



The BIG Five Benefits

One File and Content Storage Family



Introduction

Unstructured data growth is exploding and shows no sign of cooling down. Costs rise day by day and increasing regulations require data to be retained longer.

Disparate information silos, multivendor storage systems and poor utilization of existing storage assets have all contributed to “accidental architectures.” This drives organizations to seek a real

solution to their data challenges; one that involves long term thinking but still delivers short term gain.

This is the introduction of a unified, integrated storage family to manage all block, file and content data. For enterprises, it leads to significant cost savings, operational efficiencies and risk mitigation for legal discovery.

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Synopsis

The following E-guide highlights the BIG Five benefits that organizations across the world are already enjoying by moving to a single integrated platform for all file, block and content data.

Many of these organizations have integrated their data using a Hitachi platform, and we aim to show you how we do this and what they say.



Business Benefits

1

▶ Lowered Storage Cost

- Consolidate to save power, cooling and space
- Up to 40% reduction of storage capacity
- Up to 65% reduction of backup capacity

2

▶ Simplified Management

- Single management interface for all data: block, file and content
- Fewer silos, fewer footprints and fewer management points

3

▶ Increased Return on Assets

- Increase utilization with one large virtual storage pool
- Tier more active data to lower cost SATA, less on Fibre Channel
- Move inactive data to archive to free up space

4

▶ Storage Optimization

- Policy-based data movement across tiers based on business value
- Compress and dedupe inactive data
- Reduce backup volume due to less active and inactive data

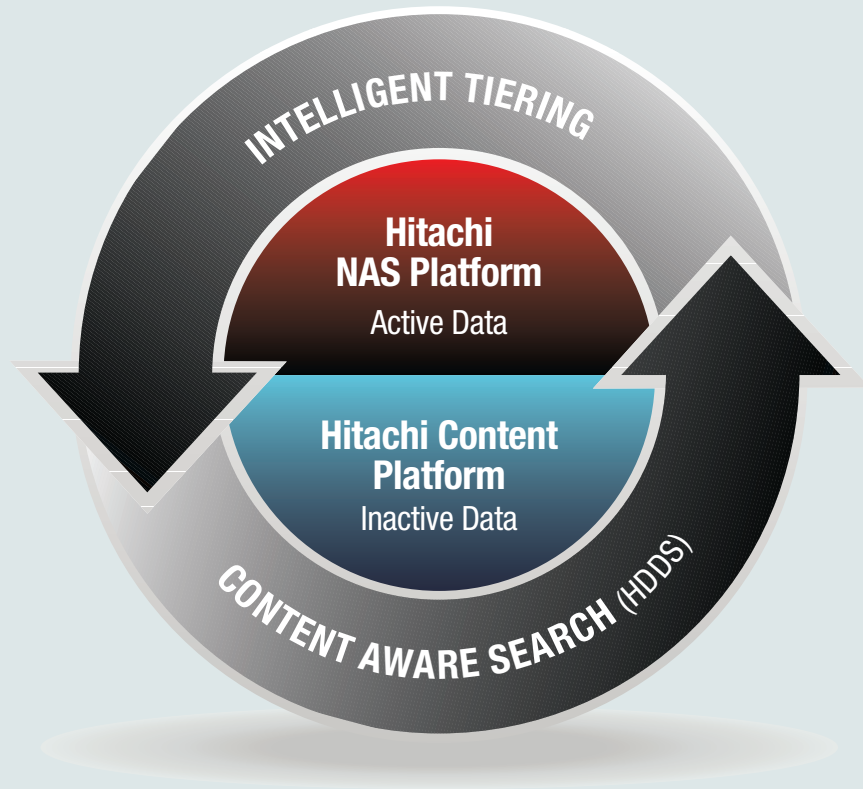
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▶ Legal Risk Mitigation

- Long term retention and government regulatory compliance
- Single federated query to search and index across NAS and archive
- Accelerated e-Discovery collection and culling



