

## Hitachi Data Systems at a Glance

# DATA DRIVES OUR WORLD AND INFORMATION IS THE NEW CURRENCY

Hitachi Data Systems offers best-in-class information technologies, services and solutions that give you compelling customer return on investment (ROI), unmatched return on assets (ROA) and demonstrable business impact.

### About Hitachi Data Systems

- One of the top 3 storage vendors in the world
- More than 5,700 employees
- Business in more than 100 countries and regions
- Customers include more than 80% of the Fortune Global 100
- Wholly-owned subsidiary of Hitachi, Ltd.

### Our Parent Company, Hitachi, Ltd.

- Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company.
- Approximately 320,000 employees worldwide
- US\$117.8 billion revenues (FY11, ended March 31, 2012)

### Our Vision: Where Are We Taking Our Customers?

- Data drives our world — and information is the new currency. Send it. Receive it. Store it. Manage it. Process it. Protect it. Use it. Information has become our most valuable asset. The challenge for global businesses lies in making it both available and secure. Hitachi Data Systems solutions help organizations transform raw data into valuable information by delivering on a vision that IT must be:
  - Virtualized
  - Automated
  - Cloud-ready
  - Sustainable

- We don't sell just storage. We give you solutions to make business better on every level:
  - Manage data growth
  - Collect and connect data to create valuable information
  - Cut costs and reduce operational complexity
  - Empower people to access, share and secure information
  - Help your organization innovate, collaborate and grow

### How Are We Different?

- As the world leader in storage virtualization, Hitachi Data Systems is the only company to offer a common virtualized platform for all data and information.
- Our unique 3-D scaling architecture and management framework can:
  - *Scale up* to meet increasing performance demands for open and mainframe environments
  - *Scale out* to adapt to evolving server and capacity needs
  - *Scale deep* to extend value to multivendor storage — optimizing returns across all storage assets
- As a result, you can:
  - Leverage existing investments longer for improved ROA
  - Reduce operational costs without adding operational complexity
  - Increase storage asset utilization and efficiency

- React to changing business requirements through redeployment of services
- Increase the speed and agility of IT to support and grow the business

### What Solutions Do We Offer?

Hitachi Data Systems provides solutions and services that incorporate the industry's best people, products, tools and methodologies to maximize return on IT investments and minimize total cost of ownership (TCO).

- **Virtualization:** Hitachi Data Systems delivers the best storage and information infrastructure to create and support virtualized IT environments.
  - Automate your most labor-intensive data management and data protection operations
  - Deliver capacity and compute resources as quickly as your virtual servers
  - Reduce costs while increasing asset utilization at the pace of your business
- **Automation:** Hitachi Data Systems enables your business to deliver new applications and business systems into production faster and with less cost by automating time consuming operations.
  - Enable continuous operations while reducing capital expenditure (CAPEX) wasted on underutilized storage capacity
  - Increase IT staff productivity while maintaining or improving data access, security and operating expense (OPEX)

- Align business objectives and your IT infrastructure's ability to react to those objectives — that is IT agility
- **Cloud-readiness:** Hitachi Data Systems solutions are built to enable you to adopt or evolve to cloud computing models or IT as a service at your own pace, with minimal risk.
  - Access all information and resources seamlessly
  - Provide lines of business, customers or partners the ability to scale and provision dynamically and cost-effectively
  - Optimize operations by consolidating and aggregating storage, server, networking and middleware assets through virtualization
  - Enable multitenancy and storage services geared to your service level agreements while maintaining enterprise-class security and privacy
- **Sustainability:** Hitachi Data Systems is a recognized innovator in building sustainable facilities and products. We can help your business to do the same.
  - Achieve energy efficiency without compromising the reliability, availability or security of your IT infrastructure.
  - Centralize and consolidate data management and data protection to lower TCO and power consumption.
  - Design, develop and deliver a blueprint to enable organizations to move towards a more sustainable IT infrastructure.

