

»»» Information
Solutions Guide

August 2013

DISCOVER TRUSTED CHANGE DATA FLEXIBILITY
COMPETITIVE RESULTS SOCIAL INNOVATE PART
STRUCTURED DATA INFORMATION REAL-TIME

How do you make your organization remarkably successful?
Imagine the Possibilities.

Imagine transforming your business with the agility and innovation that you know is within reach.

Imagine all your data as highly relevant, usable information that helps you cultivate meaningful insights, business value and new opportunities.

Now imagine anywhere anytime access to that information: faster, easier and better.

Can you picture it?

Hitachi Data Systems already has.

INNOVATE
WITH INFORMATION™



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Our Vision: Create a Better World Through Social Innovation Technologies

Innovation is the essential engine of positive change: for your business, for your customers, for the world. We believe that information is the fuel to power that innovation. Hitachi Data Systems and all the companies of Hitachi, Ltd., are explicitly intent on helping you innovate intelligently.



Envision Your Success

When you have a vision for how you want to move forward, good things can happen. Hitachi Data Systems is at the ready to fuel your momentum.

So, how do you turn your business data into business opportunity? Our technology, services and expertise will help you innovate with information in the ways that matter to you. Our strategy unites technologies and solutions with industry-focused applications so you can derive the most value from your information. With easy access to the right information in the right places, your organization is able to encourage fresh thinking and new approaches for greater competitive advantage and social good.

It's greater insight on the fast track.

See that we're all connected. People. Companies. Society. Our planet.

The sum of the whole is greater than its parts. For more than 100 years, the Hitachi corporate credo has been "contributing to society through the development of superior, original technology and products." Today, we call it the Social Innovation Business.

Our company is focused on bringing the world's ecosystems, people and infrastructures into harmony for a more sustainable future. We define the social innovation business as establishment of an IT-based, advanced social infrastructure that ensures balance between the economy and the environment. We create value by finding new ways to integrate technologies and social systems with the power of information for accelerating social innovations.

"In clear terms, Jack Domme laid out what the HDS part of the conglomerate means by 'Innovate With Information.' ... This looks like a play that has merit and it feels to have a decent chance of success."

—Mark Peters, Senior Analyst, Enterprise Strategy Group

Gain New Insights and Keener Perspective

We've all seen how technology continues to renovate the ways we do business and change the world we live in. And we know data is changing how we do most everything. Working smarter means eliciting more intelligence from data, regardless of age, location or perceived value.

We believe we have the right mix of capabilities and infrastructure so you can leverage information as a strategic, competitive asset. Our solutions unify all data to capture, automate, manage and use information for rapid results and fresh innovation.

Believe in Results

Fueling your innovation takes a solid plan. We have a proven and integrated approach to get you to your destination on time.

We start by combining infrastructure, content and information into a strategy. Then, we integrate these technologies with vertical industry applications. Next, we apply decades of expertise deep and wide across markets to help you turn your data into actionable information.

FROM THE INFRASTRUCTURE

Finding an intelligent evolution for your digital universe begins at the infrastructure layer. Here is where you expect to find the technologies to give you what you want: clean, nondisruptive data mobility for the foreseeable future and beyond.

Hitachi offers a complete spectrum of innovative and reliable virtualized infrastructure to manage your big or not-so-big data. Our technologies and solutions free data from its physical hardware or media for unobstructed on-demand movement, migration and management.

WITH THE CONTENT

When data is free from its applications, you can more easily index, search, discover and integrate independent applications. Gaining on-demand access to content and governing it forever becomes simpler with archiving as a service.

TO THE INFORMATION

Perhaps the future of IT lies in the information layer, where data is transformed into valuable information and insight. No matter its format, age or location, data must become agile. Only then can you make boundless strides with business intelligence, big data, analytics and integration.

Join the more than 80% of Fortune Global 100 companies that use our integrated solutions to uniquely gauge, grow and go in their own right direction.

Whether you want to grow the organization or change the world, we are the trusted partner who'll get you to your next big thing.



Real Customers, Real Innovation

So many Hitachi customers are solving complicated issues, probing new markets, or pioneering new ground in their respective marketplaces by innovating with information.

Illumination Mac Guff

From storyboard to box office, Illumination Mac Guff produced Dr. Seuss’s “The Lorax” in significantly less time and a fraction of the budget required for most feature-length, fully animated films. The innovative movie studio developed an agile information management system that supports hundreds of artists, faster creative workflows, and 190TB media production.



Tokyo Stock Exchange

The Tokyo Stock Exchange launched a high-speed index service to capture stock fluctuations in 1/100th of the time of the previous system. Real-time streaming data technologies help the Tokyo Stock Exchange innovate with information more quickly and accurately. Because the index reflects immediately actionable best quotes, investors can trade with far less tracking error or deviation.

Saint Elizabeth Hospital

At Saint Elizabeth, anytime access to medical data is vital to support millions of home healthcare visits each year. With an overarching IT strategy that ensures resiliency and consistency across its data enterprise, as well as reducing its technology footprint, Saint Elizabeth provides anywhere-anytime access to information. The hospital realized a swift return on investment (ROI). Patients and staff benefit from improvements to the customer experience and reductions in the time to complete administrative tasks.



Gulf JP

Gulf JP generates electricity in Thailand and recognizes the necessity of uninterrupted power for the region’s economy. Avoiding unexpected outages is paramount to ensuring its customers’ 24/7 industrial operations and business confidence. With innovative technologies and reliable intelligent storage, Gulf JP carefully safeguards information systems for continuous access to mission-critical data and processes.