A Single Integrated Solution from Hitachi



HCP = Hitachi Content Platform | HNAS = Hitachi NAS | HDDS = Hitachi Data Discovery Suite

> Integrated File, Block and Content

- Convergence of file, content and block services
- Single management interface for all data

> Intelligent Tiering

- Policy-based, content aware data movement across tiers
- Multiple NAS consolidated to one Hitachi Content Platform

> Content Aware Search

- Federated search across HNAS, archive, NetApp® and other file servers
- Search results can be used to trigger data movement across tiers

> Reduced Backup

- Inactive data is archived reducing *active data* storage
- Reduced *active data* addresses *backup bloat*

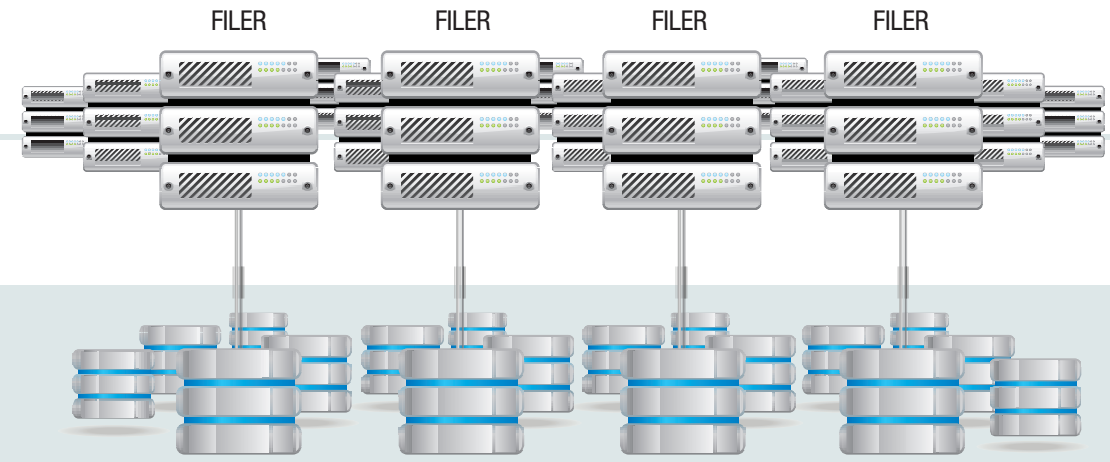
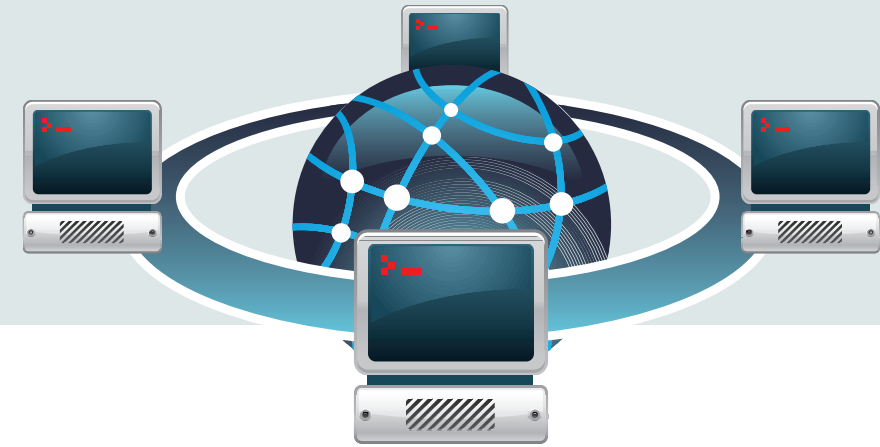


To learn more: read the [IDC Report](#) on **Hitachi Integrated File and Content Solutions**



