



DATA DRIVEN GLOBAL VISION CLOUD PLATFORM STRATEGIC
ON POWERFUL RELEVANT PERFORMANCE SOLUTION CLOUD
VIRTUAL BIG DATA SOLUTION ROI FLEXIBLE DATA DRIVEN

Hitachi Unified Compute Platform for Microsoft Top 10

The Top 10 Reasons Customers Choose Hitachi Unified Compute Platform Solutions for Microsoft

Information-driven companies are using Hitachi Unified Compute Platform (UCP) to maximize their investment in Microsoft® Private Cloud, SQL Server® 2012, Exchange, SharePoint® and other applications.

Organizations around the world are discovering how Hitachi UCP improves performance, reliability and agility for Microsoft applications. The following are the top 10 reasons why companies choose Hitachi UCP for their Microsoft environments.

1

Faster Deployment, Predictable Results

BACKGROUND

Preconfigured, end-to-end architectures via the Microsoft Fast Track program streamline infrastructure deployment. They provide building blocks for Microsoft Private Cloud and SQL Server infrastructures, with predictable performance and flexibility.

INDUSTRY PROOF

“Hitachi Unified Compute Platform for Microsoft Private Cloud, delivering Microsoft-validated Fast Track Reference Architectures (RAs), can help organizations deploy a private cloud in days instead of weeks or months. These solutions, tested for demanding workloads such as Microsoft Exchange and Microsoft SQL Server (among others), enable organizations to build cloud-based solutions for delivering IT-as-a-service and simplify the ongoing management of private cloud IT resources.”

– Kerry Dolan, Lab Analyst, Enterprise Strategy Group



“Microsoft and Hitachi Data Systems help our customers realize the benefits of the cloud OS [operating system] vision today, by providing a quick and efficient way for telecommunications companies, hosters, service providers and enterprises to deploy robust Microsoft private cloud solutions.”

– Chris Phillips, Partner Director GM, Windows Server® and System Center, Microsoft

Pay as You Grow Pricing Model

BACKGROUND

The infrastructure-on-demand service is based on a flexible, consumption-based model. It enables companies to access additional computing on an “on-demand” basis, so organizations only pay for what they use.

INDUSTRY PROOF

“For Infosys, one of the key benefits of the combined UCP and Microsoft solution is the pay-by-consumption pricing model that allows us to avoid capital costs and management complexities of investing in hardware assets.”

– IT Director, Infosys

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Expand IT Benefits, Reduce Complexities

BACKGROUND

Hitachi UCP delivers higher performance and scalability, and ensures 99.999% availability of applications and services for Microsoft private cloud customers. UCP leverages converged infrastructure for Microsoft Exchange and SharePoint to offer on-premises cloud and 3rd-party data center hosting with massive scalability.

INDUSTRY PROOF

“Infosys can help accelerate time-to-market of Microsoft cloud services by up to 40%, improve productivity by up to 20% and achieve cost savings of up to 30%. The Hitachi UCP solution lets us expand these benefits and reduce IT complexities even further.”

– Vishnu Bhat, Vice President and Global Head of Cloud, Infosys

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“Solutions like [those from] Hitachi Data Systems that provide a unified compute/storage/network foundation with intelligent orchestration for optimal resource management will make it easier for IT organizations to respond to changing business requirements.”

– Richard Villars, Vice President, Storage and IT Executive Strategies, IDC

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Enable Exceptional Scalability

