

EBOOK

 Hitachi Vantara

# Maximize Your ROI with the Data Stairway to Value

**Capture the total business value of data  
inside your enterprise and beyond.**

[hitachivantara.com](https://hitachivantara.com)

# Overview

The surge in data from applications, users, and devices demands efficient storage, management and analysis. Yet, with the complexity of diverse storage architectures, vendors and technologies, extracting data value can be challenging.

At times, certain data management tools might hinder timely data access, impacting business outcomes. Further, when general IT professionals are expected to master diverse data systems, both budget and expertise can become limiting factors.

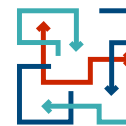
Are you facing such challenges with data infrastructure complexity and management while striving for business results with an overstretched IT team?

**This e-book introduces Hitachi Vantara's Data Stairway to Value, a strategy to maximize your data's potential and yield.**

# Data Infrastructure Management Challenges



Unabated Growth



Highly Complex



Legacy Tools



Need for Speed



Shrinking Operations Budgets



Shortage of Skills

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# Introducing the Data Stairway to Value

Using a universal data management framework, the Hitachi Vantara Data Stairway to Value can help you capture data's full business and economic value inside your enterprise and beyond.

When you can manage data infrastructure more efficiently, you can better use it to gain data-driven insights and agility, which leads to better business outcomes.

The data stairway to value reinforces the integrated nature of your data investments – a system that pays off at each level. You don't have to go through all of the steps before you see the value, but keep in mind each level enables the success of the level above it.

**Next, we'll take a closer look at each step.**



STEP 1: INFRASTRUCTURE AGILITY

# Store Your Data for Improved Data Infrastructure Agility

The first step is efficiently storing, managing and protecting your data to support a data management foundation to enable business data agility.