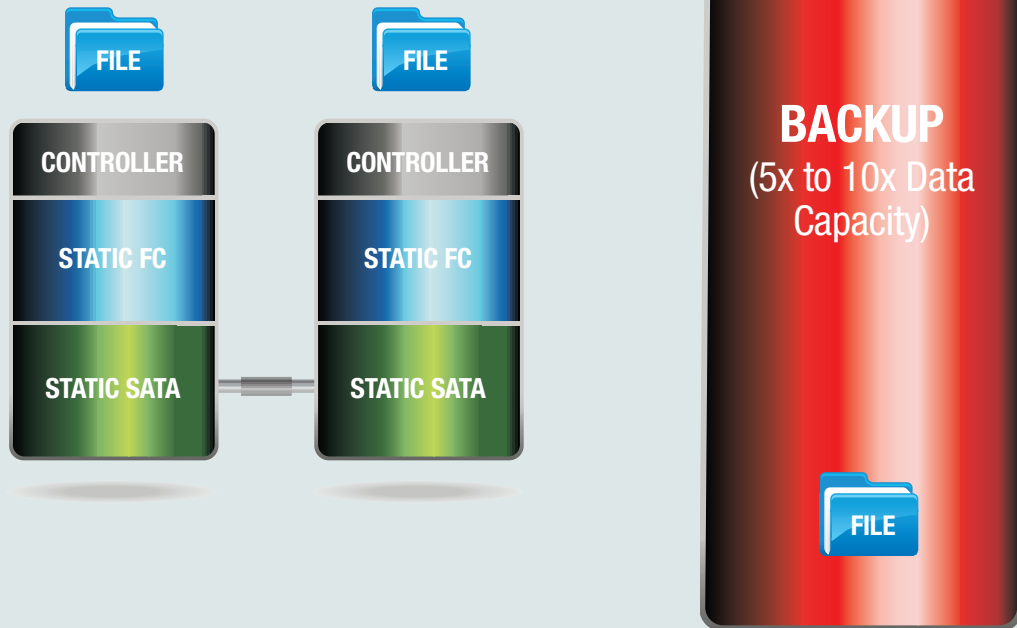
Customer Challenges

- ▶ **Cost:**
 - Low utilization due to storage silos
 - Increased spend on space, power, cooling and high-priced FC drives
- ▶ **Complexity:**
 - NAS and file server proliferation due to performance or scalability bottleneck
 - Multiple management points of storage “islands”
- ▶ **Backup:**
 - Stale data stored on tier 1 disks and backed up constantly
 - Lack of dynamic tiering to manage data based on its business value
- ▶ **Risk:**
 - Inability to find data across storage silos
 - Failure to locate information can lead to penalties and fines