WESTERN WATER AUTHORITY

Australia’s Western Water authority runs an ambitious and innovative smart-meter program across the state of Victoria. The authority provides water to growing populations and regional deserts, and uses the 150,000 smart meters to better understand water usage. One of the ways that Western Water is using the collected data is to develop educational materials and drought information for the state’s population.



We’re with you every leap of the way.



40 TERABYTES
GROWTH
PER YEAR



150,000
SMART METERS
INSTALLED



SUSTAINABLE
WATER
STRATEGY

Find out more about how [Hitachi and Hitachi Data Systems support social innovation.](#)

Maximize IT for Real Business Advantage



Having a Busy Day?

Whether you're trying to improve decision-making, accelerate time to market or increase efficiencies, capitalizing on IT is essential for business advantage. Using traditional approaches to building and managing your IT infrastructure no longer seem to make economic sense.



Our Checklist for Next-Gen Business Advantage

You understand how information drives innovation. Now, Hitachi Data Systems wants to help you maximize IT to meet your goals and lighten your load. Maximizing IT enables you to:

- Accelerate insight.
- Improve decision-making.
- Free-up resources.

By accelerating access to information, you glean clear-cut insights sooner. When all the information is readily available, you'll be able to drive better business decisions. In turn, your organization's enhanced decision-making acumen quickly leads to competitive

advantages and revenue opportunities. When you free up resources, IT is empowered to focus on strategic initiatives rather than being reactive or bogged down.

Succeed With Next-Gen Platforms

Achieving the most from IT depends on performance, efficiency and economics. Hitachi platforms exploit these must-haves with potent technologies to help you command greater business value.

- Improve service level agreements (SLAs).
- Deploy applications faster.
- Simplify with automation.
- Speed business response time.
- Lower capital and operating expenditure (capex and opex).
- Gain infrastructure efficiency.
- Improve time to market.
- Increase staff productivity.

Hitachi Accelerated Flash

Hitachi Accelerated Flash provides a performance layer of flash that will dramatically speed up multi-application and virtualized storage environments. Our unique approach to flash density delivers a lower cost-per-bit than commodity solid-state disk (SSD) solutions, which can also result in significant environmental (power and cooling) savings. This integrated combination of hardware and software delivers industry-leading density, durability and performance.

- Maximizes performance to deliver faster access to data and accelerate applications.
- Maximizes efficiency by consolidating more data in less space to increase utilization.
- Maximizes economics by reducing cost and increasing application service levels.

INNOVATION RESOURCES: MAXIMIZE I.T.

- White paper: [Maximize IT for Real Business Advantage](#)
- Infographic: [Maximize IT With the Turbo Power of 3](#)
- Website: [Maximize IT](#)

Hitachi Accelerated Flash is available for the following products:

- Unified Storage VM
- Virtual Storage Platform

The Hitachi Unified Compute Platform portfolio includes:

- Unified Compute Platform Select for VMware vSphere with Cisco Unified Computing System
- Unified Compute Platform Select for Microsoft® Private Cloud

The Hitachi Unified Storage family and the gateway Hitachi NAS Platform family portfolio includes:

- | | |
|-----------------------|---------------------|
| ■ Unified Storage VM | ■ NAS Platform 4100 |
| ■ Unified Storage 150 | ■ NAS Platform 4080 |
| ■ Unified Storage 130 | ■ NAS Platform 4060 |
| ■ Unified Storage 100 | ■ NAS Platform 3090 |
| | ■ NAS Platform 3080 |

Hitachi Unified Compute Platform

Hitachi Unified Compute Platform solutions drive greater business velocity, with custom-built certified solutions that accelerate applications and efficiencies. Ideal for mission-critical workloads, these converged infrastructure solutions combine best-of-breed storage, server, networking and software management in fully integrated packages. Deploy quickly, benefit faster.

- Maximizes performance with automation and flash-optimized applications.
- Maximizes efficiency with rapid turnkey deployment and production-ready system.
- Maximizes economics with flexible provisioning and better ROI.

Hitachi Unified Storage Family and the Gateway Hitachi NAS Platform Family

Consolidate file sharing and manage data growth with Hitachi Unified Storage systems and gateway Hitachi NAS Platform systems. The new and enhanced family of unified and gateway products comes fully loaded with intelligent data services, such as dynamic provisioning, tiering, virtualization, snapshot cloning, replication and cloud infrastructure support. High performance, exceptional scalability and accelerated deduplication help you boost utilization and simplify throughout the data center.

- Maximizes performance with highest IOPS and processing power.
- Maximizes efficiency by reclaiming up to 90% of existing storage capacity.
- Maximizes economics with lower capex and opex.

Your Cloud, Your Way

As data becomes a strategic asset for insight and innovation, it's a great time to consider extending IT to the cloud. Whether your organization needs to better control data and budgets or wants to offer services to customers, Hitachi Data Systems is here to help you stretch and relax.

We have the most integrated portfolio of cloud platforms and services for the end-to-end cloud solution that best meets your unique needs. Do you want a private cloud that resides inside your IT walls and is built on infrastructure you control? Or maybe your organization is looking to cut capital expenses and move to a cost-friendly hosted, managed cloud solution? Maybe you need a trusted partner to assist you with a smooth transition to cloud.

