

# Hitachi Cloud Strategy, Enabling Technologies, and Solutions

## WebTech Q&A Session, May 21, 2013

**1. You mentioned cloud economics. Some vendors in the marketplace offer cloud storage at very low prices. Do you plan on being competitive with other vendors?**

Our cloud pricing is designed to be competitive, but offers the added value of our cloud-ready, enterprise-proven platforms and technologies.

When assessing the economics presented by a cloud provider, be sure to evaluate the true costs of working with them. Questions to ask include: What will it cost to have the professional services I need to use the offering for my specific requirements? What additional equipment or software is required? How do network costs affect total costs? Are there extra charges for GET, PUSH, and POST requests?

A low price posted on a web site may not tell the whole story, and the provider should explain the real costs of using their solution. Hitachi Data Systems offers pricing that is clear and easy to understand and highly competitive, and that minimizes billing surprises.

**2. To explore any of the offerings available through partners, do we work directly with HDS?**

Hitachi Content Platform (HCP) and Hitachi Content Platform Anywhere (HCP Anywhere) are available through our channel partners. HDS is in the process of determining how we will work with partners to offer our cloud services. For the time being, work through your channel manager or HDS partner.

**3. How do you integrate with other hosted clouds?**


HCP now has an S3 interface that enables applications in other hosted clouds that write to this interface to take advantage of private clouds built with HCP at the core. Hitachi Cloud Services offer a RESTful interface for integrating with enterprise applications that reside outside the organization.

**4. Will the off-premise HCP cloud have service level agreements?**

Yes. Our offsite hosted Cloud Services are based on highly competitive SLAs linked to uptime commitments and levels of data protection.

**5. HCP is the content based storage platform; how is that platform helpful for cloud services?**

HCP provides multi-tiering, a key capability for implementing cloud solutions. The new S3 interface means that cloud-based applications that write to this interface can store data on a cloud containing HCP. For service providers, the interface can be made to look and feel like the service provider's own. With the platform's enhanced and powerful metadata capabilities, users have the ability to use



powerful queries to find, access, and use data and content. In this and other ways, HCP is a powerful, efficient, and economical storage platform for the cloud.

**6. Will Cloud Services have tiering?**

Our cloud solutions all include a file-tiering service. We understand the value of file tiering when having to use expensive primary storage to store infrequently used files. Acquiring additional NAS storage can be expensive; our file-tiering capabilities allow for the reduction of NAS content by tiering to our clouds. File tiering can accommodate a variety of tiering policies and can automate the tiering, movement, and management of data.

**7. Will you have cloud services available in Canada? If yes, when?**

Today, HCP and HCP Anywhere are available worldwide. HCP is a key part of the core infrastructure of all HDS cloud solutions, and customers can use it to build private clouds as well.

Hitachi Cloud Services, our hosted offsite cloud, is available only in the U.S. today but will be available in other countries over the coming year, based on demand. Cloud Services will also be offered through resellers sometime after the end of September, 2013; a plan involving specific resellers and geographies is currently under development.

Hitachi Cloud Services Connection, our IaaS and SaaS cloud solution for small- and medium-sized enterprises, is available through resellers in some APAC countries. As of today, we have no plans to expand this beyond the APAC region.

As part of our Hitachi Cloud Service Provider Program, we are in discussions with potential partners in Canada. We will make announcements if any new partnerships develop.