



**Transform Your IT Data Mobility
With Hitachi Object Storage Solutions**



We live in a data-rich world. Terabytes and even petabytes of data are generated and stored by organizations every day. But this data is only valuable (and not a burden) when it can provide deeper business insights for more informed decision-making that helps meet current and future growth goals.

In response to this explosion in data quantity, many companies are undergoing a digital transformation. They are trying new ways to manage and utilize this data for strategic advantage. For organizations that were not built on a modern digital foundation, such as startup companies, this transformation is essential to stay competitive in a shifting global marketplace.

It requires the entire company to:

- ✓ Rethink technology, business vision, operations and processes.
- ✓ Find innovative ways to improve customer experiences.
- ✓ Uncover new revenue streams with new business models.

Many companies are moving to a more unified approach to managing and leveraging their data by using object storage solutions. Why? Because this approach makes it possible to manage, govern, move and analyze file data, all from a convenient single platform.



Transform Your Data. Transform Your Business.

It is difficult to believe that 90% of all data has been created in the last two years alone.¹ The problem is that much of this data is unstructured and siloed into different applications, which limits critical visibility into the health of all operational aspects of an organization.

The Hitachi family of object storage solutions helps solve these urgent challenges. It provides powerful centralized capabilities that are secure, cloud-ready and serve as a fully integrated data hub.

Its three solutions work together to create an easy-to-manage unified platform:

- ✓ Hitachi Content Platform (HCP)
- ✓ Hitachi Content Platform Anywhere (HCP Anywhere)
- ✓ Hitachi Data Ingestor (HDI)

¹vcloudnews, [2016 Big Data Trends Infographic](#)

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Hitachi Content Platform

Compared to traditional file storage solutions, Hitachi Content Platform is more efficient and easier to use. In fact, it's the most efficient and highest-density object storage platform available, according to Gartner.²

Benefits

- ✓ **Strong Security:** Mitigate the risk of data exposure, loss or theft with built-in encryption and advanced data protection options.
- ✓ **Advanced Intelligence:** Automated data placement and tiering, advanced metadata features and intelligent archiving help you meet your productivity and compliance goals.
- ✓ **Agility and Flexibility:** Create a flexible, enterprise-class hybrid cloud that handles all kinds of data and almost any application.
- ✓ **Scalability and Efficiency:** Build a scalable, adaptive solution that scales to hundreds of petabytes with costs that compare to public cloud storage.

²Gartner, Inc., [Critical Capabilities for Object Storage](#)

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Hitachi Content Platform Anywhere

Nearly every hour of every day, employees share files across global locations with fellow employees and clients. With HCP Anywhere, they can do this in a safe and secure environment. This eliminates shadow IT and the unauthorized use of unsecure consumer file-sharing applications. With HCP Anywhere, employees send and receive links to files of any size, from any device, while IT maintains full visibility and control.

Benefits

- ✓ **Secure:** Mobilize and protect user data and diminish shadow IT without the compromise of security and visibility.
- ✓ **Simple:** Intuitive collaboration tools eliminate the need for costly and time-consuming end-user training.
- ✓ **Smart:** Optimize savings for the long term by reducing help-desk calls and subscribing for a lower cost than public clouds.
- ✓ **Flexible:** One turnkey, customizable mobility platform is all you need to manage data across offices, worldwide.

Hitachi Data Systems Uses HCP Solutions for Employee Productivity

HDS doesn't just talk about the benefits of its object storage solutions. It uses them every day. Hitachi Content Platform and HCP Anywhere is utilized to improve data management and mobility for over 7,000 employees across 50 countries.

- ✓ 93% employee adoption rate of HCP Anywhere.
- ✓ 4 million files shared securely and efficiently.
- ✓ 48% reduction in file storage needs.

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Hitachi Data Ingestor

Hitachi Data Ingestor is a secure, scalable and backup-free cloud gateway solution that connects remote and branch locations to advanced data center storage and management capabilities. This plug-and-play solution is easy to manage by IT and empowers remote employees to seamlessly do their work across locations.

Benefits

- ✓ **Simplicity:** Easily deliver file services outside your data center.
- ✓ **Data Protection:** Eliminate traditional backup at remote locations and integrate with HCP for governance and regulatory compliance.
- ✓ **Improved Productivity:** Take advantage of reliable, secure, shared access to content.
- ✓ **Agility and Flexibility:** Create a bridge to the future by uniting existing and new data in a common cloud-storage repository.