In the crowded cloud space, Hitachi Data Systems stands apart:

- **Enables** and seamlessly bridges enterprise IT attributes into the cloud.
- **Delivers** SLA-based infrastructure services with elastic consumption.
- **Partners** with service providers and independent software vendors (ISVs) for vetted, value-add cloud services.

Our infrastructure, content and information cloud solutions will inspire your transformation. Let us wow you with unparalleled flexibility and choice to meet a wide range of cloud requirements and deployment models. We want to support your cloud your way.

Build Your Own Integrated Cloud

If you are embarking on a private cloud implementation, you are probably interested in safeguarding your organization's data. Security and compliance are paramount. Promoting better utilization and agility is essential, and you want the benefits of delivering IT as a service.

Whether you build your own cloud or ask us to help, leverage peerless Hitachi reliability and innovation with complete control. Our technologies deliver cloud-ready capabilities and

proven workload-specific converged infrastructures, including:

- Multitenancy.
- Chargeback.
- HTTP protocols.
- MFS/CIFS on-ramp.
- Private file tiering and file serving.
- Storage virtualization.
- Microsoft® SharePoint® archiving.
- File sync and share.

Let Hitachi Manage for You

With Hitachi managed services solutions, you can take advantage of the benefits of private cloud without owning the hardware or managing the cloud. Our on-premise infrastructure-as-a-service resides in your data center. We set up a utility-based consumption and billing model for storage and backup, so you pay only for what you use.

"The latest cloud storage infrastructure additions from Hitachi Data Systems should help accelerate the adoption of cloud-based storage models as they simplify the design and management of cloud infrastructures, provide a secure multitenant storage core that allows each tenant to govern storage and data management policies via discreet SLAs, and present storage consumers with limitless on-demand storage capacity.

HDS is giving service subscribers an on-ramp to the cloud that doesn't require them to rewrite applications or commit to forklift overhauls of their existing IT operations; service providers get a single point of control to manage petabytes of data, files, and media resources associated with a wide range of distributed users and business demands. All of this is done via a wide variety of solutions that let users ease into a cloud storage model at the pace they choose."

— Terri McClure, Enterprise Strategy Group



How can we help you extend your enterprise?

Hitachi Cloud Partnerships
Ask about our cloud partner programs, designed with your special needs in mind.

We provide worldwide, elastic, on-demand capacity, tailor SLAs to different business demands, and commit to a service catalog. Also, we offer file tiering, file serving and SharePoint archiving services. We own the assets and all the operations are out-tasked to us. You profit from the capex cost savings of a public cloud solution but retain control of the infrastructure and data.

Hitachi Hosted Cloud Services

Hitachi Cloud Services is a hosted, off-premises cloud solution that we fully manage and host. The cloud infrastructure is built on our enterprise-grade IT products and technologies. The burden of supporting cloud is entirely removed from your shoulders. We provide all the features you'd expect from a public cloud, including utility-based consumption and billing, and adjustable on-demand capacity.

Choose our hosted cloud as a means to avoid capex and overhead while extending your enterprise to securely accommodate unstructured data growth. We'll support provisioning of file services to remote and branch offices, too, for lower investment expenses.

Hitachi Cloud Service for Content Archiving delivers several important cloud services: file tiering, file serving and Microsoft SharePoint archiving. Rather than constantly feeding pricey primary storage or dealing with big backup, let us help you reduce primary NAS content by tiering to our hosted cloud service. File serving capabilities cost-effectively provide workload delivery and file retrieval to distributed users without additional storage. Use SharePoint archiving to reduce your Microsoft SQL Server® database and SharePoint sprawl.

INNOVATION RESOURCES: CLOUD

- Website: [Hitachi Cloud Solutions](#)
- Video: [Hitachi Content Platform Anywhere](#)
- White paper: [Introduction to Object Storage and Hitachi Content Platform](#)
- Infographic: [HCP Anywhere](#)
- Gartner Report: [Who's Who in Object Storage](#)

Capitalize on Big Data

When it comes to overcoming data challenges, the only constant is change. In the realm of big data, we’re talking “paradigm shift.” Don’t let big data worries slow you down. Hitachi offers a practical pathway to understand, influence and evolve big data: today and for tomorrow.

TARGET

With seismic portions of content often too difficult to manage, big data has become a constantly moving target. Doing right by your data means mastering control over unprecedented changes in its volume, variety and velocity to gain valuable insights.

We understand big data and that it will evolve tomorrow, because we built the machines that create it. Let us help you reach your end goals of increased revenue, better efficiency and ROI, and more customers.



UNDERSTANDING

How We’re Addressing Big Data Today

Gaining traction with big data starts by understanding that it is more than technology. Big data demands a new level of collaboration between business and IT, and it requires people with crack-erjack analytical skills. The technology, however, does need to orchestrate it all — with extreme scalability, performance, intelligence and flexibility. Using the right infrastructure to unify big data, to make it pliable, simplifies the intricacies of big discovery, search and analysis. Capitalizing on big data today allows you to be free to innovate for the future.

We’ve got you covered. Hitachi offers single-platform solutions to manage your big data priorities. Our platforms integrate infrastructure, content and information to cultivate pervasive intelligence from all your data. We use predictive analytics and pattern detection to unlock your content and gain importance beyond its original value. Our platforms uniquely leverage superior virtualization, data mobility, on-demand infrastructure and universal management. Let’s examine some of the Hitachi solutions that are ideal for your big data goals.

EVOLUTION

Evolve Big Data for Tomorrow

We recognize that big data is a journey. Capitalizing on big data puts within reach the creation of a better world with social innovation technologies.