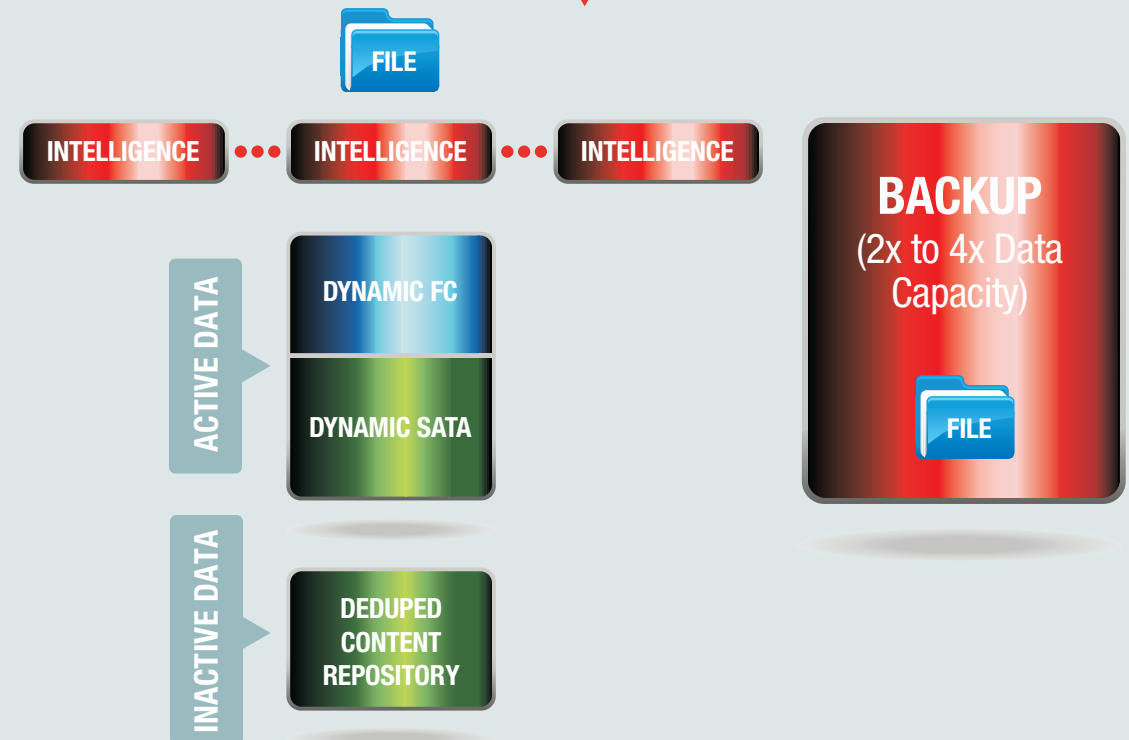


Intelligent Tiering and Backup Reduction: The Hitachi Difference

TRADITIONAL ENVIRONMENT



THE HITACHI DIFFERENCE



To learn more: read the [ESG Report](#) on Intelligent Tiered Storage, focus on Hitachi Data Systems