## Who Are Our Customers?

- **Banking and Finance:** Fidelity National Information Services, Insight Investment, Karnataka Bank Ltd., Rothschild
- **Education:** Universiteit van Maastricht (Maastricht University), DeAnza College, Ohlone College, Indiana University, Yuan Ze University
- **Government:** Stadsarchief Amsterdam (Amsterdam City Archive), National Computing and Information Agency, NASA
- **Healthcare:** Tungs' Taichung Metroharbor Hospital, Bradford and Airedale Teaching Primary Care Trust, University HealthSystem Consortium, University of Texas: UT Medicine San Antonio

- **Insurance:** Maagnet, Norwich Union, The Henner Group - GMC
- **Manufacturing:** Banco Leon, Barry Callebaut AG, Electro-Motive Diesel, InfoVision Optoelectronics, Neopost
- **Retail and Wholesale:** Aplica, Industrial Electric Wire and Cable (IEWC), Neopost
- **Services and Leisure:** Accident Exchange, Atos Worldline, Betonwerk Godelmann KG, Pixorial, TNT
- **IT Services and Service Providers:** Computer Sciences Corporation, FlexITy Solutions, Netgroup, RenewData
- **Telecommunications:** Ziggo, Shaanxi Telecom, T-Hrvatski (Croatia) Telekom
- **Utilities and Energy:** E.ON IS, EPB Chattanooga, Pacific Hydro

## Who Are Our Partners?

- **Alliances:** Microsoft, Oracle, SAP, Symantec, VMware
- **Strategic partners:** APTARE, Brocade, Cisco, CommVault, Emulex, IBM, InMage, QLogic
- **Healthcare:** Carestream Health, Epic Systems, Fuji Medical Systems, GE Healthcare, Visbion
- **Technology Alliances Partners:**
  - *Hitachi Content Platform:* NICE Systems, Open Text, Symantec
  - *Data Protection:* Bus-Tech, Digi-Data, FalconStor, IBM
  - *Networking:* ADVA, Ciena, Riverbed Technology, Silver Peak, SmartOptics, Virtual Instruments
  - *Hitachi NAS Platform:* Arkivio, CA, Ocarina, Storwize, Symantec

## What Do Our Customers Say?

- **Tungs' Taichung Metroharbor Hospital:** "We have felt the benefits of centralized management of storage equipment, as well as the stability of Hitachi products." *Bill Wang, Director of Information Technology Department*
- **MAAGNET:** "Hitachi Data Systems has demonstrated its willingness to do more for us as a customer. Rather than merely selling the product, they have provided value added services that users appreciate." *Jimmy Yeoh, Chief Executive Officer*

- **Stadsarchief Amsterdam (Amsterdam City Archive):** "We were looking for an IT specialist to provide us with more than just a machine with software. A flexible attitude and thinking along with us from our situation were the main conditions for cooperation. Hitachi Data Systems appeared to be the only supplier that really understood our problems." *Bert Nijhoff, ICT Team Leader*
- **Ziggo:** "The storage platform from Hitachi Data Systems offers us maximum flexibility in supporting the organization, which is essential in the dynamic telecom market." *Peter de Boer, Manager of Core Systems*
- **Pixorial:** "While a couple of vendor products had the performance and scalability we liked, only Hitachi Data Systems proved to have the densest shelves on the market plus value added benefits that no other vendor could provide at the time." *Joshua Terry, Director of Systems Engineering*
- **RenewData:** "Our first job across the infrastructure was 17 times larger than any job we'd designed the system to handle. The Hitachi architecture performed and scaled very well under pressure." *Doyal Alexander, Chief Technology Officer*
- **NASA:** "The Hitachi archival software makes our hardware clusters appear as a single archive. That means we don't have to manage different applications with separate interfaces, which greatly expedites the way we're able to monitor and access content." *Curt Tilmes, Computer Scientist*

## What Do the Analysts Say?

- "Hitachi's Q1FY11 results show that EMC is still facing a very strong competitor in the high-end." *Shebly Seyrafi, CFA, Managing Director, IT Hardware, FBN Securities*
- **HDS Vision:** "Hitachi Data Systems expansion of its business vision beyond technology and storage products to delivering efficient, scalable and information enabling IT solutions, will allow it to better serve its customers in their IT transformation efforts." *International Data Corporation*

For more information on Hitachi Data Systems, please visit our website at [www.HDS.com](http://www.HDS.com).

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