Storage

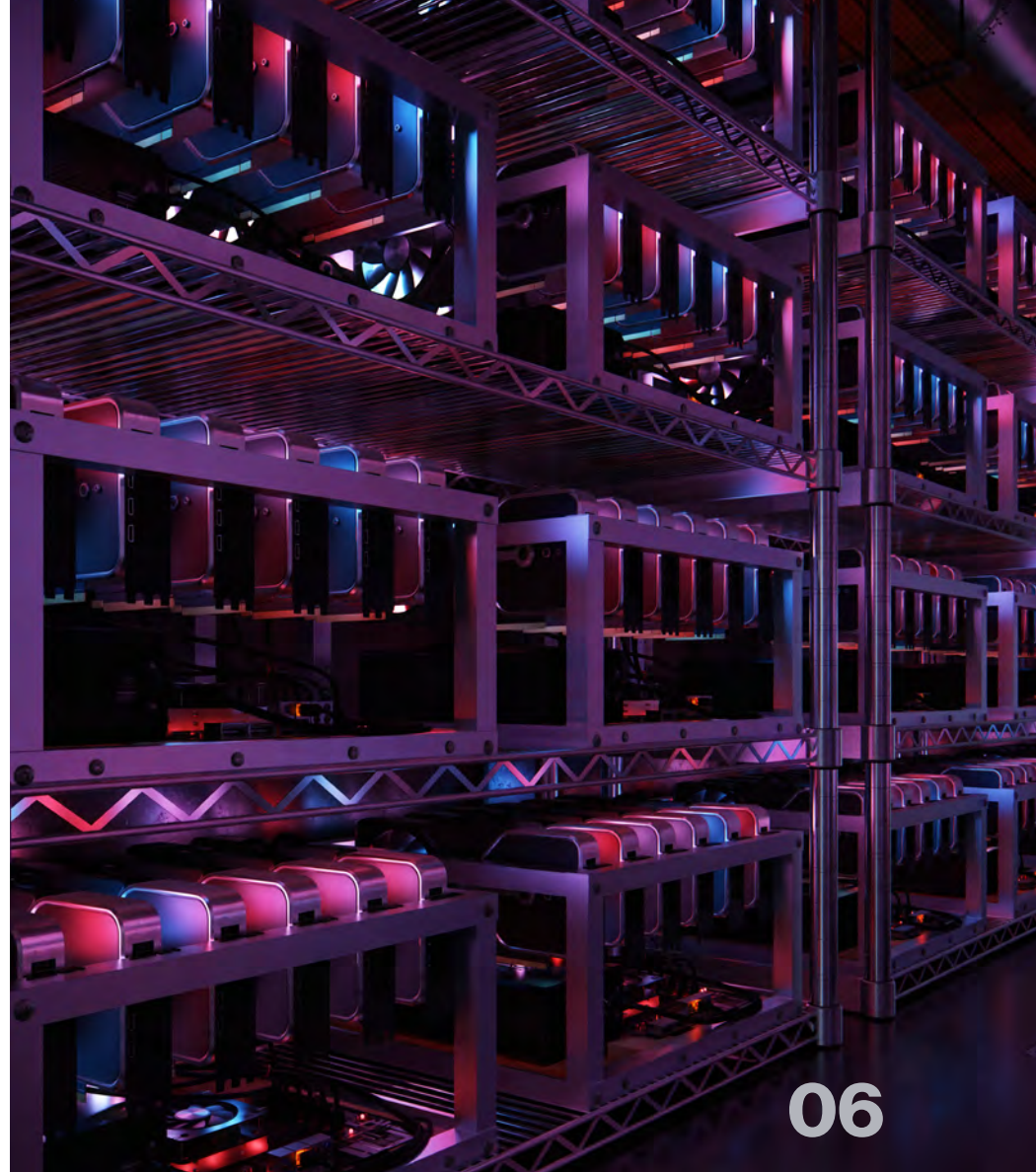


Manage



Protect

Maximize Your ROI with the Data Stairway to Value



# How to Store and Manage Data

Universal data management takes your disparate data silos and assets and applies a shared data management architectural approach. This data management framework helps simplify common data management policies and operations across disparate data silos, systems and applications.

For smaller companies, managing data becomes simpler, which results in getting up and running faster. For larger companies with a broader range of storage infrastructures, including older existing data arrays as well as third-party storage assets, a common data plane with the support of storage virtualization enables advanced data operations using one set of tools to manage all this data centrally.

**The result:** deliver common data services at any scale, accelerate data-driven outcomes and reduce storage cost and data storage risks.



Storage



Manage



Protect



# Prioritize Protecting Your Data

For businesses today, data holds value like gold and ransomware is a top data security threat facing this resource. Businesses need to apply the appropriate data and cyber resiliency measures to keep up with the ever-changing data security and ransomware tactics.

A common set of data management tools contributes to ongoing cyber resiliency efforts with shared data protection and security policies and methods, such as secure and flexible locking of critical data volumes.

## How Hitachi Vantara Helps Safeguard Data Against Ransomware

- Immutable data storage volumes
- Hardened security operations
- Continuous backup of critical data

### Did you know?

Hitachi Virtual Storage Platform offers the industry's trusted 100% Data Availability Guarantee.

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Storage



Manage



Protect

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STEP 2: DATA AGILITY

# Innovate With Data Through Data Agility

Next, apply DataOps tools to automate analytics, operationalize efficiency and drive insights from data.



