

Next Generation Data Centre Transformation

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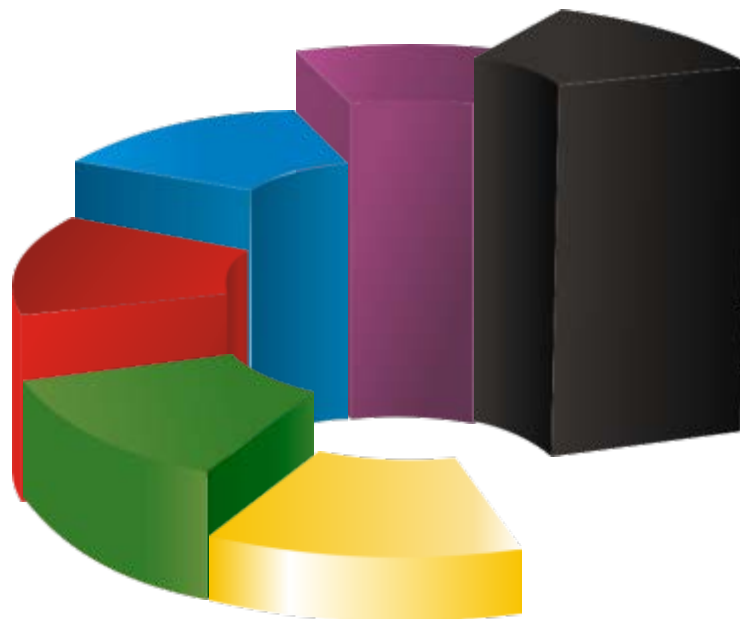




DATA AND INFORMATION GROW AT EXTRAORDINARY RATES



Data grows an average of 30% each year





COMPARED TO OTHER ENTERPRISE STORAGE:

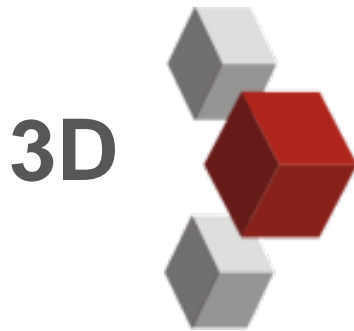
- Realise up to 30% reduction in TCO per TB/YR
- Move to a new storage platform with up to 80% less effort and cost
- Achieve 40% reduction in power, cooling and floor space costs

Hitachi Data Systems solutions let you adopt or evolve to cloud computing models or IT-as-a-service at your own pace with minimal risk

INTRODUCING THE HITACHI VIRTUAL STORAGE PLATFORM

HITACHI
Inspire the Next

The world's first 3D scaling
storage platform for all data.

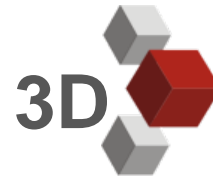
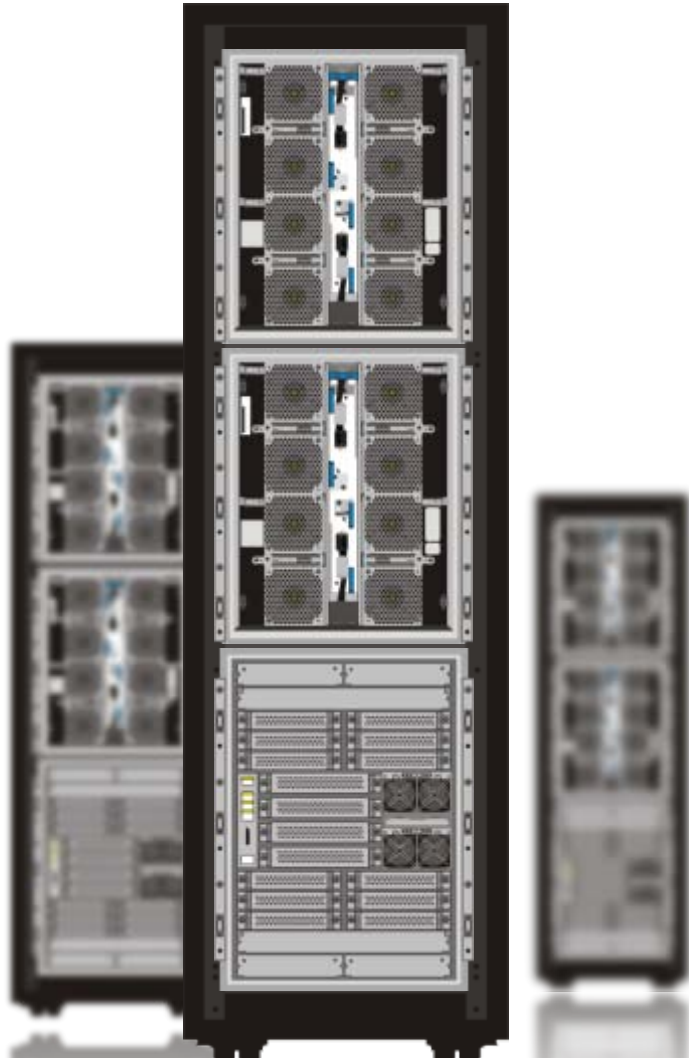


