

A photograph of four business professionals in a modern office setting. A man in a blue suit and glasses stands on the left, holding a tablet. A man in a light blue shirt sits in front of him, looking at the tablet. A woman in a black sleeveless top sits to the right, smiling. A man in a light blue shirt is seen from the back on the far right. The background features large windows with a grid pattern, and bright light is coming from the right side, creating a lens flare effect.

**Hitachi: Your All-Flash
Partner For Today's Real-Time
Business Transformation**



IT Storage Transformation Starts Now

In today's digital world, companies across every industry face increasing business demands for greater access to data and higher performance, all while reducing costs. To remain competitive, organizations are transforming their approach to IT to achieve new capabilities.

Though flash storage is often deployed to solve application performance challenges, such as VDI boot storms and database hot spots, the economics of flash technology are more compelling than ever. Hitachi all-flash storage systems are a key component of the digital transformation of your business.

Powerful Enough to Run Your Business On

- ✓ Hitachi all-flash arrays deliver industry-leading performance to power your critical applications, and more.
- ✓ Hitachi storage is known for high-performance and all-flash solutions. Hitachi Virtual Storage Platform (VSP) F1500 offers an impressive 4.8 million IOPS.
- ✓ Granular Quality of Service (QoS) controls enable consistent levels of performance over time, ensuring that service level agreements (SLAs) are met when multiple applications are consolidated.
- ✓ Hitachi's unique solutions provide consistent low latency that supports the performance you can trust, to drive real-time business you need for better, more-informed decision-making.
- ✓ Hitachi flash solutions give you the power to run advanced replication and unique active-active storage clusters while delivering high input/output operations per second (IOPS) and low latency.

Reduce IT Budget Challenges

With Hitachi all-flash storage, you will realize improved ROI with a broad range of storage efficiencies, including:

- ✓ Adaptive data reduction services, including deduplication and compression.
- ✓ File deduplication.
- ✓ Linked snapshots and clones.
- ✓ Thin provisioning, and more.

These Hitachi solutions reduce TCO by enabling greater workload consolidation, without slowing down operations, and removing information silos.

