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*Rex Carter  
Chief Information Officer  
Hitachi Data Systems*



## Hitachi Data Systems Boosts BYOD Workforce Productivity, Simplifies Mobile Device Management With HCP Anywhere

With 7,000 employees who work, travel and live worldwide, Hitachi Data Systems was intent on supporting bring-your-own-device (BYOD) mobility to promote greater collaboration and productivity. Rather than attempting to manage myriad consumer cloud-based file sharing services, which can quickly add complexity, cost and data control issues for IT, Hitachi chose to develop its own file sync and share solution. Hitachi Content Platform Anywhere (HCP Anywhere) securely manages content beyond data center walls while enabling seamless, user-friendly file sharing from any location and any device.

The BYOD work culture has emerged as a new reality for many companies today. While smartphones and tablets were originally marketed to individual consumers, the business appeal of BYOD strategies in the workplace is rapidly growing. BYOD enables employees to choose and use various mobile devices for accessing corporate apps and files. Some companies implement BYOD programs that permit the merging of personal and corporate devices to allow file synchronization (sync) and sharing for better workplace mobility.

At Hitachi Data Systems, workplace mobility is prevalent and necessary to support tech-savvy customers, line of business owners, and employees, regardless of geography or technology. With a long-standing reputation for quality and innovation, Hitachi Data Systems persistently strives to stay ahead of important technology trends.

What is important about the workplace mobility trend is its potential. Employees want convenient on-the-go collaboration capabilities to be productive from anywhere, without limits. Customers need answers and information without delays. Opportunities for tapping new markets and data sources are literally within reach.

“BYOD trends not only introduce many opportunities for innovation but also invite new IT challenges. Corporate leaders can either embrace BYOD for their organizations or ban it. Doing nothing, however, is probably not an option,” says Rex Carter, the chief information officer for Hitachi Data Systems.

The challenges come with trying to control data assets. Allowing information to be shared between sites, devices and cloud types calls into question the ability of IT to safeguard everything. While BYOD can

### Hitachi Data Systems

#### INDUSTRY

Information Technology

#### SOLUTION

File and Content, Mobility

#### HARDWARE

Hitachi Content Platform

#### SOFTWARE

Hitachi Content Platform Anywhere

### Benefits at a Glance

- Collaborate from anywhere on any device.
- Highly available information supports business opportunities.
- Single-pane management for file tiering.
- Simplified, sanctioned and Internet-hardened mobile device management.

## SUCCESS STORY

improve how work is accomplished, the concerns for IT leaders are how to manage company files, protect intellectual property and mitigate related costs. Data needs to be stored, shared, synced, secured, protected, analyzed and retrieved, effortlessly and with comprehensive IT visibility and control.

### The Challenge: Develop a Sustainable BYOD Mobility Solution

Sharing files is a necessary part of competitive strategy, sales, product development and marketing at Hitachi Data Systems. Thousands of employees were already using their own mobile devices plus publicly available file sharing services to accomplish corporate objectives and share necessary data without hindering progress due to travel or timing. External file sharing services, entering the company via “shadow IT,” can pose serious hazards to the safety of the company’s intellectual property: Hitachi Data Systems cannot control changing rules or security features of these services, or prevent data loss, leaks or theft.

The map HDS would follow in navigating to a single or sanctioned file sync and share solution for BYOD mobility needed to address common obstacles. For example, mobile employees often have issues trying to send large files via email or finding the right version of a file. Big files can easily exceed email size limitations or quickly fill mailbox capacity. The IT help desk routinely handles requests to locate lost files or older versions of shared files for mobile device users.

Hitachi Data System needed to ensure availability of the most current information from anywhere and any device, at any time. Granting the appropriate access is also essential for securely sharing files among internal groups, partners, contractors and other entities. Choosing the wrong BYOD

solution could mean storing and managing redundant content across countless file servers, user devices, archives, backups and content management systems. In some cases, there might be hundreds of copies of the same file. The correlating costs would increase, too.

So Carter faced the dilemma of how to embrace enterprise-wide BYOD mobility while protecting data from loss, theft and noncompliance. “We had to come forward with a solution that would give us confidence that we were sharing information in a very encrypted and secure manner, and following all the governance requirements we had for audit. It was equally critical to drive down costs while providing new capabilities,” he says.

The CIO and his team made it their mission to build a solution that would satisfy the work culture while protecting data in all formats, all locations, everywhere and anywhere. Mitigating risk and optimizing costs would balance with advanced features, such as self-service portals and business policy alignment. And, if the solution were to succeed, it would need to be as easy to use as any of the unsanctioned, publicly available storage services on the market.

### The Solution: HCP Anywhere for Enterprise File Sync and Share

Strategic in his focus for the company, Carter’s vision is to increase information accessibility and integrate systems management through the use of existing technology whenever possible. He was instrumental in creating theLoop, a popular internal ecosystem of online communities that gives Hitachi groups a way to share information during the development of products and services. The Hitachi CIO and his crew now turned their collective attention to delivering the best file sync and share solution.

The result is Hitachi Content Platform Anywhere, a highly intelligent and versatile innovation that brings secure mobility to the enterprise. Designated for use by client and mobile devices, this integrated file sync and share solution enables seamless collaboration, compliance and security.

### Immediate Access and Agility

HCP Anywhere grants immediate access to files without constraints of file size or mailbox limits, and modernizes how data is shared. End users download the HCP Anywhere app, which automatically syncs to all registered devices and becomes available via Web browsers. Then, they simply save their work to their HCP Anywhere folder.

