Hitachi Data Systems has developed Storage I.T. Economics, a strategic framework for cost-reducing storage investments. Since 2001, many midsize and large I.T. centers have used this framework to achieve an economically superior way of deploying and growing their storage.

**CHOOSE ECONOMICALLY SUPERIOR STORAGE ARCHITECTURES**

**PRICE DOES NOT EQUAL COST.** These architectures may not be the cheapest to buy, but they are cheaper to own over time. Understand and choose the best ones for your environment.

**Virtualization**
- Dynamically tiered storage
- Different disk types within the same storage system
- Thin provisioning
- Unified storage
- Deduplication, data compression
- Integrated archive
- Power-down, cool and sleep

**Policy-based storage provisioning**
- Capacity-on-demand

**Follow the Money**

Use cost reduction as a MEASUREMENT FOR STORAGE improvement. Remember, YOU CAN'T IMPROVE WHAT YOU CAN'T MEASURE.

**FIND OUT MORE**

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**KNOW ALL 34 KINDS OF MONEY**

As many as 34 DIFFERENT TYPES OF COSTS can be used to create a baseline for TOTAL COST OF OWNERSHIP per terabyte.

**THE REAL COSTS of storage infrastructure ARE NOT ACQUISITION BUT OPEX—recurring costs that managers must identify and reduce.**

**THE KEY is to start MEASURING I.T. INFRASTRUCTURE with a TCO baseline.**

**OUR STORAGE I.T. ECONOMICS METHODOLOGY GIVES YOU THE TOOLS TO DO THAT.**