TAKING YOUR BUSINESS TO NEW HEIGHTS

With Hitachi Private Cloud

Hitachi Data Systems
There is no doubt that a more virtualized, automated, and efficient infrastructure is key to realizing the cost savings and productivity gains businesses need in order to succeed in today’s highly competitive market.

But with so much conflicting information available, how do you choose the right solution for your business? In this e-book we’ll talk you through the benefits and challenges associated with a Private Cloud, and show how to implement it for maximum business benefit.

Demystifying Private Cloud.

Private Cloud is a way of delivering flexible, automated, on-demand IT, without the risks associated with relinquishing control of your data to a public cloud.

On your premises and owned by you, a Private Cloud can be tailored to support your unique business requirements and applications. In fact, a Private Cloud may be the next logical step in the drive to modernize your data center through consolidation, virtualization, automation and self-service, and a more service-oriented infrastructure.

When done correctly, a Private Cloud means that a data center is:

- More Virtualized
- More Secure
- More Open
The business case for adopting a Private Cloud is compelling: flexible, efficient, on-demand access to applications and data. There’s no need to relinquish control or compromise security, and easy access to IT services contribute to an enterprise’s bottom line.

But the process of modernizing a data center brings inevitable challenges.

**We want a Private Cloud, but building one cannot disrupt our business operations.**

**We need safe and controlled access to applications and data anywhere, anytime.**

**We need to understand how to manage our complex mix of infrastructure and applications.**

**Application Complexity**
Understanding the requirements of the diverse applications in use before migration is vital in ensuring that your transformation leads to greater agility and optimal resource usage.

**Automation of Operations**
Moving to an automated, flexible, and agile architecture requires new tools as well as organizational and operational refinements.

**Asset Utilization Optimization**
Consolidating resources to improve efficiency and cut spending requires new skills and technologies.

**The Need for Speed**
Minimizing disruption and ensuring a fast deployment requires proper planning, preparation, and training.

**Delivering Based on SLAs**
A cloud infrastructure is a services-driven architecture with many efficiency gains, but committing to strict SLAs can appear daunting.
More Virtualized
Virtualization of all storage, compute, and network resources means a more efficient infrastructure and faster application deployment.

More Secure
Keeping control of your data while leveraging encryption and access control ensures maximum security.

More Open
Flexible converged solutions and open APIs prevent vendor lock-in while protecting your investments.

A Private Cloud can be a powerful business enabler, but you have to get it right.

Our tried-and-tested cloud-ready platforms and non-disruptive transformation process deliver more complete virtualization, better data security, and a more open environment.

The Modern, Transformed Data Center.
Creating a modern, efficient data center means abstracting services from the underlying infrastructure. Virtualization technologies create pools of resources that can be made available on demand, while the automation of resource allocation frees IT staff for activities better aligned to business needs. Adding self-service capabilities is the final step in the creation of flexible and business-friendly IT.

Your Data center with HDS Private Cloud
- Dynamic, flexible resource use.
- Policy-based management.
- Cost-effective deployment.
- On demand “as-a-service” resource delivery.
BENEFITS ON THE HORIZON

HDS Private Cloud provides a secure, flexible, end-to-end management platform for infrastructure and applications, allowing you to allocate IT resources easily and to dynamically scale infrastructure to your needs.

The outcome is improved efficiency and productivity, greater agility in the marketplace and the flexibility to rise to whatever challenges the future may hold.

- Increase efficiencies and competitive edge by giving your teams the tools they need to do their jobs quickly and easily, without over allocation.
- Decrease time to market by creating a more agile IT environment where resources can be quickly and securely aligned to the right groups at the right value.
- Free staff for more strategic pursuits with simple, automated service requests and fulfilment.

The Benefits are Clear.

**Investment protection**
- No need to “rip and replace” existing IT resources.
- Minimize disruption to the business.

**Compelling economics**
- Meet budget requirements and send more dollars to the bottom line with 40% lower OPEX.
- Maximize the return on your IT investments with 30% TCO savings.

**Operational efficiency**
- Single platform for all workloads.
- 50% better utilization through capacity reclamation.

**Accelerated innovation**
- Access your data wherever and whenever you need to.
- Collaborate to derive insight and innovation from your data.
FOUR STEPS TO SUCCESS

The key to a successful, non-disruptive transformation is to build a cost-effective, efficient foundation.

Our tried-and-tested 4-step path will ease you through the challenges of adopting Private Cloud, allowing you to start realizing the business benefits of modernization from day one.

1. **Consolidate**
   Decrease floor space and utility overheads on staff as you consolidate storage while relieving the administrative burden on staff by consolidating storage platforms and compute resources.

2. **Virtualize**
   Virtualizing file, block, and object storage – as well as servers and applications – frees up unused resources, allowing them to be dynamically allocated and deallocated, quickly and easily, as required.

3. **Automate**
   Once your underlying infrastructure has been optimized through virtualization, the automation of IT management and administrative processes is the next logical step. This improves the speed and reliability of service delivery, while freeing staff for activities more aligned to your businesses needs.

4. **Self-Serve**
   This step completes your transformation to the Private Cloud. Enabling users to select the service they need with a chargeback and/or showback facility allows more efficient resource allocation, greater visibility, and accountability. Now resource allocation can be aligned to the activities with the greatest business value, adding more dollars to your bottom line.
Digital marketing and media

A digital marketing and media company transformed their infrastructure using HDS’ private cloud solutions. As a result, they were able to automate the provisioning of virtual machines and improve the alignment of resource usage and business priorities.

Global IT solutions and services

A global IT solutions and services company was challenged with supporting thousands of mobile “BYOD” users with a collaborative solution without the risks of a public cloud. They worked with HDS to build an onsite private cloud that safely and securely supports users with a file sync and share solution that significantly reduces the risk of data loss and unauthorized access.

Automotive manufacturing

An automotive manufacturer was looking for ways to better manage massive data growth, improve efficiency, and improve the automation of their IT. HDS built and managed their private cloud, which allowed them to leverage a more efficient infrastructure to improve business agility and lower costs.

RESOURCES

Visit www.HDS.com/go/privatecloud for even more information about moving your business to Private Cloud, including:

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