Files can be sent by emailing a link to an online location rather than bothering with attachments and erroneous versions. The problem of sending the wrong version or losing important file changes disappears because the link always points to the latest version of a file and previous versions can be recovered. Sending links instead of attachments helps to drastically reduce email storage and network payloads. A self-service portal allows users to manage and store their own content instead of queuing for the help desk.

“The self-service aspect of HCP Anywhere is a very effective, low-cost way to solve the problem we had. Employees are in control of their information, of the devices they want to use, and where they want to access that information,” explains Carter. “It’s a great win for us. It provides this new capability for users, gains the agility we were looking for, and, in fact, drives down our total cost of operation and ownership for the files we need to share.”

### Secure, Integrated and Sanctioned

For IT, HCP Anywhere facilitates universal control of the data, with automated

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policy management, compliance practices, advanced encryption and Internet-hardened features. Audit logging, user authentication and policies control access to information. Built-in mobile device management (MDM) simplifies administration even more, so administrators can remotely manage device configurations, data wipes and troubleshooting. Being fully integrated with Microsoft® Active Directory® allows IT to remotely add and manage large numbers of users, and import user permissions. With HCP Anywhere, even data compression and deduplication are simplified.

HCP Anywhere takes advantage of its object storage sibling, Hitachi Content Platform (HCP), for reliable backup, mobile computing and cloud enablement. Capable of transparently moving data from and to wherever it needs to be, HCP adeptly orchestrates all levels of service and day-to-day IT operations for content throughout the data lifecycle. Employees store content from theLoop and from HCP Anywhere in Hitachi Content Platform.

"HCP Anywhere is one of our great solutions. It really solves the complex issues that enterprises can have around mobility and compliance," explains Carter.

"We have a very mobile workforce in over 50 countries. HCP Anywhere supports any device and operating system, which allows users the freedom to work from their own phones, PCs, [Apple] Macs or tablets, and to access the files they need in a very secure, compliant and timely manner."

**Secure Your Content White Paper**

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## The Benefits: Do More and Spend Less

HCP Anywhere opens up a whole new era of mobility. Employees have a greater spectrum of tools for sharing and collaborating in ways that were not available in the past. BYOD mobility gains new stature as a secure and sanctioned method for conducting business.

### Rapid Rollout and Rock-Solid Performance

The first subscribers to HCP Anywhere were Hitachi employees. With an aggressive rollout, HCP Anywhere quickly became indispensable to Hitachi workers. "We hit an early adoption rate of 93% and employees have shared over 4 million files so far.

Innovation is the engine of change, and information is its fuel. Innovate intelligently to lead your market, grow your company, and change the world. Manage your information with Hitachi Data Systems.

**INNOVATE**  
WITH INFORMATION™  
[www.HDS.com/innovate](http://www.HDS.com/innovate)

## NOW AVAILABLE: HCP ANYWHERE FOR ENTERPRISE INNOVATION

HCP Anywhere is the industry's first fully integrated and on-premises file sync and share solution for the enterprise. Bring global BYOD mobility to the forefront, with:

- Secure, user-friendly file sharing and collaboration.
- Accessibility from anywhere, at any time, on any device.
- End-to-end IT control, visibility and efficiency.
- Easy setup, deployment and management.
- Lower TCO and reduced costs.
- Support for public and private cloud policies.

For more information, visit [www.HDS.com](http://www.HDS.com) or contact a Hitachi Data Systems representative to download a free HCP Anywhere 60-day trial.

Equally impressive is the zero downtime, from beta testing to the present time. HCP Anywhere has performed to all expectations," says Carter.

### A Win in the Workplace and Beyond

For Hitachi teams working directly with customers, HCP Anywhere is aiding with new wins. "Everyone at some point has experienced the nightmare of standing in front of a customer, prepared to present, only to have the technology fail. I have heard from sales reps and other employees who underscored the value of HCP Anywhere in such a circumstance. All they had to do was find a browser and pull up the right information at a critical moment and win the business," he mentions.

For teams that work with partners and outside vendors, HCP Anywhere allows them to better collaborate and share information. The days of file-size limitations in email, shipping DVDs or thumb drives, and using FTP sites or virtual private networks are over.

Similarly, if an employee loses a mobile device, his or her information is available just by logging on to another device or browser. "It's great to hear these exciting success stories and how we have been able to bring about greater efficiency, agility and effectiveness for our workforce," he furthers.

### Fewer Files to Store and Manage

HCP Anywhere files are deduplicated, compressed and backup-free. Files are shared via hyperlink not attachments. Consequently, far fewer files move through email, the network and individual user devices. "It means a significant reduction in the total capacity required to support data assets. HCP Anywhere has already helped us shrink file storage by 4TB, which works out to a 48% reduction. And we need less administrative cycles to manage the files. So we have new file management capabilities, better control and less time spent," Carter continues.

### Cost Optimization and Efficiency

HCP Anywhere stimulates the next generation of efficiencies for better ways to work, innovate and save. "One of the biggest surprises with HCP Anywhere was the savings realized by reducing the workload on our internal IT staff. The volume of calls to the help desk has dropped significantly now that employees rarely need help finding lost files. Registration, training and troubleshooting also goes way down because of the self-service features built into HCP Anywhere. It's a win for a CIO when you can do more, spend less and delight the customers you serve," Carter concludes.

 **Hitachi Data Systems**



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