Secure, Efficient Workforce Mobility

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August 19, 2014
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This session explores how to become a more efficient and productive organization. It examines a holistic approach to storing, managing, and sharing data and content in an increasingly dispersed and mobile world.

Attend this WebTech and learn to

- Improve productivity by simplifying data access and use without compromising security, visibility, or control
- Change user behavior to reduce network and storage loads
- Solve this issue by seeing how Hitachi Data Systems addressed it for our company and for others
Use Your Data to Mobilize Your Business

Today you can have
Your data, anywhere, anytime, on any device

Your Data, Your Cloud, Your Organization ANYWHERE
DATA MOBILITY

GET DATA WHEN AND WHERE YOU NEED IT
“Mobility will continue to transform the way virtually all forms of content, applications, and services are created, distributed, managed, and consumed”

– IDC
“28% of corporate data resides exclusively on laptops, smartphones, and tablets”

– Gartner
“Enterprise mobility management is an all-encompassing approach to securing and enabling employee use of smartphones and tablets.”

—TechTarget
“By 2017, less than 10% of today’s EFSS destination vendors will offer stand-alone products, and the rest of the vendors will be absorbed...”

–Gartner
Don’t repeat Yesterday’s Mistakes

- Silos: Cost, Complexity
- Missed Opportunities
- Data Loss: Leakage, Theft
- Unsanctioned Apps, Devices, and Services

... Or Repeating Mistakes of the Past ...
... That Increase Inefficiency and Cost

Over/underprovisioned, complex, inefficient, capex heavy

I should share this...

I need this for my trip...

I'll work on this at home...

This should be on the network...

BRANCH OFFICE

MOBILE WORKERS

PUBLIC CLOUD (FREE)

PUBLIC CLOUD (OPEX)

Data Centers

Backup, Archive, Replicate
Secure Content Mobility Starts With Your Data

Ask tough questions
- Do you know what data is putting your organization at risk?
- How much duplicate data are you storing and protecting?
- Do you know where your data is at all times?

Implement the right processes
1. Abstract data from apps
2. Tag data with meaning
3. Automate policies
4. Apply intelligent search
5. Analyze
6. Reevaluate
The Power of a Single-Vendor, Tightly Integrated Portfolio

Support diverse use cases without creating silos

- TRADITIONAL CONTENT-CENTRIC APPLICATIONS
- WEB 2.0, S3, AND CLOUD APPLICATIONS
- MOBILE WORKFORCE ENABLEMENT
- FILE SERVING FOR REMOTE AND BRANCH OFFICES

HITACHI CONTENT PLATFORM PORTFOLIO

- SIMPLIFY ADMINISTRATION BY CENTRALIZING DATA MANAGEMENT
- MAINTAIN CONTROL AND VISIBILITY WHILE ENABLING ACCESS
- SEARCH AND DISCOVER TO GAIN INSIGHT AND FUEL INNOVATION
Mobilize Data in a Controlled Manner …

Integrated portfolio approach

Hitachi advantages

- Synchronize user devices, share content, connect remote and branch offices
- Greater visibility and control over data access and placement
- Reduce duplicate data, increase productivity, and improve storage economics

Hitachi Content Platform Portfolio

- Mobile Devices
- Remote Offices
- Cloud Apps
- Current Apps
- Queries
- Search
- Analysis
- Flash Media
- Spinning Disk
- Removable Media
- Cloud

- Protection
- Security
- Compression
- Deduplication
- Retention
Set security policies spanning onsite, offsite, and mobile

Encrypt and tamper-proof sensitive data

Control access in a multitenant environment

Reduce exposure and data leaks

#1 SECURE OBJECT STORE

Gartner Critical Capabilities Report for Object Storage
Safe
- On-premises, under your control
- Data is always protected and available
- Virus scan integration
- Wipe data off lost or stolen devices

Secure
- Works with existing compliance practices
- Encrypts data with your keys
- Enforces device and user passcodes
- Shares via secure links
Hitachi Data Ingestor

HCP Anywhere
Console: Single Point of Control

Hitachi Content Platform
Right-sized, simplified, optimized, balanced capex/opex
Use Case: Hitachi Data Systems

File sync and share from an onsite private cloud

SCENARIO

- Thousands of BYOD and public cloud users
- Data at risk – must ensure security
- Enable data mobility and collaboration

RESULTS

- Eliminated unsafe public sync and share
- Reduced the risk of data loss
- Retained encryption control
- Ensured proper governance and auditability

Total files: 4.2 million
Dedupe ratio: 44%
Capacity saved: 4.5TB
Use Case: Education Consulting Company

Unified, secure, mobile-centric data architecture

SCENARIO
- Management wants increased employee productivity from mobile access
- Workforce using free public cloud solutions
- Desktop backup inconsistent; restoration process is lengthy
- Must mitigate data leakage

RESULTS
- Improved business performance with file sync and share mobility for BYOD environment
- Reduced disk consumption from user data by up to 50%

- Drive productivity for top line growth
- Control costs to shrink the bottom line
TODAY'S EMPLOYEES ARE ALWAYS ON THE GO

THEY NEED TO MOBILIZE THEIR DATA … WITH ACCESS FROM ANYWHERE, AT ANYTIME AND THEY KEEP EVERYTHING FOREVER!

THIS IS A RISK TO YOUR BUSINESS

YOU NEED TO MAINTAIN VISIBILITY AND CONTROL

INCORPORATE CLOUD ON YOUR TERMS

YOU CAN CONTROL YOUR DESTINY
Questions and Discussion
Upcoming WebTechs

- **WebTechs**, 9 a.m. PT, 12 p.m. ET
  - **Visibility and Control with Secure Hybrid Cloud**, September 10
  - **Extend IT Beyond the Data Center**, September 24

- **Check** [www.hds.com/webtech](http://www.hds.com/webtech) **for**
  - Links to the recording, the presentation, and Q&A (available next week)
  - Schedule and registration for upcoming WebTech sessions

Questions will be posted in the HDS Community: [http://community.hds.com/groups/webtech](http://community.hds.com/groups/webtech)
Thank You