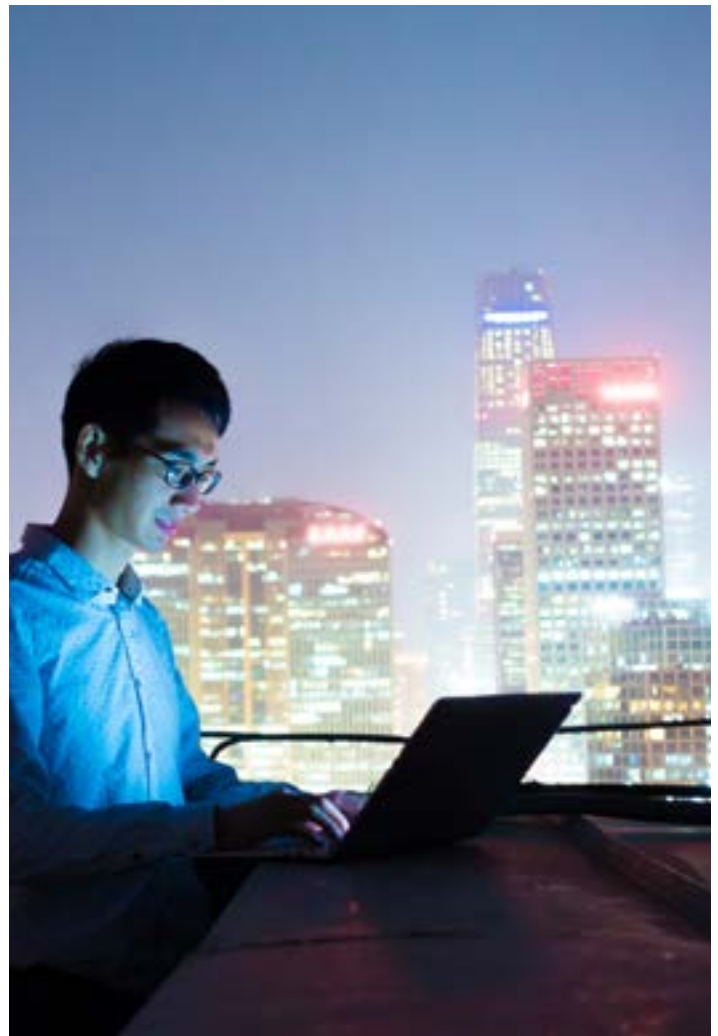
Deploy Quickly and Reliably

Hitachi all-flash solutions include enterprise-ready hardware and software packaging that is designed to get you up and running fast. Once deployed, your users will see that they are designed to quickly meet your business needs. With Hitachi, you can also improve the ROI from existing all-flash purchases by virtualizing them with Hitachi Storage Virtualization Operating System (SVOS).

Our software-defined flash solutions provide the building blocks you need to deploy the data center infrastructure that your business demands, so you can accelerate tomorrow's IT infrastructure today.

Expertise in Mission-Critical Environments With Flash Storage and Live Migrations

Hitachi is a storage market leader, with proven expertise across a wide portfolio of flash, tiered storage, servers, data protection and converged infrastructure. With extensive migration success for customers, Hitachi is ready to help you move from a disk-based reality to a new all-flash reality today.



Broad Infrastructure Portfolio Enables Tailored Solutions

From faster response times and greater IT agility to 100% availability, Hitachi has an all-flash solution that can drive better business results for you. Our broad flash portfolio ensures that no data or workloads are left behind. From enterprise storage to hyperconverged solutions for scaleout analytics, we can find the right solution at the right cost for any environment.

We know that every customer's journey to all-flash is different. That's why we continue to offer the best hybrid solutions as an interim step to an all-flash infrastructure.

Future-Ready Strategy and Engineering That Delivers Innovative Technology

Hitachi develops innovative technologies to address social issues and achieve a sustainable society based on safe and secure social infrastructure. This strategy powers us into the future, long after tactical flash storage vendor battles and mergers.

- ✓ We have more than 4,000 storage-related patents, including six times the flash storage-related patents of competitors.
- ✓ Hitachi Social Innovation applies technology to help solve today's greatest challenges, driving unique use-case-based requirements for advanced storage, analytics and compute technologies.





7 Key Requirements for All-Flash Storage Success

Our flash storage clients have enjoyed many critical business and IT advantages when they moved to a flash solution. Here are some of the challenges they were able to solve.

1 Massive Scalability That Won't Slow Growth & Won't Create Information Silos

By scaling to massive performance and capacity requirements, Hitachi Accelerated Flash was deployed by Sify Technologies as an enterprise-grade cloud infrastructure that supports public, private and hybrid cloud options for its customers.



[View success story >](#)

“

Hitachi Data Systems helped us with an integrated storage architecture with high performance and large scalability in cloud economics. The best part is that we needed no additional skill enhancement, as the new flash modules are managed using the existing tools. We couldn't have asked for more.

”

Ravi Maguluri
Sr. Vice President for Cloud Initiatives
Sify

2 Adaptive Data Reduction with Penalty-Free Compression, Time-Tested Thin Provisioning and Linked Snapshots

Data reduction technologies allow flash storage to be used for more applications and more data, but users must be clear about the tradeoffs against system performance.

“ Newer technologies must be efficiently leveraged to provide flash performance where needed and to help lower effective cost per gigabyte for primary storage, with storage efficiency features like inline data reduction, thin provisioning, space-efficient snapshots and clones, and snapshot-based replication that leverages data differentials. ”

Eric Burgener
IDC Opinion



“ ... in many environments, compression can deliver a greater return on the efficiency investment than any other technology. ”



3 Workload Extensibility for Any Environment, Supporting Block, File and Object Access

Hitachi Data Systems has helped many organizations, including Centris, the Coop Group and Seattle Children's Hospital, with different IT environments, including Oracle databases, virtual desktop infrastructure (VDI) and SAP landscapes, to deploy all-flash solutions. These efforts improved performance, increased agility and reduced costs across a wide range of workloads.