Profile

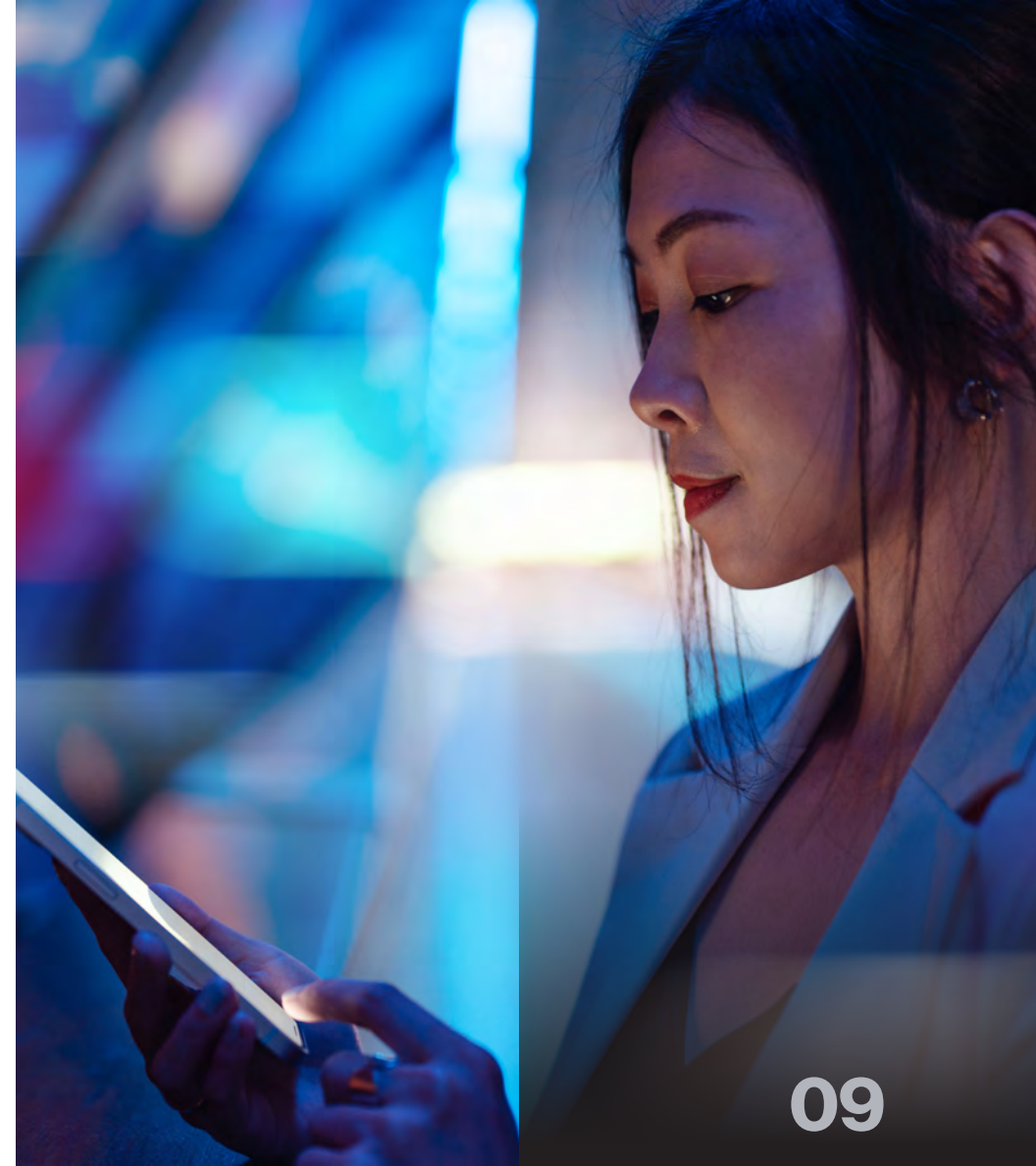


Discover



Govern

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## Simplify Data Management with a Data Platform approach

With a common data plane, you can apply DataOps tools to operationalize data operations with automated data analytics to unlock insights, save costs and even improve your carbon footprint.

## Analyze Resources Continuously

DataOps tools evaluate your data to swiftly pinpoint over-performing or underperforming applications and devices. This is vital when you're managing numerous data sources and aiming to enhance performance and implement change.

## Automate Database Resource Deployments

DataOps tools tackle issues and automate processes for lasting efficiency, even with changing data landscapes. This includes managing large-scale data pipelines and optimizing data movements. Automated resource deployments reduce risk and maintain consistent best practices.