Across the Hitachi, Ltd., family, our technologies, solutions and services enable customers like you to innovate with big data for the good of the planet. From cutting-edge systems that stimulate safe, healthy communities to advanced energy plants that promote low-carbon societies, Hitachi customers are developing ways to meet global changing needs.

We are here to help you capitalize on your big data for tomorrow’s innovations, today. Let our expertise and partnerships in both information management and intelligent infrastructure work for you. We aren’t just building the technology that enables big data. We are cohesively architecting the social infrastructure that will generate the machine data of tomorrow.

Evolve with Hitachi for your big data dreams.

Hadoop Reference Architecture

Hadoop is a software framework that processes massive amounts of unstructured and semi-structured data, and distributes the work across nodes in a server cluster. The Hadoop Reference Architecture from Hitachi is pretested and pre-integrated, yet customizable to fit any application. Our appliance is built to thrive in intense-scalability and high-availability environments. It is equipped with all the compute, network, storage and software necessary to build an end-to-end Hadoop solution for your big data enterprise.

Hitachi Unified Compute Platform Select for the SAP HANA Platform

The SAP High-Performance Analytic Application (HANA) provides rapid in-memory analytics and business intelligence for large volumes of structured data. Hitachi Unified Compute Platform (UCP) Select for the SAP HANA Platform converged infrastructure solutions make it go even faster. Our scale-out platforms set the foundation for high-speed analytics and high-performance transactional processing. We deliver UCP Select for SAP HANA as ready-to-deploy, so you can achieve an immediate return on investments. You gain greater velocity, deeper insights, better results.

Illuminate Enterprise Dark Data

Lurking across an organization’s endless data siloes is segregated, hidden or forgotten content. Unstructured content is perhaps the biggest untapped source of business insight, especially if data was stored for the sake of being stored. Bring enterprise dark data to light to uncover new intelligence from old content.

Hitachi Content Platform (HCP) and Hitachi Data Discovery Suite (HDDS) perfectly partner to help you shine a light on enterprise dark data. HCP untethers data from application silos to automate exceptional search capabilities and unveil intelligence through custom metadata. HDDS deploys enormous indexing functionality to search petabytes of heterogeneous storage in seconds. Together, they forge an unparalleled conduit to finding value in your big data.



INNOVATION RESOURCES:
BIG DATA

- Website: [Big Data Strategies and Solutions](#)
- Blogs: [Big Data](#)
- Analysts: [IDC — The Big Deal about Big Data in Oil and Gas](#)



Measure What Matters to Reduce Costs

You’ve done the math. Demand is growing for storage capacity and performance. Budgets are flat or shrinking. You now have a funding gap. It adds up to only one choice: reduce costs.

Find Your Business Value Formula

Cost reduction is more than price. Getting beyond the basic math means understanding the total cost of ownership. Have the right technologies to increase business intelligence and innovation while wringing out cost inefficiencies.

Justifying your infrastructure investments is critical, too. Today’s economy demands that IT support not only data growth but also business value. Financial purse strings don’t loosen for speeds and feeds anymore. The budget for new investments is won by expressing how opex will be reduced and capex deferred or eliminated.

There’s more. How are you readying your data center for the next big thing? Cloud? Big data? Ensuring you have the best-fit technologies and cost efficiencies prepares your organization for whatever endeavors you envision ahead.

Ready to Start the Financial Discussion?

Start the financial conversation with Hitachi Storage Economics. Our strategic framework promotes efficient and economically sustainable data centers. Get there faster, with a blend of financial metrics, calculable techniques and deep fiscal expertise. We swiftly help to illuminate efficiencies across 34 cost

categories that depict accurate hard and soft costs of your infrastructure. It’s the opening dialogue for real business value.

Let’s talk technology economics. We perform thorough feature-to-cost-reduction mapping and analyze benefits for specific technologies so you can provide the justification for new investments. Let’s talk about optimizing your data center foundation and how to capitalize on the long-term value of your storage purchases. Get in front of storage efficiency by having the right data on the right storage platform at the right time. Let’s talk about proven methods to reduce TCO and improve the return on assets.

We’re talking about getting to your next big thing, now.

The Math of ABCs

Our straightforward A-B-C strategy spells reduced costs, risks and complexities to support your innovation for years to come.

Archive First: A critical 1st step in cost reduction is to lessen the amount of capacity required for unstructured data environments. Reduce the total cost of capacity and administrative costs with smart archive technologies. Hitachi Content Platform (HCP) is ideal for highly aligned and automated content archival. HCP is a single online repository with open standards-based archiving management, built-in data reduction tools and data integrity designed to:

- Decrease storage requirements by up to 30%.
- Lower total capacity costs by up to 35%.
- Reduce storage management costs by 50%.
- Defer new purchases for up to 2 years.

Back Up Less: The 2nd step is to understand the “backup effect.” Once you have reduced data in, you can apply dynamic replication technologies and data protection levels to remove unnecessary backup buildup. HCP provides a backup-free, immutable storage format that does not need a continual backup cycle. It simply erases the customary accumulation of backup infrastructure and associated constraints to:

- Reduce total backup needs and costs by up to 60%.
- Reduce capex.

Consolidate More: The final step in this economic trifecta is consolidation. Eliminate performance, scale and cost issues typical of storage silos

and sprawl. Hitachi Content Platform or Hitachi NAS Platform support your consolidation needs with stellar capacity efficiency technologies. You gain intelligent tiering capabilities, improved return on assets and fewer points to manage across the environment.

