

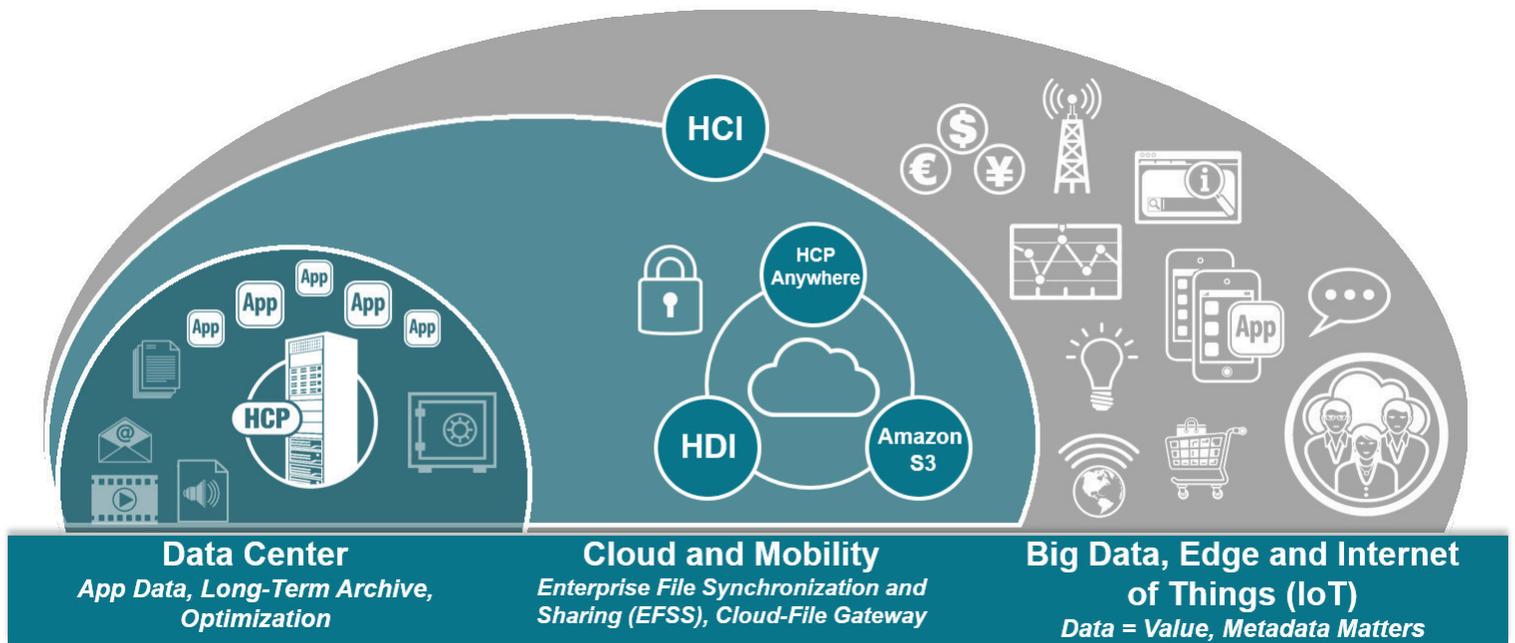
Move Your Data Strategy Forward With Hitachi Content Platform Portfolio

A Uniquely Integrated Approach to
Next-Generation Data Management

OVERVIEW

Business and technology now reach far beyond the data center to redefine how we work. Modern workplaces are highly mobilized, collaborate without confines, and demand secure, anywhere access to data — mostly unstructured data. IT must reduce risk and maintain control and visibility across the continually changing data enterprise, despite infrastructure and budget constraints.

So, how do you evolve IT with the speed of business?



Transform IT to Fast-Track Better Business Outcomes

In the era of digital everything, IT and the business are intricately connected and mutually dependent. End users expect to be able to work anywhere, at any time, on any device. DevOps teams require creativity and look for open application programming interface (API) feature sets. Leadership wants to derive data insights for competitive edge and intelligent customer engagement.

IT must deliver true agility to support business demands while reducing risk. This complex challenge leaves you addressing yesterday's infrastructure while trying to deliver new services and capabilities. Data needs to be searchable, visible, pliable and secure — not mired down by limitations, silos and shadow IT.

The key to driving business value is unlocking your data without risk.

Transcend Limitations and Exploit Data With Hitachi Content Platform Portfolio

Transcend basic storage solutions to a flexible, intelligent and extensible platform that centralizes all your digital initiatives. The Hitachi Content Platform (HCP) portfolio offers a holistic approach to bridging bimodal challenges and next-generation data management. Tightly integrated portfolio components work together to consolidate, archive, automate, mobilize, protect, search and analyze data according to business needs. Built upon proven Hitachi-innovated object storage architecture, the HCP portfolio helps you reduce risk, accelerate productivity and increase profitability.

