



Limited Time Storage Virtualization Promotion — *Switch IT On* for Hitachi Universal Storage Platform® V

Invigorate your storage assets. Pool and manage your heterogeneous storage to drive maximum utilization and reduce costs with this free software offer.

The Challenge

Committed to helping organizations of all sizes as they struggle to do more with less, Hitachi Data Systems aims to help unlock the hidden resources of their data centers — the unused storage capacity lying dormant in existing heterogeneous storage systems. These resources often have been deployed tactically in a time of need, but over time end up as poorly utilized investments that only add complexity to storage management.

The Promotion

In a time when data growth is far outpacing budget growth, breathing new life into existing storage assets is a compelling proposition.

Switch IT On allows customers to do just that. This limited time promotion offers a suite of free software licenses for virtualizing, managing and protecting existing third party (non-Hitachi) storage systems behind the Hitachi Universal Storage Platform® V.

Why *Switch IT On*?

Virtualizing your multivendor storage will boost utilization of existing assets and allow you to pool heterogeneous storage

to reduce costs, increase efficiency and lower total cost of ownership (TCO).

The unique storage virtualization capabilities of the Hitachi Universal Storage Platform V enable simplified management of a virtual pool of heterogeneous storage as well as access to advanced features, such as thin provisioning and dynamic tiering across storage systems — even those that do not support these features natively.

Customers using Hitachi storage virtualization have realized incredible benefits, including:

- Cost savings exceeding 20 percent per year
- Storage utilization increases of 30 to 40 percent
- Reclamation of up to 50 percent of unused storage capacity
- Simplified management of multivendor storage
- Enhanced data protection

Take the Next Step

- Visit the **Switch IT On** promotion page: www.hds.com/go/free-storage-virtualization
- Contact your Hitachi Data Systems salesperson or a participating authorized reseller.

Switch IT On Highlights

Through March 31, 2010, receive free software licenses to virtualize third party storage behind the Hitachi Universal Storage Platform V.

- FREE Hitachi Basic Operating System V software for virtualizing heterogeneous storage¹
- FREE Hitachi Dynamic Provisioning software for maximum storage utilization (first 10TB free)²
- FREE Hitachi Tiered Storage Manager software for dynamic data mobility³
- FREE Hitachi In-System Replication software for complete data protection⁴
- AND ADD The “Buy the New Hitachi NAS Platform 3080 and 3090, Get Intelligent File Tiering Software for Free⁵” promotional offer

See reverse for complete promotion terms and conditions.

Switch IT On Offer Terms and Conditions

¹ Free offer is for fully paid software licenses only. Fully paid license granted under this program is limited to third party storage capacity that customer is virtualizing. Offer is limited to Hitachi Universal Storage Platform® V systems. Purchase of software maintenance required. Proof of installation, including Universal Storage Platform V serial number and make, model and amount of externalized storage required. In EMEA, customers will also receive a complimentary one day storage economics workshop.

² Program introduced previously as “Dynamic Provisioning First 10TB Free Promotion” and those conditions apply. First 10TB Free Program can only be used once per system.

³ Fully paid Hitachi Tiered Storage Manager capacity license granted under this program (1) requires a Tiered Storage Manager license on the Universal Storage Platform V for its internal capacity and (2) cannot exceed the capacity of the Hitachi Basic Operating System V license granted under this program for that storage.

⁴ Fully paid In-System Replication (ISR) license granted under this program for the newly attached third party storage (1) requires equivalent capacity or greater standard ISR license on the Universal Storage Platform V and (2) cannot exceed the capacity of the Hitachi Basic Operating System V license granted under this program for that storage.

⁵ Program introduced previously as “Buy the New Hitachi NAS Platform 3080 and 3090, Get Intelligent File Tiering Software for Free” promotion, and those conditions apply.