- Lower TCO and storage complexity by up to 50%.
- Achieve capacity savings up to 90% with deduplication.

INNOVATION RESOURCES: STORAGE ECONOMICS

- Website: [Storage Economics](#)
- E-book: [Storage Economics for Dummies](#)
- Blog: [The Storage Economist](#)

ECONOMIC REVIEW OF HITACHI UNIFIED STORAGE VM

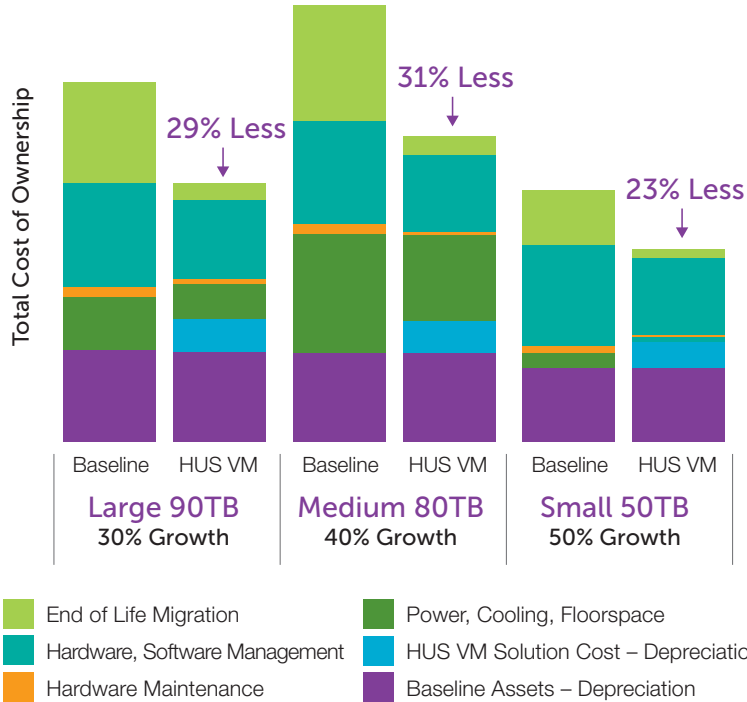
Hitachi Unified Storage (HUS) VM virtualizes, manages and unifies all data types on a single platform and helps to lower TCO by as much as 31% with:

- 40% reduction in costs for power, cooling and data center floorspace.
- 90% easier data migration.

Hitachi Command Suite offers additional cost reductions, including:

- 50% fewer administrative tasks to manage storage.
- Up to 40% capacity cost savings through re-tiering of data.
- Up to 50% greater utilization through capacity reclamation.

Sample TCO Reduction – Hitachi Unified Storage VM



CUSTOMER CASE STUDY: OVERSTOCK.COM

Overstock.com is a popular online retailer of brand merchandise at cut prices, with the motto, “Let’s start saving.” To reduce IT costs, Overstock.com turned to Hitachi Data Systems.

Challenges

- Surging volume and complexity.
- New mandatory regulations for data protection and retention.
- Increasing requirements for availability, performance and scalability.
- Underutilized storage assets.

Solution

- Wholly virtualized, multitiered storage based on Hitachi Universal Storage Platform V.
- Capacity reduction and reclamation with Hitachi Dynamic Provisioning.

Benefits

- Scale to 32PB of managed storage.
- Reduce technology refresh time by up to 90%.
- Reduce provisioning tasks by up to 80%.
- Save approximately 50% in initial reclamation.
- Improve utilization rate to about 80%.

“Running cost-efficient operations and eliminating downtime are critical to staying competitive and satisfying customers. We needed more advanced technology that works for us, not against us.”

— Sam Peterson
Senior VP, Technology
Overstock.com

Hitachi Data Systems reduced the unit cost of storage by 43% in Year 1 and by an additional 37% in Year 2.

Services for Your Innovation

Hitachi Data Systems Global Services is dedicated to enabling your innovation transformation. Turning the capabilities of technology into measurable business gains is the very core of what we do every day. We provide world-class delivery of services backed by global experience that goes steep and wide. We are preoccupied with empowering your transformation, from trans-continental migrations and big data orchestrations to smaller, highly specialized projects. We manage hundreds of customer transformations every year.

The Power of Global Services

Our Global Services organization is a united ecosystem of the industry's most proficient consultants and partners. We work together to help you get the most out of your data center. Our goal is to increase the business value of your IT for today and tomorrow. We strive to deliver high-performance solutions that are precisely tailored to your specific business objectives.

Global Services adheres to the Information Technology Infrastructure Library (ITIL) practices to ensure strategic integration and a measurable baseline for improvement. We're with you from start to finish. Our tightly integrated teams of experts accompany you on your transformation journey to foster and guarantee measurable improvement gains.

Consulting Services

We want to empower you to make business and technical decisions with the confidence of knowing you're on the right track. We'll help you answer the tough questions, ranging from what you have available today, to how to get to where you're going. Our audits and workshops apprise you of potential risks and opportunities. Our best practices and proven methods address the technology, process and people considerations.



Transition Services

When you are evaluating your organization's operational readiness, we come equipped with the right mix of capabilities. Understanding the level of investment required to make a transition is vital to ensuring the move forward. We provide design, implementation and integration services to help you plan and migrate data to the desired state while minimizing risk and cost. Our experts prepare your team to optimally handle the transition process and beyond.