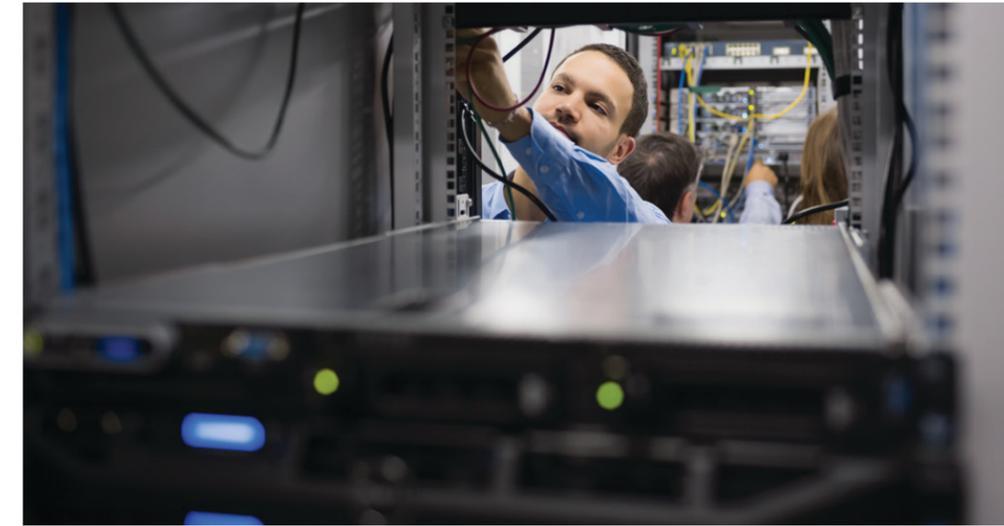
BACKGROUND

To manage explosive data growth, Hitachi UCP provides flexible scale-up and scale-out compute and storage capabilities. UCP ensures exceptional return on investment (ROI) to satisfy demanding cost constraints, and offers a nondisruptive upgrade path that supports changing business requirements.

INDUSTRY PROOF

“Before implementing Hitachi UCP, we could service 5,000 to 30,000 users on a single platform. The new platform will support 1.2 million users at a minimum scaling level. Microsoft Exchange delivers the industry standard for business email, and with Hitachi infrastructure as a service (IaaS), the company can offer ‘five-nines’ service level agreements (SLAs), compared to other hosted mail offerings that offer ‘three-nines’ SLAs.”

– IT Director, Telecom Company



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Simplify Management and Reduce TCO

BACKGROUND

Hitachi UCP reduces the total cost of ownership (TCO) by up to 30% through unified management, auto migration and storage provisioning. It allows organizations with Microsoft environments to become more agile to react to market conditions and innovate more quickly.

INDUSTRY PROOF

“The enhancements HDS has just rolled out to its key flash, unified and converged storage solutions should significantly help customers to get a greater impact for their IT dollar.”

– Terri McClure, Senior Analyst, Enterprise Strategy Group

“Representing HDS’s most mature virtual computing infrastructure solution for data centers’ evolution to the cloud, UCP is an open management framework that supports Microsoft environments with high levels of automation and orchestration.”

– Enterprise Strategy Group

Proof-of-Concept Services Demonstrate ROI, Mitigate Risks

BACKGROUND

Proof-of-concept (POC) testing for Hitachi UCP solutions for Microsoft Private Cloud, SQL Server, Exchange, SharePoint and other applications help to ensure acceptable results in a non-production, isolated test environment that otherwise matches your production environment. Performing POC testing can demonstrate your organization’s potential return on its technology investment and the solution’s ability to mitigate risks.

INDUSTRY PROOF

“Based on the initial Unified Compute Platform proof of concept, we will have the agility to repurpose our infrastructure as necessary, and can plan and budget its expansions months in advance. And, when new business opportunities arise, we will have the resources in place to accommodate emerging needs.”

– IT Director, Telecom Company

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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.

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Automated Disaster Recovery

BACKGROUND

In the event of a server failure or scheduled maintenance, virtual machines can be automatically migrated to another local server. If a major outage occurs at the primary site, all replicated virtual machines failover automatically to the recovery site. Hitachi UCP supports 2- and 3-site disaster recovery for true enterprise failover and recovery.

INDUSTRY PROOF

“The key benefits of this Microsoft-validated solution with HDS components are the truly enterprise-class features for high availability and disaster recovery. Hitachi UCP solutions are designed for the enterprise with guaranteed recovery time objectives (RTOs), and are tested and validated for the most demanding IT applications and workloads, such as Microsoft Exchange and SQL Server.”