- Free licenses offered as part of this program are transferable if customer decides to migrate capacity virtualized for free to a Hitachi storage platform at any given point.
- End user customers must pay maintenance for fully paid licenses obtained under this program and sign an appropriate maintenance contract through Hitachi Data Systems or Hitachi TrueNorth Channel Partner with appropriate certifications.
- The Hitachi Data Systems Virtualization Enablement Promotion (“Promotion”) is valid from May 6, 2009, through March 31, 2010 (“Promotion Period”).
- Existing Third Party “storage system” is defined as Third Party storage purchased before May 6, 2009. Third Party Storage is defined as non-Hitachi storage. Hitachi storage excluded from eligibility includes Hitachi Data Systems and OEM-rebranded Hitachi storage such as the HP XP and Sun StoreEdge 9900 and 9900 V series.
- For a Participant’s claim to be valid, it must be made in accordance with the registration, purchasing and license requirements set out in this Promotion.
- End user agrees to install the free software licenses within 90 days of receipt of license key.
- The offer can be repeated to the same end user customer for additional third party capacity virtualization through the life of the program.
- The qualifying software must be purchased, shipped and invoiced during the Promotion Period, by March 31, 2010, in order to qualify under this Promotion.
- No exceptions to this Promotion will be allowed. Hitachi Data Systems has the right to deny all claims that do not meet the criteria outlined in this Promotion.
- This Promotion is void to the extent prohibited or otherwise restricted by applicable law.
- Participants in this Promotion will comply with all anti-bribery and anti-corruption laws applicable to the place where they are located and do business as well as the US Foreign Corrupt Practices Act (“FCPA”) and all other laws implementing the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions.
- For participants in Hong Kong the following terms apply: Any employee, agent or principal of a government department or public body who is an existing Hitachi Data Systems customer and who accepts this Promotion offer will take steps to ensure compliance with the Prevention of Bribery Ordinance (Cap 201) (“PBO”). Any employee, agent or principal of a government department or public body who accepts this Promotion offer will indemnify and hold harmless Hitachi Data Systems from any liability which may be incurred by Hitachi Data Systems as a result of a contravention of the PBO.
- The fully paid software license under this Promotion is not intended to represent a bribe or an illegitimate benefit to enlist the assistance of any public/government employee for purposes of procuring any contract with a government agency, or to operate as an advantage or a special benefit over other suppliers in respect of any bidding or negotiation process with a government agency.
- Hitachi Data Systems reserves the right to modify or discontinue this Promotion at any time.
- Hitachi Data Systems and all of its respective officers, directors, employees, representatives and agents will have no liability to, and will be held harmless by any Hitachi TrueNorth Channel Partner, for any loss, damage or liability directly or indirectly related to the acceptance, possession, delivery, use or misuse of products under this Promotion.
- Hitachi Data Systems is not responsible for any lost, late or misdirected mail (including e-mail).
- Hitachi Data Systems may prohibit a Participant from participating in this Promotion or receiving a discount for a Claim if, in its sole discretion, it determines that the said Participant is attempting to undermine the legitimate operation of the Promotion.
- All taxes, including but not limited to income tax incurred by a Participant’s participation in this Promotion, will be the sole responsibility of the Hitachi TrueNorth Channel Partner and their customer in compliance with local laws.
- Any disputes, legal claims and causes of action arising out of or in connection with this Promotion will be resolved individually, without any resort to any form of class action, and, where applicable, in accordance with the dispute resolution procedure in the Hitachi TrueNorth Channel Partner’s Hitachi TrueNorth Partner Program agreement with Hitachi Data Systems.

Hitachi Data Systems Corporation

Corporate Headquarters 750 Central Expressway, Santa Clara, California 95050-2627 USA
Contact Information: + 1 408 970 1000 www.hds.com / info@hds.com

Asia Pacific and Americas 750 Central Expressway, Santa Clara, California 95050-2627 USA
Contact Information: + 1 408 970 1000 www.hds.com / info@hds.com

Europe Headquarters Sefton Park, Stoke Poges, Buckinghamshire SL2 4HD United Kingdom
Contact Information: + 44 (0) 1753 618000 www.hds.com / info.emea@hds.com

Hitachi is a registered trademark of Hitachi, Ltd., in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd., in the United States and other countries.

All other trademarks, service marks and company names in this document or on this Web site are properties of their respective owners.

Notice: This document is for informational purposes only, and does not set forth any warranty, expressed or implied, concerning any equipment or service offered or to be offered by Hitachi Data Systems. This document describes some capabilities that are conditioned on a maintenance contract with Hitachi Data Systems being in effect and that may be configuration dependent, and features that may not be currently available. Contact your local Hitachi Data Systems sales office for information on feature and product availability.

© Hitachi Data Systems Corporation 2009. All Rights Reserved. DS-103-C DG October 2009