Management Services

Our management services help you jettison inefficiencies and management woes from the data center. Experience a greater ease of doing business with our flexible remote and onsite managed services. Hitachi professionals have extensive experience and heterogeneous storage knowledge to adeptly manage even the largest and most complex environments. We can set up pay-per-use models with asset ownership and fill any critical skills gaps you might have. From reporting, monitoring and alerting to provisioning and managing your storage, we are literally at your service.



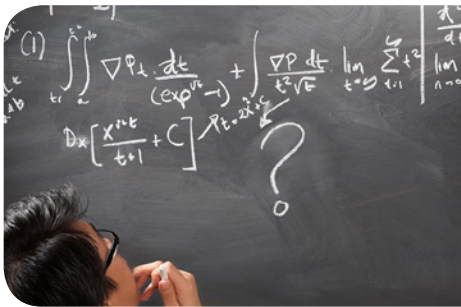
How can we help you innovate today?

THE STRENGTH OF GLOBAL SERVICE PARTNERS

We team with experts from around the world to bring you every service opportunity. With our global partner network, we're able to provide focused industry solutions and application integration. Our collective experience and expertise cover the spectrum of enterprise applications, technologies and solutions, including those from: SAP, Oracle, VMware, Microsoft, Symantec, IBM® and mainframe, cloud and big data.

Education Services

Take full advantage of your storage solutions with assistance from the Hitachi Data Systems Academy. We focus on providing you with flexible and relevant ways to learn so you can become an expert, too. Our trainings go deep on product and technology and wide across a variety of course formats to meet your diverse needs. We have 47 training centers and labs and hundreds of courses delivered in several languages.

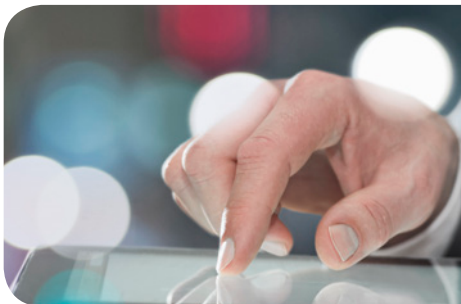


We offer both in-person and virtual instructor-led courses taught by subject matter authorities with experience in the field. Web-based training is designed to flexibly meet your learning needs wherever and whenever it suits you. Our industry-leading Certified Professional Program lets you earn technology credentials that validate your expertise. We'll even bring the training to you, with custom needs assessment and mentoring.

Customer Service and Support

To enable you to **innovate with information**, we provide an unmatched portfolio of services that extend outside the status quo of basic support. Our customer support staff is committed to your continued success 24 hours a day, every day. Support encompasses our currently and previously sold storage systems and platforms, as well as combined solution offerings.

We offer preventive maintenance coverage and services, along with install and support service, to address your unique requirements. Our premier Select Care Program allows you to match and bundle services to your specific business, operational and financial goals.



INNOVATION RESOURCES: SERVICES

- Education: [APAC](#)
- Education: [EMEA](#)
- Education: [Latin America](#)
- Education: [North America](#)
- [Certification](#)
- Information: [HDS Learning Center](#)

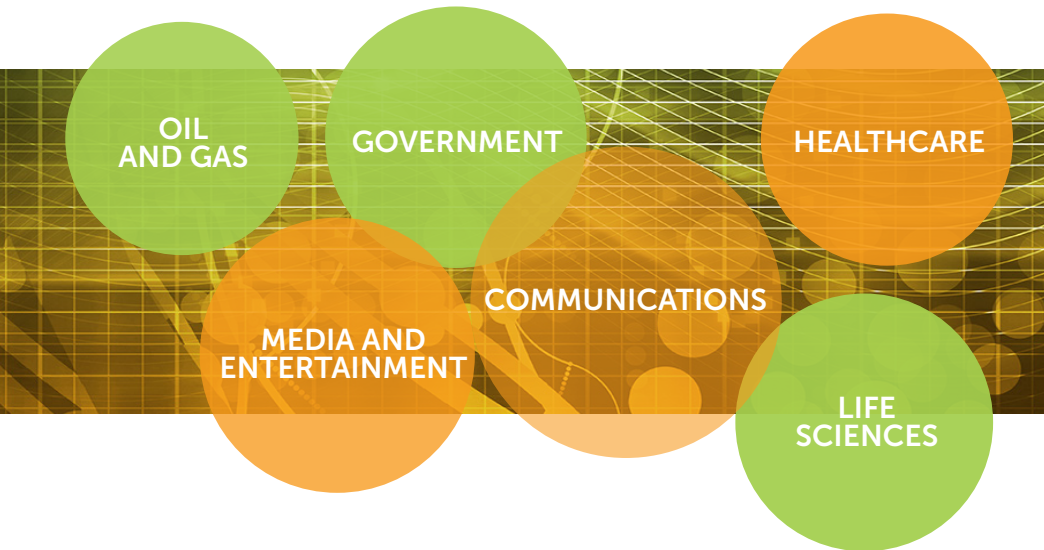


Innovation Across Industries

No matter your market share or industry niche, your organization is integrally woven into the social and business fabrics of our shared planet. Hitachi reaches across industries to build a sense of community. We help you stand apart from your competition while keeping us all moving forward together.

Commerce in the Diverse Digital Universe

Hitachi Data Systems is committed to solving the particular challenges and harvesting innovations of various industry segments, including:



Innovate Energy: Oil and Gas

Increasing global energy demands call for the use of nimble technologies, agile processes and data dexterity. The ability to interpret more data in less time means reducing your time to oil production while enhancing your ability to optimize for the most efficient and safe way to extract the hydrocarbons.