Data Management: Build a Foundation for an Evolving Digital Business

Why do organizations struggle with so much data? It is because many of them rely on proprietary databases and applications that store their own sets of data. This problem intensifies as more and more data types are added and siloed across the enterprise. As a result, data management becomes more time-consuming, costly and difficult to search and analyze in real time.

The Approach: Independent Data and Automated Management

Organizations need a solution that minimizes the time and resources that they currently devote to data management. Hitachi Content Platform abstracts data from applications and other infrastructure, which lets you move and manage the data more easily with automation and lets IT staff focus on other priorities.

One of our clients, a multinational IT service provider, took advantage of HCP's ease of management to deliver disaster recovery and related services to its clients who use HCP. In doing so, the company expanded its service offerings and increased profits without the need for heavy investments in development or support services.

This IT service provider now benefits from the massive scalability of HCP and the ability to update software and hardware without disruption. Additionally, the organization manages hundreds of HCP tenants centrally and reduces backup requirements with built-in data protection. Hitachi Content Platform integrates with other solutions in the HCP portfolio, as well as a variety of other Hitachi Data Systems software, to help the company meet specific use cases.



Benefits of Independent Data and Automated Management

With the HCP portfolio of solutions, this IT service provider:

- ✓ Protects data sovereignty.
- ✓ Adds to top-line revenue with new services.
- ✓ Manages hundreds of HCP customers from a single pane of glass.
- ✓ Provides hosting solutions that are profitable and attractive to customers.
- ✓ Delivers economies of scale that customers cannot achieve for themselves.



[Read the Use Case >](#)



Data Governance: Control Enterprise Data at Rest and in Motion

More organizations today fall under strict regulatory requirements, which may be self-imposed or required by a regulatory body. Financial service organizations are especially prone to the buildup of massive information siloes due to regulatory compliance. That's because data from emails, voice messages, various data feeds, backup tapes and other sources is spread across disparate systems. To ensure compliance, the data in each system is analyzed separately and if the scope of an inquiry changes, the search is repeated in each silo. This is extremely time-consuming, error-prone and expensive because they are analyzed and governed separately.

The Approach: A Centralized Data Hub for Rabobank

How can financial institutions govern this growing mountain of data? Rabobank, a major European bank, wanted to improve data governance. They discovered that the

most efficient way was to create a centralized, fully integrated object store in which every piece of relevant data was collected and securely stored. Hitachi Content Platform provided the platform on which to build these comprehensive and auditable data hubs.

With HCP, Rabobank now automatically collates, secures and indexes both structured and unstructured data from across the business. Data is then sorted by source, such as by email, voice or location so that access and retention policies are applied based on the requirements of each legal jurisdiction.

To ensure security of the data and improve governance, Hitachi also provided Rabobank with an easy-to-use web interface added onto HCP that allows only preapproved individuals to conduct investigative searches. Now all potential data sources, from email and voice to SMS and documents, are easily screened to ensure regulatory compliance.

Benefits of Better Governance

With a data hub based on the HCP platform, Rabobank now:

- ✓ Centralizes structured and unstructured data into a searchable data hub.
- ✓ Strengthens compliance because of fewer errors.
- ✓ Speeds compliance investigations, which frees IT teams from time-consuming data search and retrieval tasks.
- ✓ Adheres to the latest compliance policies, with features such as automated, irretrievable erasure.

“

Approved users can get all the data they need from their desks, and simply get on with their jobs, without having to ask for help from IT. The compliance team is able to work more effectively and efficiently, while reducing the workload impact on IT staff.

”

Colin Chatelier

Head of Data Center (UK)
Rabobank Wholesale, Rural and Retail



Rabobank

[Read the Case Study >](#)





Data Mobility: Securely Move Data Anywhere, on Any Device

Workforces are on the move more than ever and under constant pressure to maximize productivity. However, increased mobility leads to bad habits like the use of consumer-grade file sync and share. When employees become frustrated with in-house file sharing solutions that slow them down, they tend to send and receive sensitive data via publicly available cloud storage services. To ensure efficiency and productivity, organizations want their employees to be able to access files from a variety of devices and share those files quickly and easily with dispersed teams. How do companies deliver the services to meet end-user demands without compromising data security requirements?