Scale Up. Scale Out.
Scale Deep



BUSINESS VALUE

- The most efficient floor planning
 - The highest density storage
 - Transparent migration from and to multivendor storage
-



BUSINESS VALUE

- Get the industry's highest OLTP performance for open and mainframe environments
- Lower TCO per TB per year up to 30%
- Reduce power demands up to 40%
- Reclaim floor space up to 40%

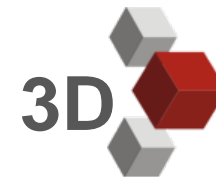


SCALE DEEP

- Add external storage to a single pool
- Offload data to lower cost storage
- Simplify administration with common tools
- Reuse legacy assets – more than 200 storage system models and up to 247PB

BUSINESS VALUE

- Increase the value and useful life of existing assets
- Reduce OPEX costs 20 to 40% through a common management framework
- Reduce CAPEX 20 to 50% by using lower cost tiers of external storage



SINGLE MANAGEMENT PLATFORM TO EFFICIENTLY MANAGE ALL DATA TYPES FOR AN AGILE DATA ENTER

The screenshot displays the Hitachi Command Suite 7 interface. The top navigation bar includes 'File', 'View', 'Configure', and 'Help'. The main content area is divided into several sections:

- Resources:** A sidebar on the left with categories like Storage, Pools, Party Groups, LDEVs, External Storage, Hosts, Logical Groups, and Tiers.
- Storage:** A section showing 'USP_VMB172.168.11.1' and 'Pools'.
- HDP Pools Summary:** A summary table with the following data:

Number Of DP Pools	21	Total Capacity	1.24 TB
Virtual Volume Capacity	19.99 TB	Used Capacity	215.17 GB
Usage Rate	16 %	Number Of DP Pools At Risk	0
- Pools:** A table listing individual storage pools with columns for Pool ID, Pool Name, Pool Capacity, Used Capacity, % Used, Current Subscription Capacity, % Subscribed, No. of DP/THP VOLS, and Status.

Pool ID	Pool Name	Pool Capacity	Used Capacity	% Used	Current Subscription Capacity	% Subscribed	No. of DP/THP VOLS	Status
DP_1	SAP HR-10/20/70	112.30 GB	112.30 GB	100 %	782.37 GB	496	10	Blocked
DP_1	SAP Finance-20/30/50	116.32 GB	1.02 GB	0 %	105.25 GB	90	7	Normal
DP_1	SAP Operations-10/25/70	58.26 GB	1.03 GB	1 %	15.22 GB	26	7	Normal
DP_4	Legal NY-1/30/70	54.14 GB	0 MB	0 %	5.13 GB	9	5	Normal
DP_3	Legal SC-1/30/70	295.89 GB	91.59 GB	30 %	12.00 TB	4153	9	Normal
DP_3	NAE High-20/30/50	5.87 GB	42.00 MB	1 %	2.00 TB	34939	5	Normal
DP_3	NAE Low-1/30/80	5.87 GB	124.00 MB	2 %	2.00 TB	34939	5	Normal
DP_11	HCP-1/20/80	5.87 GB	124.00 MB	2 %	3.28 GB	55	5	Normal
DP_11	MailServer-1/30/70	5.87 GB	124.00 MB	2 %	2.24 GB	99	4	Normal
DP_21	VTL-1/30/70	5.66 GB	84.00 MB	1 %	336.00 MB	5	4	Normal

SOLUTION CAPABILITIES

- Manage up
- Manage out
- Manage deep
- Automate tiered storage management
- Common GUI