**Profile**

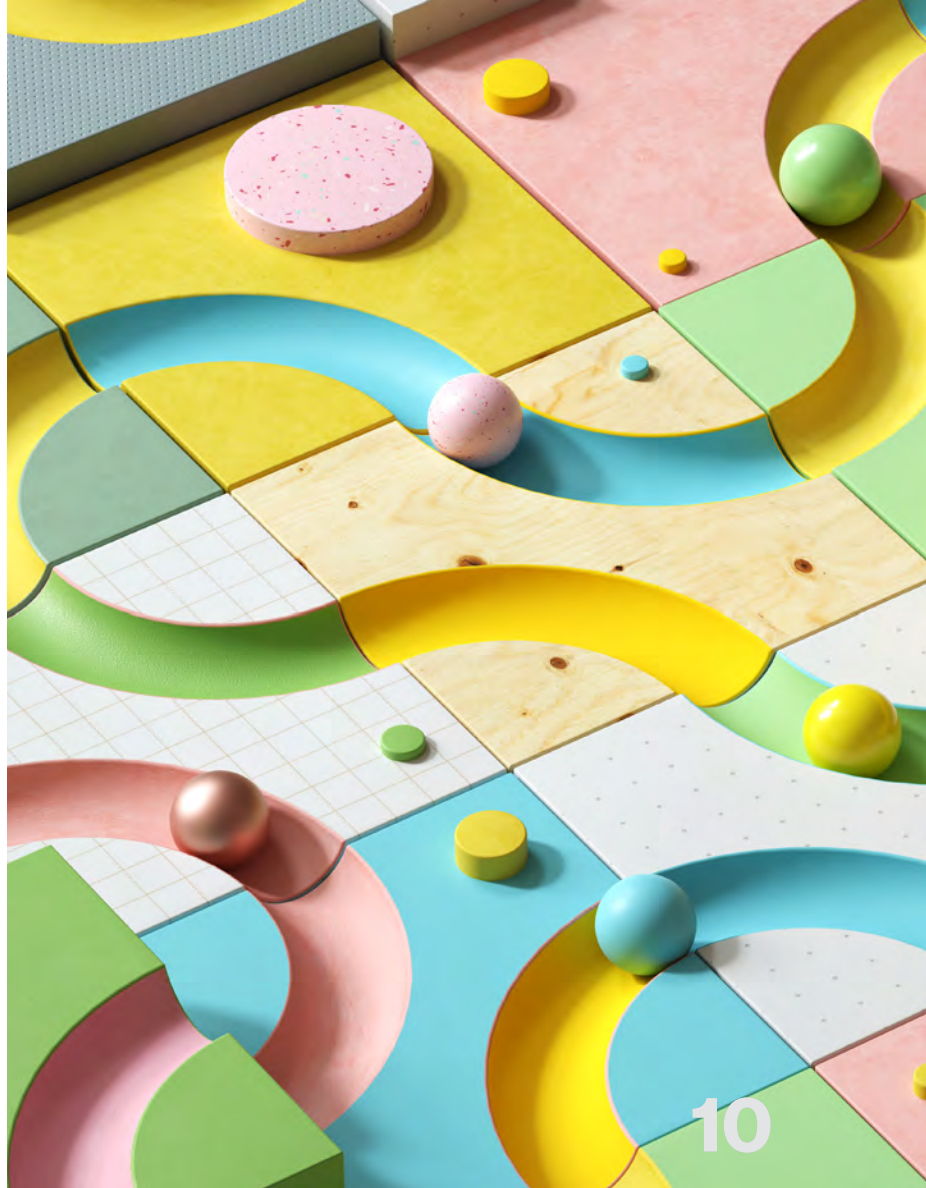


**Discover**



**Govern**

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# Benefits of Hitachi Vantara DataOps

SMART

**4X**

Faster fault isolation  
and root cause analysis

AUTOMATED

**80%**

Reduction of  
day to day tasks  
with AI and automation

AGILE

**7:1**

Efficiency with  
advanced ML  
Powered smart dedupe



Profile



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STEP 3: BUSINESS AGILITY

# Create Business Application Value with Data Agility

Finally, apply your data insights to achieve business outcomes.