The Approach: A Simpler, Safer File-Sync-and-Share Solution

One of our clients, a state agency, faced a variety of data management challenges, technology silos, multiple applications, distributed operations and storage sprawl, that created problems with backup and recovery. Flat budgets meant that any new solution needed to be cost effective.

The state agency took an integrated approach that began with Hitachi Content Platform, which provided built-in data protection, massive scalability, automated management, highly efficient storage, and best-in-industry compliance and security capabilities.

HCP was then connected to remote and branch offices via Hitachi Data Ingestor. These backup-free cloud storage gateways or caching devices used a common pool of storage in HCP. The final integration was with HCP Anywhere, which enabled tens of thousands of authorized users to share files simply and securely with different mobile devices.

Benefits of Simple, Safe File Sync and Share

With HCP Anywhere, this organization now:

- ✓ Accesses critical information faster.
- ✓ Complies with regulations for handling sensitive data.
- ✓ Improves remote and mobile worker productivity anytime, anywhere, on any device.
- ✓ Achieves scale and sustainability that requires far less investment in technology and staff.
- ✓ Gains flexibility that makes them more agile and able to adapt over time.
- ✓ Supports a smaller footprint that simplifies the management of hundreds of offices.



[Read the Use Case >](#)





Data Analytics: Uncover Insights that Drive Digital Transformation

When you integrate, analyze and visualize data quickly and cost effectively, it is powerful. It lets you drive better business decisions, inspires product innovation and, ultimately, enables a transformation that aligns to your company's core vision. Consider the impact that new insights would have on digital transformation within the insurance industry.

All insurance organizations must collect and manage their data efficiently. But is that data easily accessible for future analysis? For most companies, this is a challenge. For instance, they must track every claim, each involving hundreds of diverse items, from voice recordings to photos and videos. These records are kept unaltered, until the retention expiry, when the data must be immediately and fully deleted.

If they use traditional data management technique, with their call recordings managed by one proprietary application and case notes by another, it is nearly impossible to find relevant items quickly. If they have branch

offices with localized storage of case-related information that has not been synchronized to the main data center, this presents a huge risk.

The Approach: One Platform for Faster, Deeper Insights

When Accident Exchange, a UK insurance group, moved its data to HCP, the organization regained control over its data and performed real-time analytics to drive business value. All data from across the organization was then collected in one secure and easy-to-manage data hub. Custom metadata was added to each object to help with compliance and regulatory obligations, and to aid data analysis.

Now it's possible for the organization to perform real-time analytics that identify potential false claims. For instance, a caller might lack the street address for a vehicle, a common sign of a fraudulent claim. That information is immediately flagged and leads to further questions and potential avoidance of criminal activity.

Benefits of Deeper Analytics

With HCP, Accident Exchange now:

- ✓ Moves all data storage to a unified data hub.
- ✓ Streamlines processes by eliminating the need for paper copy archives.
- ✓ Manages access, audit, protection, retention and expiry of each object.
- ✓ Eliminates the need for traditional backup processes with mirrored data.



With Hitachi Content Platform, we can prevent changes to evidential documentation, retain and delete data, and simultaneously ensure full compliance with insurance and financial industry regulations.



Ray Ford

Chief Technology Officer
AIS Group plc



[Read the Case Study >](#)



Our Approach to Digital Transformation

Successful digital transformation requires a new and holistic way to manage and maximize data across global enterprises. It's important to begin this effort by developing a strategy that addresses how to manage, govern, mobilize and analyze data. Hitachi can help you get started and accelerate your digital transformation with its industry-leading object storage solutions.

Take These Next Steps

Contact us or learn more from the following resources.

- [Support more content, data types and access points for deeper data insights with Hitachi Content Platform.](#)
- [See the results from ESG Lab's Test Drive Evaluation of HCP Anywhere.](#)
- [Support cloud deployments into your core data center with Hitachi Data Ingestor.](#)
- [Discover Hitachi solutions for your organization's digital transformation. Access e-books, guides and other tools.](#)
- [Join our content mobility community for easy access to the latest blog posts, webinars and videos.](#)

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.

Hitachi Data Systems



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