– Kerry Dolan, Lab Analyst,
Enterprise Strategy Group

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24/7 Mission-Critical Reliability

BACKGROUND

Hitachi UCP is designed for 99.999% data availability and uninterrupted support to ensure 24/7 uptime of mission-critical applications that support the most demanding, data-intensive environments.

INDUSTRY PROOF

“Microsoft is committed to delivering comprehensive, efficient and automated IT solutions with partners like Hitachi Data Systems that help customers be more agile and reduce IT costs. The new Hitachi computing platform integrates with Microsoft System Center to enable organizations to have highly virtualized, automated and optimized environments, with a software infrastructure that’s designed to meet customers’ mission-critical computing needs.”

– Brad Anderson,
Corporate Vice President, Management
and Services Division, Microsoft Corp

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Gain IT Agility

BACKGROUND

Hitachi UCP solutions feature a flexible infrastructure to easily support disparate applications and workloads. They meet enterprise-level requirements with IT agility and responsiveness, mission-critical performance and data availability.

INDUSTRY PROOF

“Together with Microsoft, we are uniquely addressing customer challenges by looking at the data center from the business process perspective and driving innovation down to and across all components. The Hitachi Unified Compute Platform will give customers an automated, virtualized, cloud-ready and sustainable data center infrastructure and provide the unique advantage of a flexible foundation for long-term growth and sustainability.”

– John Mansfield,
Senior Vice President, Global
Solutions Strategy and Development,
Hitachi Data Systems

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Global Partners Committed to Customer Success

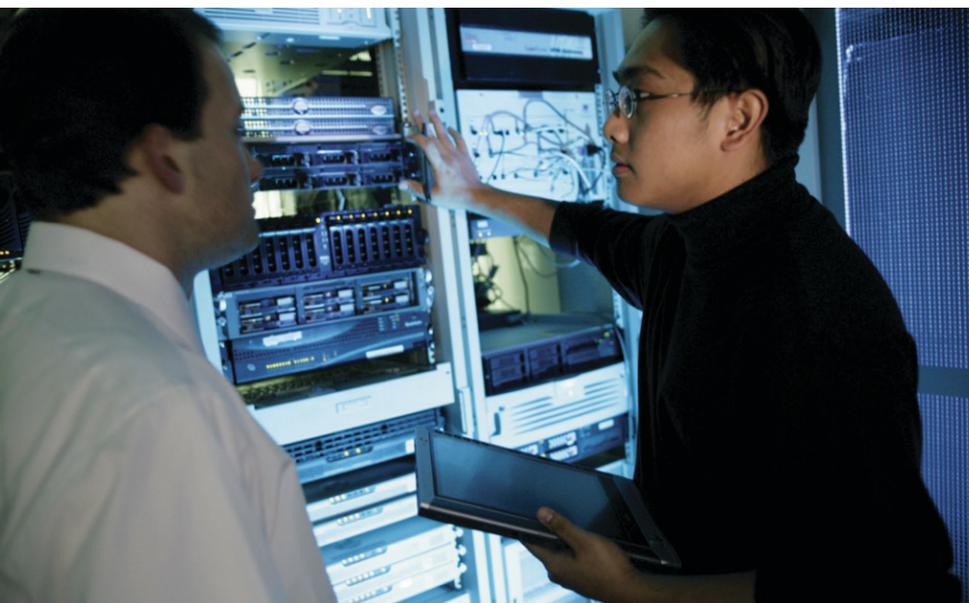
BACKGROUND

Hitachi Data Systems is a Microsoft Gold Certified Partner offering a complete array of engineered and integrated solutions for Microsoft application environments. These solutions enable organizations of all sizes to implement scalable, available and reliable architectures in a cost-effective way.

INDUSTRY PROOF

“HDS is proud to deliver innovative solutions that are optimized for Microsoft Windows Server Hyper-V®, and tightly integrated with System Center management and orchestration. Together, we — Hitachi, Microsoft, and our channel and systems integrator partners — provide incentives to help customers migrate, deploy and manage enterprise applications and workloads on their very own Microsoft private cloud.”

– Asim Zaheer,
Senior Vice President, Worldwide
Marketing, Hitachi Data Systems



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