

## WHY DELUXE CHOSE HITACHI DATA SYSTEMS

“At the end of the day, our Hitachi cloud platform gives us a place and a base to build Deluxe as a platform so that we can better serve our small business customers and financial institutions.”

Michael S. Mathews, VP and CIO, Deluxe Corporation

ECONOMICS CONVERGE INNOVATION  
CHANGE INTELLIGENT TECHNOLOGY  
SOCIAL INFRASTRUCTURE INTEGRATION

To transform its business model for competitive advantage, Deluxe Corporation chose Hitachi Cloud Managed Solutions and Hitachi Unified Compute Platform for VMware vSphere.

### Challenge: Cloud-Based Architecture

Deluxe is intent on driving velocity and efficiency across everything it does. To ensure its technology infrastructure would support corporate mandates, business growth and new services, Deluxe needed to move to cloud-based services and a converged platform.

The goal was to reduce complexity, cost and risk for faster time to market. The IT objectives were to:

- Alleviate hefty outsourcing costs.
- Keep pace with scaling and provisioning demands.
- Avoid adding more IT staff.

### Solution: Speed and Simplicity

The Deluxe Corporation implemented a highly automated converged infrastructure and managed cloud services from Hitachi Data Systems, based on:

- UCP for VMware vSphere, designed to centralize, automate and virtualize pooled resources.
- UCP Director, advanced intelligent and deeply integrated software that plugs directly into vCenter Server for mouse-click simplicity to extend cloud management platform capabilities.
- Hitachi Cloud Managed Solutions, for secure, trusted deployments that provide enterprise-grade cloud elasticity and control without headaches or heavy lifting.

### Outcome: New Capabilities, Expanded Business

The Hitachi solution fosters new business proficiencies for Deluxe, including infrastructure-as-a-service (IaaS), cloud computing, managed backups and patching, modern cloud security and 24/7 monitoring and support. Deluxe is now better able to:

- Integrate acquired companies and next-generation security into business practices.
- Scale and deliver new products and services faster into the marketplace.
- Reduce significant outsourcing costs without increasing internal IT staff.



#### SOLUTION

Hitachi Cloud Managed Solutions

#### HARDWARE

Hitachi Unified Compute Platform (UCP) for VMware vSphere

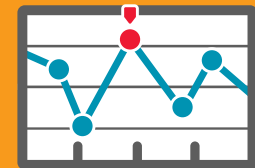
#### SOFTWARE

Hitachi Unified Compute Platform Director (UCP Director)

Hitachi Content Platform Anywhere (HCP Anywhere)

#### SERVICES

Hitachi Cloud Services



#### HOW DELUXE BENEFITTED OVERALL

Deluxe Corporation is now poised to meet its transformative goals with a more nimble, cost-efficient and scalable cloud-based architecture.

#### @Hitachi Data Systems

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