



Transform and Migrate IT into a Dynamic Data Center

Transform Your Data Center into a Business Enabler

New modes of operation in quickly changing business landscapes make information your most valuable and enabling asset. You need to make this information available, secure and mobile. Your challenge is to do it cost-effectively, in an information infrastructure that can scale to handle exponential growth.



If you have not yet virtualized servers and storage, you are probably spending most of your IT resources just keeping your data center going. With a legacy infrastructure, there is little chance you can also focus on keeping it *growing*.

68% of IT initiatives fail.
44% are completed over time and budget.
24% of IT projects were cancelled midstream.

*The Standish Group
"CHAOS Summary 2009"
April 23, 2009*

Transformation Services from Hitachi Data Systems enable you to transform your IT capabilities into a dynamic data center that is virtualized, flexible, automated, cloud-ready, sustainable and closely aligned to the needs of your business.

Considering your people and processes as well as your infrastructure, we design your transformation project to deliver maximum return on investment (ROI) on your technology investments. And we implement the transformation using proven methodologies, to minimize risk at every phase of the project.

Comprehensive Data Center Transformation Delivers Maximum Value

To maximize your investments in new data center technology and gain more business value from it, you must consider every aspect of operations. The larger your environment and the more people and processes involved, the trickier it is to get it right.

The greatest risks come where technology impacts daily business operations. New processes, cultural shifts and resistance to changing "the way things are done" all present challenges that require careful planning.

Transformation Services from Hitachi Data Systems utilize proven methodology, best practices and real-world experience to minimize the risks of data center transformation. The plan we develop with you:

- Takes steps to avoid interruption to your business
- Assesses your current environment and goals, comprehensively
- Evaluates your options and specifies a design that Hitachi Data Systems and your organization agree will work best for you



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THE HITACHI DATA SYSTEMS EXPERIENCE

Program Management and Governance

- Drive overall transformation
- Coordinate work of all contributing parties (Hitachi Data Systems consultants and your staff)

Risk-sharing (where Hitachi has full operational management responsibility)

- Commitment to defined price reductions per managed terabyte or per defined service event

Advanced Technology Expertise

- Focus on heterogeneous server and storage environments
- Technology leader in virtualization and thin provisioning
- Industry leader in business continuity solutions

Proven Methodologies

- Thousands of successful engagements
- High customer satisfaction (ratings of 4.5 out of 5)
- Proven performance in world-class customer environments

Flexible, Collaborative Approach

- Leverage of onsite and remote resources
- Adjustable to meet your requirements

Experienced Consultants

- Stay engaged until benefit is attained
- Up to 20 years' experience designing and implementing storage infrastructure

- Encompasses all your data center technologies
- Maps out a clear and detailed path for implementation
- Ensures business first at every phase of the project
- Delivers efficiencies and benefits of the technology

Grow with Hitachi Data Systems: Four Keys of Data Center Transformation

1. Business Assessment and Discovery

Using a proven process, we benchmark your current environment and help you establish its technological and organizational costs. Through workshops involving your key

stakeholders, we work with you to determine the baselines of your business. This allows Hitachi Data Systems to define the measurable outcomes for improved efficiency and ROI, based on increased service levels. Together, we also establish overall program metrics and key performance indicators (KPIs). Transforming a data center encompasses many concurrent and complementary work streams, each involving people, process and technology. This phase allows us to build the business case for the transformation.

2. Plan and Design

Our program managers lay out a clear transformation roadmap that allows you to understand each of the phases and to measure them against defined milestones. We monitor and manage these work streams, defining and measuring KPIs, tracking progress and making adjustments where needed to ensure that your objectives are met.

Tracking milestones ensures that we have a shared interest in creating your optimized environment and maintaining it so that it delivers the highest possible levels of service to your business.

3. Implement, Transition and Optimize

Hitachi Data Systems takes responsibility for migrating and transitioning your processes and data to the new environment with minimal business impact. We work closely with your business units, coordinate resources and accelerate the migration process while mitigating the associated risks. Throughout the process, your environment remains highly available, allowing continuous business operations.



“Hitachi Data Systems has helped us ... scale our storage management, provide full SLA management reporting and initiate the proper corrective actions [as] necessary.”

*Ingo Roeske
Operations Manager
Telefonica O2*

Our world-leading virtualization technologies allow you to experience a silent migration in the background. This enables you to run your business transparently throughout the whole process.

4. Operate

Data center operations and management are the largest cost components of any IT project. They are the keys to achieving long-term ROI. Therefore, operating the environment in the most efficient and expert way is critical to the success of your data center transformation. Our Managed Services offerings range from remote operational services to onsite expertise, or to the complete service level agreement (SLA) based management of your operations. You can offload as much as you choose of the day-to-day management and risk of your operations to the worldwide infrastructure of Hitachi Data Systems Managed Services, according to your requirements.

The Value of the Hitachi Data Systems Approach

The Hitachi Data Systems approach to transforming your data center includes and allows:

- **Risk-sharing.** We not only help you identify practical goals for your transformation, but we also commit to helping you achieve them.
- **Program management.** We enable comprehensive oversight using proven methodologies.
- **Superior service levels.** We ensure your service levels are designed for IT efficiency and aligned to your business.
- **Operational continuity.** We provide coaching, education, remote services and operational residencies to help you complete the transition.
- **Minimal business impact.** We leverage our experience and attention to detail for a smooth, nondisruptive process.
- **Heterogeneous managed services.** We offer onsite and remote management for operational excellence.

The Hitachi Data Systems approach to data center transformation includes processes developed and honed during thousands of migrations in some of the world's largest financial, communications, government and technology firms.

For more information, please visit: www.hds.com/services and contact your Hitachi Data Systems services sales representative.

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