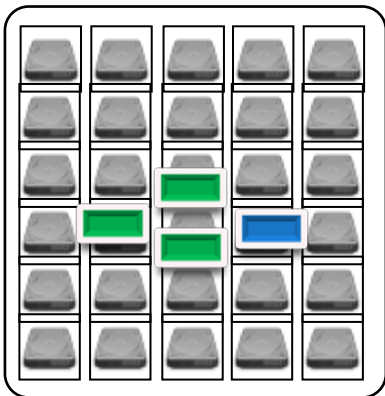
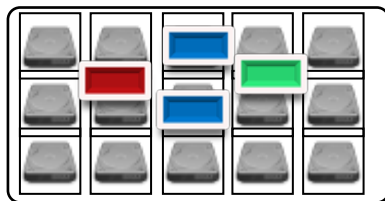
BUSINESS VALUE

- Greater efficiency
- Increase utilization up to 50%
- Reduce risk



UNIFIED MANAGEMENT SCALES FOR THE LARGEST INFRASTRUCTURE AND APPLICATION DEPLOYMENTS

Storage Tiers



DATA HEAT INDEX

High Activity Set

Normal Working Set

Quiet Data Set

SOLUTION CAPABILITIES

- Automated data placement
- Ability to manage up to 247PB of virtualized capacity
- Manage large storage resource management deployments with agentless technologies
- Scale up virtual server deployments by eliminating shared resource contention

BUSINESS VALUE

- Significant CAPEX and OPEX savings by moving data to lower cost tiers
- Increase storage utilization up to 50%
- Easily align business application needs to the right cost infrastructure



WHAT DATA CENTER TRANSFORMATION DELIVERS

Reduce TCO by up to 33% in 1st year

Reduce storage acquisition costs by up to 70%

Most External Virtualized Capacity

Increase utilization up to 50%

Reduce environmentals by 30%

Lower migration risk by up to 80%

Increase consolidation of servers and applications

3D

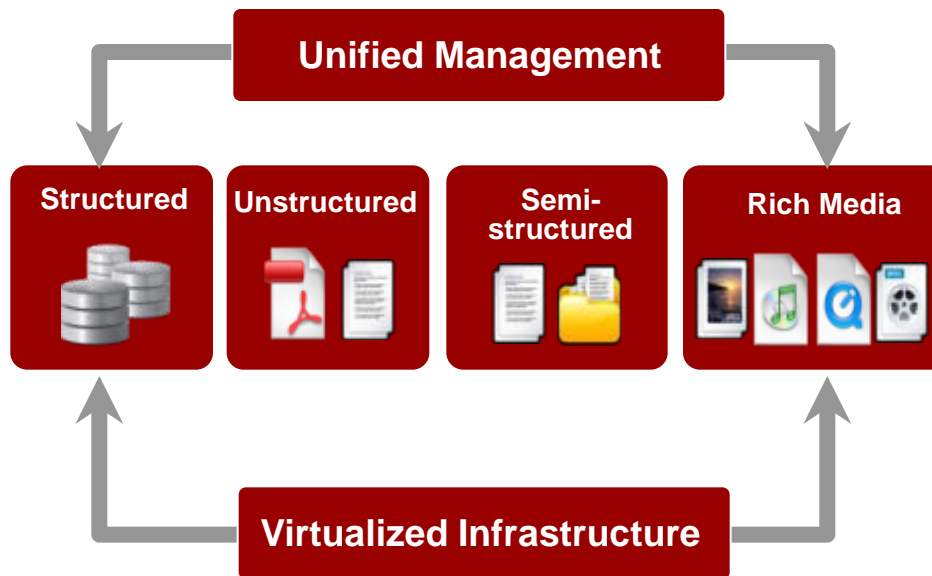


Industry's First 3D
scaling



Hitachi Data Systems

ONE PLATFORM FOR ALL DATA



15,000+ Virtualised environments





APPLICATION-CENTRIC VIEW

ORACLE®

SAP®

intel®

CISCO

vmware®

Microsoft®

BROCADE




ENTERPRISES MUST RELY ON KEY TECHNOLOGIES THAT ARE VIRTUALIZED, AUTOMATED, CLOUD-READY, AND SUSTAINABLE TO MEET DEMANDS.

- Hitachi Data Systems, the world's leader in storage virtualization.
- Unique management capabilities transform the data center.
- The net result is superior data center efficiency, manageability and cost savings.



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Thank you!



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