



## Market Insight Report Reprint

# Hitachi Vantara sharpens focus on data infrastructure with Digital Services spinoff, new CEO

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by **Henry Baltazar**

With a renewed emphasis on data infrastructure, recently appointed CEO Sheila Rohra is taking over Hitachi Vantara at a critical time as the vendor prepares to transform its portfolio with the upcoming launch of Hitachi Virtual Storage Platform One early next year.

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## Introduction

Recently appointed CEO Sheila Rohra is taking over Hitachi Vantara at a critical time as the vendor prepares to transform its portfolio and shift its focus to data infrastructure with the upcoming Hitachi Virtual Storage Platform One launch early next year. The move comes as the company is preparing to spin off its digital services, internet of things and artificial intelligence businesses into a separate entity, Hitachi Digital Services.

### THE TAKE

Hitachi Vantara's infrastructure products were often in the shadow of its Digital Services division, especially with the increasing importance of AI, analytics and cloud integration. Over the past two years, the vendor has made significant enhancements to its data infrastructure products to fill gaps in the software-defined storage and storage management portions of its lineup, which are essential for data infrastructure modernization. The forthcoming launch of Hitachi Virtual Storage Platform One should be extremely important for the company since it is being positioned as a single hybrid cloud data platform that will unify block, file and object storage resources under a common data plane to help customers manage their rising data challenges.

In 451 Research's Voice of the Enterprise: Storage, Budgets 2023 survey, respondents expected their data under management to grow by 30% in the upcoming year, which is a significant increase from the 24% growth rate the previous year, highlighting the need for more efficient storage platforms. With Hitachi Vantara under new leadership and now positioned as a company dedicated to data infrastructure, it seems poised to reshape customer perceptions with Hitachi Virtual Storage Platform One.

## Details

Rohra joined Hitachi Vantara as chief business strategy officer in February and was promoted to president of the digital infrastructure business in July. Rohra previously was senior vice president and general manager of data infrastructure business at Hewlett Packard Enterprise Co., and prior to that was the SVP of customer success at NetApp Inc.

To position itself to fulfill its vision for Hitachi Virtual Storage Platform One, the company had to fill significant gaps in its lineup. Last December, Hitachi Vantara accelerated the enhancement of its software-defined storage lineup with both internal development and its partnership with high-performance storage specialist WekaIO. Following the addition of tools such as the Hitachi Ops Center AI-based cloud infrastructure management platform, the vendor has modernized its infrastructure management capabilities to help infrastructure professionals reduce their operational management burdens.

With the heightened impact of environmental, social and governance standards on infrastructure, sustainability should continue to be a major initiative going forward for Hitachi Vantara. The company recently announced that it was going "all in" on sustainability within its own operations, with aggressive targets for net zero for Scope 1 and 2 targeted for 2023 and net zero for Scope 3 targeted for 2050. In the infrastructure space, its sustainability-focused product innovation should help customers reduce the power, cooling and rackspace consumption of their systems while lowering carbon emissions associated with the infrastructure equipment life cycle.

The newly formed Hitachi Digital Services unit is expected to be led by CEO Roger Lvin and provide services related to generative AI, cloud integration, modernization and IoT services. The company also plans to offer systems integration and digital services such as RunOps & Managed Services, Cloud & SI Services, and Data & Analytics Services. Hitachi Digital Services is slated to be based alongside Hitachi Vantara in Santa Clara, Calif.

## CONTACTS

### The Americas

+1 877 863 1306

[market.intelligence@spglobal.com](mailto:market.intelligence@spglobal.com)

### Europe, Middle East & Africa

+44 20 7176 1234

[market.intelligence@spglobal.com](mailto:market.intelligence@spglobal.com)

### Asia-Pacific

+852 2533 3565

[market.intelligence@spglobal.com](mailto:market.intelligence@spglobal.com)

[www.spglobal.com/marketintelligence](http://www.spglobal.com/marketintelligence)

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