

## CIO to CIO File Sync and Share: There's Too Much at Stake to Compromise

Support Workforce Mobility to Share Files While  
Retaining Control of Intellectual Property

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### Data Mobility and Control: Can a CIO Have Both?

Whether they are traveling across town or across the globe, today's tech-savvy employees increase their productivity and connectedness with numerous personal devices. The potential for collaboration through these devices is so great that employees often solve their file sharing needs through publicly available cloud storage services. This is a practice that places sensitive information outside the control of internal IT and raises red flags for a chief information officer (CIO). I've experienced this first hand.

I've seen fellow CIOs approach data mobility in 2 ways. Some choose to ban both the use of personal devices and the use of consumer cloud-based storage facilities for conducting corporate business. Others acknowledge this phenomenon and create bring-your-own-device (BYOD) programs that allow file syncing and sharing across devices and platforms. While BYOD programs can increase productivity and job satisfaction, the trade-off is usually increased cost and complexity for enterprise IT. That makes the choices few: You can embrace BYOD or you can ban it. Doing nothing is not an option.

### Raise the Bar on File Sync and Share

Hitachi Data Systems operates in a mobile, BYOD environment where 7,000 employees in 50 countries work from corporate PCs and Macs as well as from personal devices, including tablets, iPhones, iPads and Androids. Sharing files from all of these devices is a necessary part of competitive strategy, sales, product development and marketing at HDS. Until recently, it was also a source of frustration for employees and for IT. Employees routinely went to the help desk to locate lost files or older versions. When files were too big for email transmission, they used external cloud services to share them.

The challenge for us was that the information our employees were sharing was our most sensitive data: price lists, product design and collateral for a new solution. It's not possible for IT to ensure the safety of intellectual property when it's subject to the changeable rules of an outside file hosting service. We needed enterprise-class security and controls that were missing from file hosting services, especially those intended for sharing family photos and other personal information.

We had many requirements for a file-sync-and-share solution and we weren't open to compromise. This was especially true when it came to accessing and sharing large files in a secure and compliant manner. To be widely adopted by our employees, the solution needed to support all operating systems and devices. It also needed to be as easy to use as the publicly available storage services it replaced. Finally, it had to fulfill needs we share with all organizations: to drive down costs while providing new capabilities.

We looked at many file-sync-and-share solutions on the market. But none of them could satisfy our requirements for security, agility and cost-effectiveness. Handing over control to an outside entity was not acceptable and operating a standalone solution wasn't efficient. So, we set out to build an in-house platform that would work with all of our content mobility solutions and ensure a single, extremely scalable, adaptable and integrated environment.

### Extend Mobility to Data and People

We needed to create a file-sync-and-share software for use on clients and mobile devices. Like other solutions in our Hitachi Content Platform (HCP) portfolio for content mobility, we wanted it to team with our object store to coordinate the storing, sharing, syncing, protection, analytics and retrieval of file data. It had to plug into our existing environment and look like another file location on employees' browsers. And it needed to let us manage files across a wide constituency.

It was essential to create a solution that went to the heart of the problems today's workforce faces. It had to give employees immediate access to files without bandwidth constraints or concerns over file size, version control or clogged mailboxes. Rather than sending an attachment, a user could now email a hyperlink that always points to the most recent version of a file. And a version control system would reduce the chance of losing important file changes. The file could be marked private or public, have security access code, and have a date access limitation.

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## SECURE DATA IN THE CLOUD

When moving data to a public cloud is the right solution for you, Hitachi Content Platform can help you set up the policies you'll need to transfer appropriate information to the cloud of your choice. The big win for a CIO is the control you get when you use HCP to govern information and extend that governance to users' data with Hitachi Content Platform Anywhere. We believe you should be able to move your data where you want when you want, and we provide the single-pane-of-glass control you'll need to suit your organization's circumstance.

