

## Maximize IT Supporting Quotes

### **Advanced Systems Group:**

“Hitachi Data Systems has set a new standard for flash with superior data integrity and media longevity for enterprise workloads. The inline write compression not only extends the devices life but also speeds formatting, improving time to production and overall storage economics. As a longtime partner of Hitachi Data Systems, we continually appreciate the company’s ability to deliver best of breed technologies that incorporate nondisruptive feature enablement, allowing our customers to meet their service level agreements.”

– *Dusty Smith, chief architect and principal engineer, Office of the CTO*

### **Brocade:**

“Today’s announcement further demonstrates HDS innovation in enabling IT to use data to improve decision-making, accelerate time to market, and increase staff efficiencies. As part of our long-term strategic partnership, we are excited that Brocade Fibre Channel and Ethernet fabric-based networking solutions will be deployed as a highly resilient and scalable foundation for HDS new storage and converged infrastructure solutions, allowing enterprises to maximize the performance, efficiency and economics of their IT environment.”

– *Charlie Leeming, vice president, OEM Data Center Solutions*

### **Chi Corporation:**

“IT will achieve considerable capacity efficiencies with Hitachi Data Systems primary storage deduplication while still delivering the storage service quality that customers expect and demand.”

- *John Thome, Jr., executive vice president*

### **Credocom A/S:**

“Credocom A/S selected Hitachi Unified Compute Platform as a primary offering for our data center customers based on its vision and potential to simplify management and reduce costs. Using Microsoft® System Center or VMware vCenter as a single tool to deploy new servers can mitigate the administrative cost of managing several disparate storage and network tools, and frees up experts to focus on new applications and projects. UCP solutions are spot on in that respect.”

- *Thomas S. Grønne, CEO*

### **Luminate:**

“When compared to other technologies, Hitachi Data Systems latest offering of accelerated flash offers two times the performance, two times the efficiency and two times the value. At Luminate, part of our job is to understand such leading technologies and allow our customers to reap the benefits. We continue to see impressive innovation from Hitachi Data Systems and this latest offering around maximizing your IT is just another example of this.”

– *Terry Murray, Storage practice manager*

### **Mainline:**

“The new Hitachi Unified Storage VM system offers greater flexibility by offering customers the choice of internal or external storage with virtualization plus multiple levels of performance devices all the way up to a specialized Hitachi Accelerated Flash tier. With centralized storage

services and inherent Hitachi Unified Storage support we can now address the most complex of issues while delivering a single storage management system that simplifies our customer's environment.”  
- *Bob Elliott, vice president, Storage Solutions*

**Microsoft:**

“Hitachi Data Systems has a long-standing relationship with Microsoft and was an inaugural participant in both our Private Cloud Fast Track and Fast Track Data Warehouse for SQL Server® programs. Hitachi UCP Select for Microsoft Private Cloud version 3 builds on its experience with Microsoft private cloud implementations and helps our mutual customers transform their data center operations with the latest Windows Server® 2012 and System Center 2012 SP1 technologies.”

- *Eugene Saburi, general manager, Cloud OS Marketing, Server & Tools Division*

**Nikoyo Electronics System Co, Ltd.:**

“Hitachi Data Systems has reengineered Hitachi Unified Storage VM to provide the highest level of all-flash performance. Customers no longer need to choose between a system that can support blazing all-flash performance, and a highly functional tiered storage array. HUS VM can do both. We think customers are really going to respond to this best-of-both-worlds approach, which increases flexibility and allows them to build the environment that is right for them.”

- *Teng Ruo-bo, chief technical officer*

**United Electronics Co., Ltd.:**

“Customers are keenly interested in raising application performance with all-flash systems but have had questions about the reliability, trusted functionality and long-term viability of many all flash systems available today. We’re excited to offer Hitachi Unified Storage VM to our customers as a real game changer in this market, providing them the confidence to deploy flash for their most important environments.” - *Wang Hai-jun, general manager, Information System Business Department*

**ViON Corporation:**

“Built from a robust portfolio of enterprise-class compute, storage, and networking infrastructure, Hitachi Universal Compute Platform allows our clients to realize a much faster time to value than they would with traditional point-product infrastructure that is often integrated on-site. Hitachi UCP Director, the crown jewel of the UCP Pro offering, furthers this value by providing fully integrated physical and virtual infrastructure management – all from within the familiar interface of VMware vCenter. Our clients can now orchestrate their physical infrastructure as easily as they orchestrate their VMware virtual infrastructure.” - *Tom Frana, president and CEO*

**VMware**

“With the latest updates to Hitachi Unified Compute Platform Pro for VMware vSphere®, we continue to provide our customers with resilient and flexible solutions for the software-defined data center. New features in the UCP Director software – improved monitoring, performance tuning, federated management and nondisruptive firmware upgrades -- can provide our joint customers with lower total cost of ownership and help reduce administrative costs. Key features, such as data protection and replication are built in, empowering enterprises to easily protect their business-critical applications.” - *Parag Patel, vice president, Global Strategic Alliances*

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