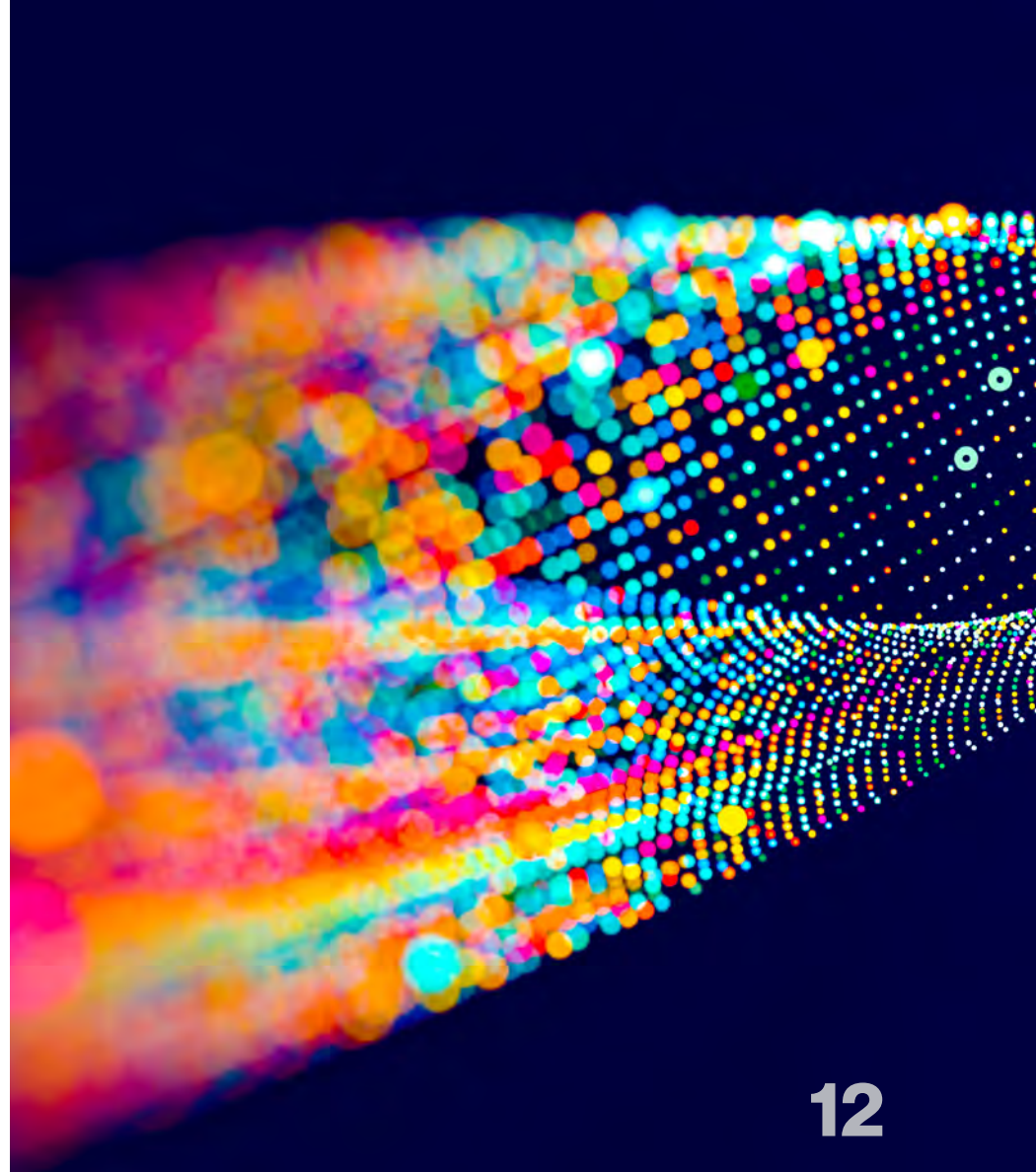
Metadata



Automate



Orchestrate



## How to Achieve New Business Outcomes

With quality data insights gained through analytics, application insights can truly transform your business. For maximum value, achieve optimal data management efficiency by combining all types of data using a common data plane across structured and unstructured data. With rich, accessible, discoverable data, businesses can unlock actionable insights like never before.

## Use These Tools to Help Create Application Value

**Metadata:** Use a searchable metadata hub to automatically collate, secure and index unstructured data; a powerful tool to apply meaning to data and enhance its discoverability.

**Automation & Orchestration:** Rely on automation from IT infrastructure orchestration to data platform workflows to accelerate data-driven insight operations.

## Where Does Your Data Stairway to Value Lead?

**Customer Acquisition:** Maximize your marketing performance through better-targeted lead generation, more intelligent digital engagement and increased recurring revenue.

**Sales Enablement:** Increase win-rates and grow deal sizes by broadening relationships, improving customer success and better nurturing leads.

**Revenue Management:** Increase profits through intelligent alignment of price points to market segments and a better understanding of value drivers by industry.