[View success story >](#)



[View success story >](#)



[View success story >](#)

4 Improved Resilience and a Reduction of HDD-Based Disruptions to Improve Productivity and Uptime

Many new flash systems promise improved resiliency, but lack the fundamental high availability that Hitachi storage has provided to organizations for years. Hitachi all-flash solutions provide uninterrupted access to data stored in IT systems, enabling Alior Bank to ensure 24/7 business continuity for its financial services.



From our point of view, data availability is the key factor. Since we started using Hitachi Data Systems solutions more than six years ago, we have never experienced any failures in our storage infrastructure. Hitachi's reliability gives it a clear competitive edge.



Bernard Grzywna
Director of the IT Maintenance Department
Alior Bank S.A.



[View success story >](#)

5 Consistent Performance That's as Good in Year 5 as Day 1

Many organizations don't realize that their architecture is not built to provide long-term, fast data speeds to handle increasing data, as promoted by some vendors. Flash module drives (FMDs) within Hitachi Accelerated Flash are built to avoid these slowdowns.

Owens Corning needed a storage technology capable of improving its current performance. The company wanted an integrated solution based on cost and performance, but required flash storage worthy of its data demands.



The Hitachi Accelerated Flash was so fast and displayed off-the-chart performance for these enterprise workloads: It's a new realm of performance.



Tim Waldock
Global Applications Infrastructure
Owens Corning



[View success story >](#)

6 Improved Data Security That Offers More Than Just Encryption

Hitachi offers solutions that can verify and report full data eradication, for solid-state drives (SSDs) and self-encrypting drives (SEDs), among others, without affecting device warranties for organizations wanting more than encryption.

“

It's important to include the secure erasure of SSDs and SEDs in the evaluation criteria that is used to choose SSDs and storage arrays that will store company-sensitive information.

”

Gartner

7 Reliable Automated Management, as Simple at 1PB as at 1TB

Gati Ltd. is India's pioneer in express distribution and supply chain solutions. With the help of all-flash solutions from Hitachi, the company realized 88% lower batch times and 66% lower storage infrastructure costs.

“

With a converged architecture to consolidate data and applications, the (Hitachi) solution lent itself to simpler and painless management.

”

G. S. Ravi Kumar
Chief Information Officer
Gati Ltd.



[View success story >](#)



Business at the Speed of Flash: Hitachi Can Get You There

Hitachi, at our core, is a technology and research company. We continually develop technologies to transform your business with software-defined infrastructure and accelerated flash systems.

What are our researchers working on?

- ✓ High-performance flash and in-memory computing solutions.
- ✓ Optimized and abstracted data placement within or across systems.
- ✓ Software-as-a-Service (SaaS) management solutions.
- ✓ Automated workflows.
- ✓ Hardware offloading that accelerates tasks with specialized processing.
- ✓ High-density flash systems.
- ✓ PCIe/NVMe converged-server flash solutions.
- ✓ Microservices-based management.
- ✓ Scale-out flash architectures.

Improve Performance, Availability & Security

Hitachi flash solutions meet today's demand for faster performance and smart data storage management. We help organizations transform their business to stay ahead of the explosion in data growth that degrades IT infrastructure reliability, increases data security risks and compromises competitive advantage.

We are the only storage partner in the industry that guarantees our customers both 100% data availability and a 5x increase, on average, in flash capacity when our data reduction technologies are used. These guarantees contribute to our customers' confidence when they select Hitachi flash solutions.



Now is the time to learn more about Hitachi for innovative all-flash and hybrid storage systems for your business.

Take a No-Compromise Approach to All-Flash Storage

Hitachi Accelerated Flash: An Innovative Approach to Solid State Storage

All-Flash Buyer's Guide

Digital Transformation: Flash-Forward to Your Storage Future

 Hitachi Data Systems



Corporate Headquarters
2845 Lafayette Street
Santa Clara, CA 95050-2639 USA
www.HDS.com | community.HDS.com

Regional Contact Information
Americas: +1 866 374 5822 or info@hds.com
Europe, Middle East and Africa: +44 (0) 1753 618000 or info.emea@hds.com
Asia Pacific: +852 3189 7900 or hds.marketing.apac@hds.com

HITACHI is a trademark or registered trademark of Hitachi, Ltd. VSP is a trademark or registered trademark of Hitachi Data Systems Corporation. All other trademarks, service marks, and company names are properties of their respective owners.