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HCP solution gets to the heart of what many customers are looking to accomplish in the areas of hybrid cloud and workforce mobility while retaining visibility and control over their digital assets.

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IDC MarketScape:

Worldwide Object-Based Storage Vendor Assessment

The Power of a Single-Vendor, Tightly Integrated Portfolio

Managing unstructured data from diverse sources is a moving target in an ever-changing digital universe. HCP portfolio presides over private and hybrid cloud storage, cloud storage gateways, data protection and preservation, file sync and share, and advanced content analytics. Gain new levels of agility and efficiency to do the things that matter for your organization.

Hitachi Content Platform for Private or Hybrid Cloud Storage

HCP is software-defined object storage that automates data management, movement and access via policies based on metadata and content intelligence. Adaptive cloud tiering orchestrates data mobility to, from and between public and private clouds. HCP governs multitenancy and addresses immediate application demands, long-term data retention, data accessibility and cloud service delivery requirements.

Advantage: A massive-scale repository with boundary-less data protection and placement.

Hitachi Content Platform Anywhere for File Sync and Share

Hitachi Content Platform Anywhere (HCP Anywhere) streamlines mobile collaboration, end-user data protection and enterprise file sync and share, while ensuring secure, continuous data access. You gain agility for the digital enterprise, along with support for dynamic directories, developer APIs, mobile device interfaces and more.

Advantage: Increased productivity with secure digital workplace mobility.

Hitachi Data Ingestor for Cloud Storage Gateway

Hitachi Data Ingestor (HDI) delivers low-cost, elastic, backup-free file services beyond the data center. Files written to HDI from any location automatically replicate to HCP for efficient distribution, data protection and collaboration.

Advantage: Secure, right-sized deployment, provisioning and management of remote sites with minimal IT footprint outside the data center.

Hitachi Content Intelligence for Analytics and Data Quality

Hitachi Content Intelligence (HCI) is the most flexible, comprehensive, policy-based data exploration and content analytics solution in the market today. HCI federates how human and machine-generated content is explored, searched and analyzed for optimal business value and minimized business risk.

Advantage: Automated and secure extraction, classification, enrichment and categorization across any data landscape.

Advance Your Digital Transformation Journey

The Hitachi Content Platform portfolio helps you advance your digital transformation journey to reach intended business and IT outcomes. The first step is modernizing the data center to cut costs, optimize applications and mobilize data. Next, you can activate your data, injecting new ways to automate, correlate and share content. Then, innovation comes to the forefront, allowing the business to repurpose data and glean meaningful insights.

Reduce Risk

Enhance Security

Security is at the core of every Hitachi product. Stringent end-to-end encryption, authentication and access control support data on-premises and off-premises. The content portfolio ensures the highest security protocols that meet changing rules and new concerns.

Ensure Governance and Compliance

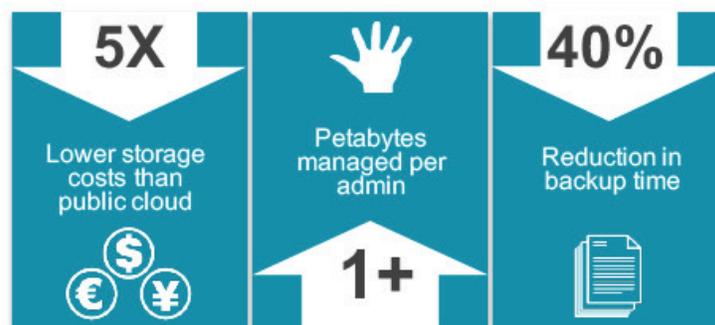
Adapt to fast-changing global regulatory requirements, such as the US Security and Exchange Commission (SEC) Rule 17a-4(f), International Safe Harbor Privacy Principles or EU General Data Protection Regulation (GDPR), with intelligent search, response

and resolution of incoming requests. Eliminate silos, automate retention and disposal, and render sensitive data tamperproof, while ensuring visibility across communications data for compliance, e-discovery or analysis.

Modernize Data Protection

Improve data protection across the entire IT landscape while reducing backup-related costs. Protect against emerging threats, such as ransomware attacks that dictate payouts for returned data. Comprehensive built-in safeguards diminish risks of data loss or inaccessibility and the recovery times.

Bring Cloud Economics to the Data Center



Whether you go private or hybrid, Hitachi can deliver up to five times lower storage costs, an average of 1PB managed per administrator, and a 40% reduction in backup time.

Accelerate Productivity

Transform to a Cloud-Driven Infrastructure

Reduce total cost of ownership (TCO) with software-defined agility while capitalizing on next-generation applications, greater data access and improved performance. HCP helps IT become the cloud broker, offering cloud applications that users want while maintaining control, security and service levels.