With Hitachi Content Platform metadata, we would know where any of our content is and track it and apply policies against it. All the security and data integrity features of HCP could then apply to files in the new solution, including built-in data encryption, passcode enforcement, write once read many (WORM) and RAID-6.

It was also important that over-the-air programming capabilities would include remote device configuration, remote data wipe and remote troubleshooting. Full integration with Microsoft® Active Directory® would ensure administrators could easily import user permissions. For efficient storage administration, we'd need to make sure that files were deduplicated, compressed and backup-free.

### Big Payoff for Our Employees and IT

We created Hitachi Content Platform Anywhere (HCP Anywhere) to open up a whole new era of usage, where our employees could work on devices from locations that were not possible just a year ago. HCP Anywhere has paid off for us quicker than we expected. Almost 6,000 HDS workers have subscribed and have shared more than 5.5 million files so far. This is a huge win for us in terms of being able to share very large, very complex

files that you couldn't email in or out in the past. We now have the ability to safely and efficiently share these files with a whole universe of users within our system.

With HCP Anywhere, we've reduced file storage by 4TB or nearly 50% and made significant reductions in the overall cost of storage management. We've also provided new file management capabilities to users in the area of version control. Our savings go beyond pure physical storage: HCP Anywhere saves us internal IT labor, and it reduces labor as we go about our daily business.

Perhaps the greatest surprise has been the savings we realized by reducing the workload on our internal IT staff. The volume of help desk calls has dropped significantly now that employees rarely need help finding lost files. The self-help features of the software also free our help desk from registration, training and troubleshooting tasks. Integration with industry-standard tools in our environment and the ability to programmatically control complex audit procedures add still more efficiencies.

Our internal rollout of HCP Anywhere has been consistent with Hitachi quality control: rock solid, with not even a minute of downtime. Even a lost or malfunctioning mobile device isn't likely to stop productivity or

interfere with a sale, because employees can get at their information as soon as they can access another device. As a CIO, it's a win when you can do more, spend less and delight the customers that you serve.

### It Works for Us. It Works for You.

Offering your mobile users the tools to increase productivity and respond quickly to opportunities should not require giving up security and control over your intellectual property. At HDS, we weren't prepared to make a compromise of that magnitude. We wanted attractive features, top-notch data protection and control, and a solution that leveraged existing investments.

HCP Anywhere turned file sync and share from a shadow IT solution to a secure, compliant and company-approved activity. And it won the unqualified approval of our employees and IT staff. Now, we can mobilize our data and govern it too. We can synchronize data across devices, and ensure secure, compliant and timely file sharing across many geographies. And we keep the cost of program administration and file storage to a bare minimum.

With HCP Anywhere, we didn't have to compromise, and we don't think you should either.

## PROTECT YOUR ORGANIZATION WITH INTEGRATED MOBILITY SOLUTIONS

Here are a few high-level benefits of Hitachi Content Platform Anywhere that you might want to consider.

### 100% Private

HCP Anywhere is a fully private solution with no elements of control or storage running outside your data center. In many sync-and-share solutions, the files may be in your data center but the activity logs and user registrations (who your users are and what they are doing with data) are elsewhere. This brings up security and compliance concerns that many CIOs can't afford to overlook.

### Fully Integrated

HCP Anywhere plugs right into an existing HCP environment, so you can have an integrated set of solutions for mobilizing your data. You don't have to cobble together a standalone solution or worry that upgrades to the object store will impact the operation of your sync-and-share tool, open vulnerabilities or disable your permissions. Rather than owning an object store from one vendor, a sync-and-share tool from another vendor, and an on-ramp to the cloud from a 3rd vendor, you can assemble these solutions in a sensible way and maintain them over time.

### Analyst Approved

HCP answers your security concerns. Just ask the top analysts, who give HCP high ratings as an object store and the highest security ratings of any vendor. When you select a solution from Hitachi, you don't have to worry that your solution won't be around in a few years. HDS has been a privately held company for 100 years with a reputation for quality across its product lines.

## Hitachi Data Systems

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