Hitachi Data Systems helps you explore the best ways to scale and manage data without compromise. Accelerate end-to-end workflows, from data acquisition to seismic processing and petrophysical analysis, with highest throughput, capacity and availability. Let us demonstrate how to accelerate your upstream energy innovations and improve your bottom line.

[See more energy innovation.](#)

Innovate Government

Relentless data growth is ever-present for most government entities. Regulatory and constituency mandates for data retention continue to escalate. Ensuring the security and privacy of records and accessibility of information is paramount.

Hitachi proficiencies allow you to shrink the complexities, risks and costs of managing data. We work with you to efficiently and securely store data while lowering capex and opex. We deploy proven technologies to get the right information to the right place so it's available whenever you need it. Our cloud-ready solutions and data management architectures prepare you to innovate across departments or the country.

[See more government innovation.](#)

Innovate Media and Entertainment

Work at the blazing speed of your own creativity. The caliber of your data infrastructure can make a tremendous difference in how fast and reliably you get from content creation to broadcast. Hitachi technologies accelerate every facet of your media workflows.

Animate your innovation better, in less time. Our storage platforms deliver superior performance, scalability and cost efficiencies. Our solutions support intense I/O and throughput, quick file retrievals, and stout CGI rendering and production. Alleviate bottlenecks, manage high-speed data transfers, reduce transcoding windows and WAN file transfer times. You'll also improve time to delivery and lower TCO.

[See more media innovation.](#)

Innovate Communications

Your customers expect their connected world of TV on demand, social networks, online content, and smartphone apps to be a finger's tap away. With the ceaseless saturation of digital communications comes exponential data growth.

"Thanks to Hitachi Data Systems, Zuellig Pharma's IT team can focus on more value-adding and revenue-generating tasks, such as new system development and operation enhancement, instead of being tied up with operational or maintenance concerns."

— John Dickson
CIO, Zuellig Pharma Asia Pacific

Ensuring elasticity across all your content delivery networks and customer portals is imperative.

Hitachi keeps you on target with highly available IT solutions that help you derive new sources of revenue while reducing capex and opex. We support many of the world's largest communications companies with seamless scalability from petabytes to exabytes and beyond. Our technologies allow you to manage a single virtualized platform, to create and deploy cloud IT, and ultimately, innovate with a lower cost of ownership. We offer comprehensive infrastructure for communication service providers, content delivery networks and telcos with newly monetized applications and services for internally deployed applications and for cloud-hosted services.

[See more communications innovation.](#)

Innovate Healthcare

Healthcare transformation is in the operating room and the data center. Ensuring a healthy data practice includes data mobility, anytime access to millions of medical records, and support of industry-specific applications. We're here to help you revitalize your data.

Hitachi Data Systems alleviates data growing pains so your organization can stay focused on delivering the best possible patient care. We specialize in healthcare provider and payer solutions to maximize your cost efficiencies and service delivery opportunities. Take advantage of your data's true value with our scalable, virtualized architecture and intuitive management interface to centralize repositories, simplify IT and cut costs. Our platforms promote stellar uptime and access to information so you can drive up service quality and product innovation.

Save With One Platform, Many Efficiencies

Seattle Children's Hospital was seeking an intelligent storage solution with rock-solid reliability to support a 6,000-user virtual desktop infrastructure and dynamic 24/7 business operations with zero disruptions for patients.

Hitachi Solution

- Virtual Storage Platform.
- NAS Platform 3080.
- Adaptable Modular Storage 2100.
- Command Suite.
- Global Services for planning, design and deployment.

Benefits

Seattle Children's is now able to manage a highly virtualized enterprise with one set of tools and one refined enterprise-ready replication solution.

- Lower TCO.
- Opex savings.
- Reduced footprint by more than 50%.

"We have all these next-gen technologies and full feature sets, under an overarching storage umbrella, that allow us to operate a Tier 1 super-high-availability device dozens of times easier than we did before."

— Wes Wright, Vice President and CTO, Seattle Children's

Innovate Life Sciences

Life sciences deliver new technologies and treatments to improve the well-being of people. We work with you to accelerate your time to market and expand your competitive advantage. Our approach to data enables you to quickly optimize data and distinctively **innovate with information.**

We support your important discoveries. Like you, we apply precision analytics to the business at hand. We bring together your disparate systems into a

common virtualized platform to improve access to meaningful information and promote enterprise-wide collaboration. We understand how to manage, move and safeguard every piece of data with mission-critical performance, scalability and availability. You are at the forefront of bringing to market the products, technologies and solutions that will change the way societies live and work in the world. We've got your back.

[See more life sciences innovation.](#)

Our Ecosystem of Partners

We built the Hitachi Data Systems partner programs to offer you the best available information technology solutions. Our partner ecosystem includes best-of-breed companies and experts committed to champion your technology innovations and business success. Hitachi partners provide you with integrated storage virtualization, data protection and enterprise data management solutions.

Hitachi Technology Partner Program

We work with seasoned technology partners capable of providing leading-edge solutions that complement Hitachi platforms. Together, we make certain you have highly integrated technologies to address your specific IT objectives.

Solution Alliance Partners actively engage with us on multiple touch points to cohesively solve your challenges. Our Solution Alliance Partners include:

**Aptare | Brocade | Cisco | CommVault | Diligent
Emulex | HP | IBM | Microsoft | Oracle | QLogic
SAP | Softek | Symantec | VMware**

Technology Alliance Partners work with us to create best-of-breed solutions that integrate products to meet your high-quality and high-reliability demands. Our Technology Alliance Program supports partner members throughout the lifecycle of the partnership, from initial engagement to joint marketing, sales and support.

