. **How is the customer billed for Hitachi Cloud Services?**

The customer signs up for a minimum commitment as a percentage of the deployed infrastructure, and pays monthly on consumption. There is no minimum monthly payment. At the end of the contract, if the customer is below the minimum commitment level, then Hitachi Data Systems (HDS) will invoice the customer for the difference between actual consumption and the minimum contractual commitment.

3. **How is the data moved into the cloud environment, and are there policies the customer needs to define?**

We leverage on-ramps to move data into the cloud environment based on policies that HDS and the customer determine during initial setup. Once the data is moved into the cloud environment, users maintain full online access to the files.