Align DevOps and IT Goals

Put technology in the hands of your internal customers to speed development and time to market, while retaining control and compliance. The portfolio exploits open APIs, software development kits (SDKs) and an extensive partner ecosystem, allowing integration with new cloud applications so that developers can get all the services and infrastructure in-house.

Enable a Digital Workplace

Rethink how you can support employees in the newly defined digital workplace, while maintaining governance over critical data assets. The HCP portfolio gives you pervasive consumer-oriented tools to drive organizational productivity across the business. IT can meet new requirements around end-user data protection, reduce its administrative burden and safeguard the content ecosystem.

Increase Profitability

Optimize Infrastructure

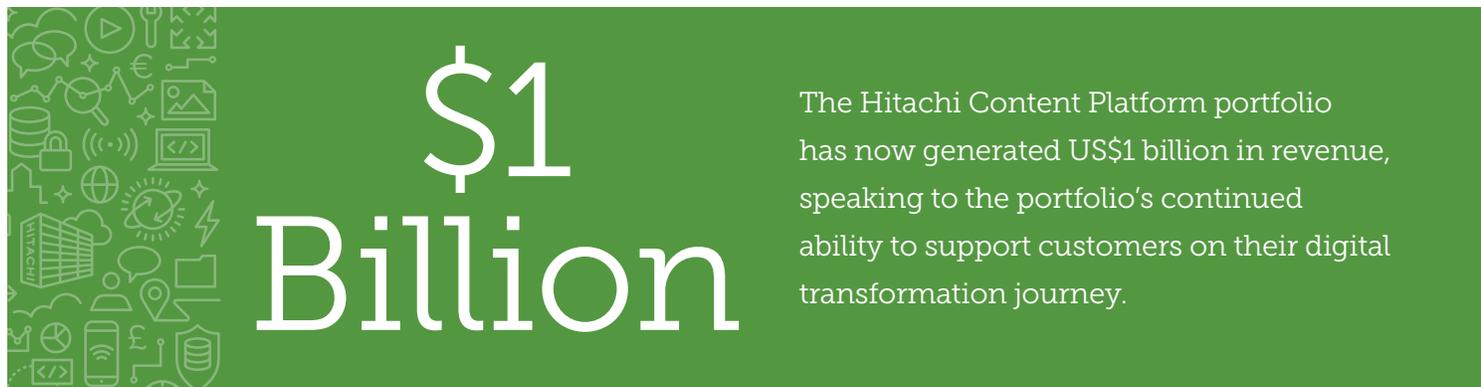
Optimize infrastructure wherever it resides, so the right data is in the right place at the right time. Streamline resource efficiencies with automated tiering, based on content-aware data life cycles and customized placement policies for active and less active data. Rather than track your content's whereabouts, use HCP's robust metadata management and support for OpenStack for a singular solution, behind the firewall or in public cloud.

Achieve Cloud Economics

Build your public, private or hybrid cloud at a lower cost per gigabyte than most public cloud services, as shown in the graphic on page 4. Achieve significant savings, with simpler licensing, increased objects-per-node and node capacity, plus expanded geo protection services. Bottom line: You own the data, you choose the best fit, and you control encryption and keys across your cloud ecosystem.

Apply Analytics to Uncover New Opportunities

Data has become critical to competitive edge. By applying structure to multistructured data and using custom metadata to boost data quality and relevance, IT can provide direct and measurable business impact. With access to all pertinent data related to any given initiative, the workforce is equipped with tailored results for identifying new DevOps possibilities and prospective customers or markets.



**\$1
Billion**

The Hitachi Content Platform portfolio has now generated US\$1 billion in revenue, speaking to the portfolio's continued ability to support customers on their digital transformation journey.

Why Hitachi: A Trusted Advisor for Your Data Center Evolution

Your business must be flexible to remain relevant and foster innovation. Why wouldn't you want the same for your data? Hitachi is proven as a trusted technology partner, working to evolve ahead of global data and security challenges.

We are pioneering customer-driven technologies that empower you to modernize, activate and innovate, your way, for today and for what comes next.

Key Data Points

- [Hitachi Data Systems once again is recognized as a "Worldwide Leader" in IDC MarketScape Object-based Storage Vendor Assessment.](#)
- HCP has over 1,800 customers globally.
- Hitachi Data Systems won "Best Information Governance Company 2016" at the Information Governance Conference 2016, and is used by four out of five of the world's largest banks.

To learn more about Hitachi Content Platform portfolio, please visit: <https://www.hds.com/en-us/products-solutions/storage/content-platform.html>.



Hear how one company gained nimble end-to-end integration and acceleration with Hitachi Content Platform portfolio solutions, to save US\$1.3 million annually and garner new customer insights.



HDS at a Glance

Digital transformation improves enterprises' cost-efficiency, time to market, customer experience, and revenue through better data management. Hitachi Data Systems uses data to power the digital enterprise.

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