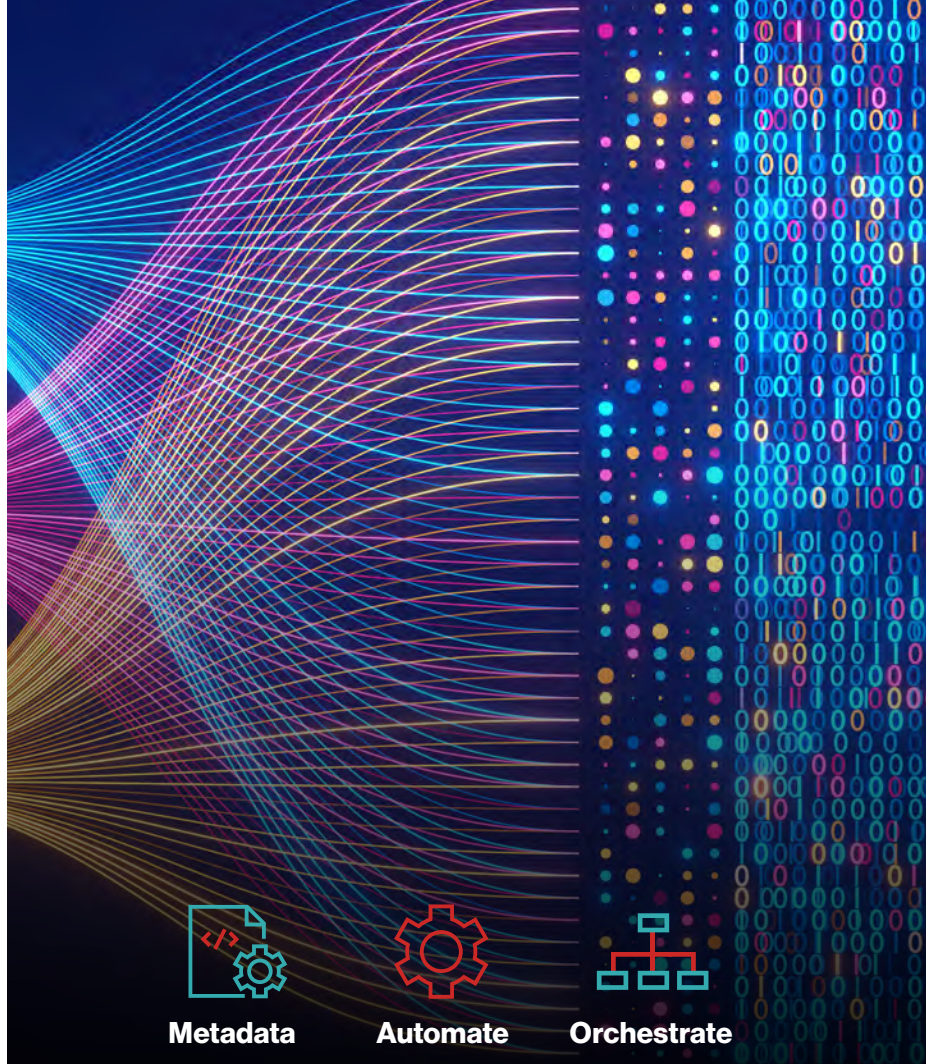
Metadata



Automate



Orchestrate



# How to Build Your Data Stairway to Value

**Universal data management (UDM) is the central foundation of the Data Stairway to Value, which is uniquely supported by the Hitachi Vantara UDM storage portfolio.**

## What is Universal Data Management?

Using a unified data architecture, universal data management effectively handles both structured and unstructured data. It covers the entire lifecycle from ingest, store, discover, manage, govern, protect and analyze, irrespective of the data's location or type.

Moreover, it can integrate virtualized existing and third-party storage systems, providing centralized data visibility, control, and management.



# Unlock the Full Potential of Your Data with Hitachi Vantara



## Hitachi Virtual Storage Platform (VSP) – VSP 5000 or VSP E Series

Scalable storage infrastructure platforms with all-flash and hybrid configurations and industry-leading reliability for general-purpose business applications, online transaction processing to high-performance computing workloads.

[Learn More](#) ↗



## Hitachi Storage Virtualization Operating System (SVOS)

Advanced storage operating system and storage virtualization architecture enable the consolidation of multiple disparate data silos providing common data services and operations with easy data migrations to lower overall data management costs.

[Learn More](#) ↗



## Pentaho Data Analytics

Intelligent data analytics software to automate analytic operations and creates new data insights faster and at lower costs. Streamline data governance, audit and regulatory compliance.

[Learn More](#) ↗



## Hitachi Ops Center Management Suite

AIOps-enabled infrastructure management suite streamlines systems management, automated data operations, optimizes performance and capacity utilization, while protecting and safeguarding your data.

[Learn More](#) ↗

**Learn More** →

Learn more about Hitachi Vantara Universal Data Management.

## ABOUT HITACHI VANTARA

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers intelligent data platforms, infrastructure systems and digital expertise that support more than 80% of the Fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products and experiences, visit [hitachivantara.com](https://hitachivantara.com).

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**Universal Data Management Buyer's Guide**