[See our extensive list of technology partners.](#)



Developer partners integrate our APIs with their products to create unique solutions. A wide range of APIs enables partners to integrate at multiple levels: from the network down to the block level. Developer partners perform interoperability testing to ensure a better user experience to support your deployment scenarios.

Global Systems Integrator Partners

Our Global Systems Integrator Partner Program concentrates on the best ways to develop vertically integrated, repeatable business solutions that meet your specific enterprise goals. Combined with our superior content management experience, Global Systems Integrator Partners use their market domain expertise to create mature interoperable technology solutions. These partners tightly integrate our next-gen platforms with leading software applications to fit your innovation specs.

The following Global Systems Integrator Partners participate in our program and are substantively engaged with Hitachi Data Systems on multiple efforts, including solution development and integration:

**3i Infotech | Accenture
Atos | Cognizant | CGI
CSC Deloitte | HCL
iGate-Patni | Infosys | TCS
T-Systems | Wipro**

We have a long-standing relationship with resellers who are thoroughly knowledgeable of Hitachi Data Systems solutions and obsessed with customer service. TrueNorth Partners are committed to selling and implementing our products to best meet the individual needs of your environment. We pair with these partners to make it convenient for you to purchase systems and services from a trusted reseller of your choosing and in your region.

We want our TrueNorth Partners to succeed in delivering value to you, our mutual customer. That's why we created an interactive program to provide them with innovative solutions development, in-depth training and joint business plan alignment strategies. In these ways, we are jointly vested in ensuring your satisfaction.

[Learn more or apply to the TrueNorth Partner Program.](#)



About Us

Hitachi Data Systems offers information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world.

Hitachi Data Systems

- Approximately 6,000 employees.
- Business in more than 100 countries.
- Customers include more than 80% of the Fortune Global 100.
- Wholly owned subsidiary of Hitachi, Ltd.

For more HDS facts, visit:
www.HDS.com

Hitachi, Ltd.

- Founded in 1910.
- Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan.
- Number 38 in the 2012 Fortune Global 500.
- Approximately 326,000 employees in about 1,000 subsidiaries worldwide.

For more Hitachi facts, visit:
www.hitachi.com

Our Customers

- **Banking and Finance:** Fidelity National Information Services, Insight Investment, Karnataka Bank Ltd., Lloyd's Banking Group.
- **Education:** Chinese Academy of Sciences Seoul, Lancaster University, Saint Ignatius College, Seoul National University, Universiteit van Maastricht.
- **Government:** NASA, National Computing and Information Agency, Stadsarchief Amsterdam.
- **Healthcare:** Bradford and Airedale Teaching Primary Care Trust, Tungs' Taichung Metroharbor Hospital, University HealthSystem Consortium, University of Utah Health Sciences Center.
- **Insurance:** Die Mobiliar, HBF, The Henner Group – GMC.
- **Manufacturing:** Banco Leon, Barry Callebaut AG, Electro-Motive Diesel, InfoVision Optoelectronics, Neopost.
- **Retail:** Applica, Industrial Electric Wire and Cable (IEWC), Overstock.com.
- **Services:** Accident Exchange, Atos Worldline, Betonwerk Godelmann KG, Pixorial, TNT.
- **IT:** FlexITy Solutions, Infosys Technologies, Netgroup, Qualcomm.
- **Communications:** Shaanxi Telecom, T-Hrvatski (Croatian) Telekom, Ziggo.
- **Utilities:** Energy Market Company, Gulf JP Company, Vereinigte Stadwerke.
- **Healthcare:** Carestream Health, GE Healthcare, Seattle Children's Hospital, Saint Elizabeth Hospital.

Awards and Recognition

- Named One of the World's Most Ethical Companies, 2011, 2012, 2013.
- Named One of America's Top Workplaces 2012, 2013. For the second year in a row, Hitachi Data Systems has been ranked among FORTUNE magazine's "100 Best Companies to Work For" in the United States.
- Ranked #1 across all main categories for Storage Magazine/SearchStorage.com 2013 Quality Awards, enterprise arrays: Sales-force Competence, Product Features, Product Initial Quality, Product Reliability and Technical Support.
- Hitachi Content Platform Honored as Enabling Professional Storage Technology.
- Hitachi Content Platform Selected for 2013 Cloud Storage Excellence Award.



What Our Customers Say



"All customers, regardless of size, are looking for enterprise features to effortlessly manage, protect, archive and maintain data assets throughout the lifecycle. So were we. ... The Hitachi platform has everything we need to unite, manage and replicate storage."

— Chris Sator, Director, Data Center Solutions, FlexITy

"The scalability and performance of Hitachi Virtual Storage Platform fully lives up to our expectations and still helps to save on energy costs. In addition to this, manageability has improved and new storage concepts have been released, resulting in TCO savings of 25%."

— Renato Grendelmeier, Head of Storage, Die Mobiliar

"The strategic alignment between HDS and Hitachi also provides competitive differentiation against other storage vendors such as EMC, Teradata, Fujitsu and NetApp, as well as providing a holistic approach to solving customer challenges."

— Longhaus

[Read more about our customers.](#)

[Or join the conversation in the HDS community.](#)

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WITH INFORMATION™
www.hds.com/innovate

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.

Hitachi Data Systems

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