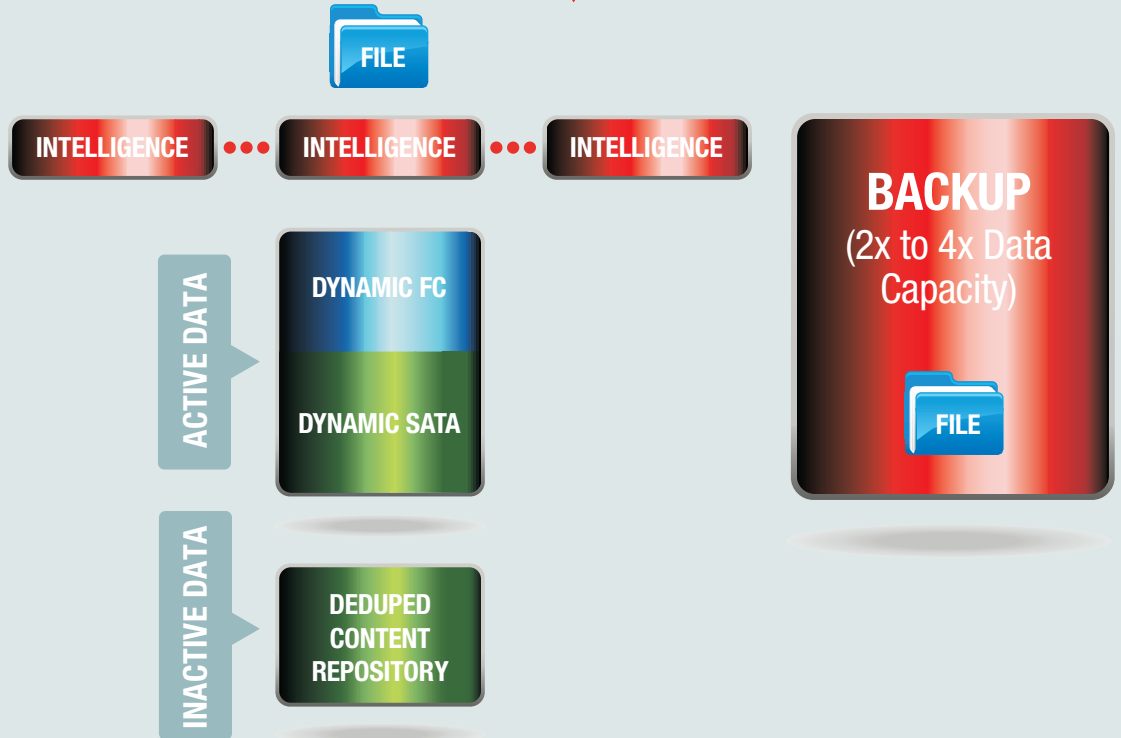


- **NAS Consolidation** reduces cost with fewer units to buy and manage
- **Scaling intelligence** independently of storage provides ultimate flexibility
- **Active** data dynamically tiered from Fibre Channel to lower cost SATA
- **Inactive** data compressed and deduped, then moved to **content repository**
- Inactive data **replicated**, causing less active data to be backed up
- Resulting in a **reduced backup** environment
- **Content Aware Search** across NAS, archive and filers triggers data movement across tiers

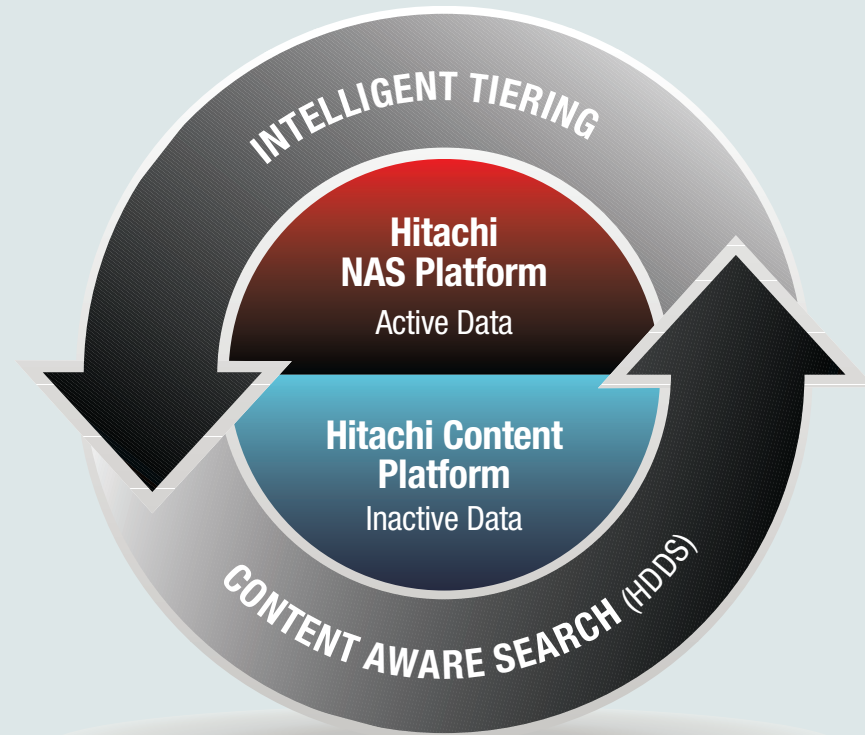


To learn more: read the [ESG Report on Intelligent Tiered Storage](#), focus on Hitachi Data Systems

THE HITACHI DIFFERENCE



Summary: A Single Integrated Solution from Hitachi



To learn more: read the [ESG Lab Report on Hitachi Data Discovery Suite: Powerful Content-Based File Management](#)

> Hitachi Solution Capabilities

- Integrated file, block and content
- Intelligent Tiering
- Content Aware Search
- Reduced backup

> The Big 5 Business Benefits

- Lowered Storage Cost
- Simplified Management
- Increased Return on Assets
- Storage Optimization
- Legal Risk Mitigation



Customer and Analyst References



PAYFORMANCE

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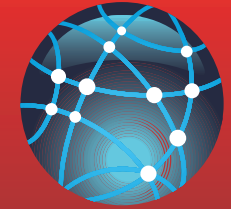
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ESG VIDEO ON INTELLIGENT TIERING

HITACHI NAS

Learn More

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- www.hds.com/go/hitachinas



Get the full story

For the full story on Hitachi's File and Content Services Architecture, listen to this webcast.



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