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Hitachi Vantara's iQ increases AI storage momentum, adds AI recovery capabilities

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Introduction

Hitachi Vantara's iQ AI offerings are starting to pay dividends commercially, bringing new customer wins and revenue growth in 2025. The company continues to innovate within its AI portfolio, adding Hitachi iQ Studio Time Machine, which allows users to identify and roll back unwanted changes made to datasets by users, machines, models and agents.

THE TAKE

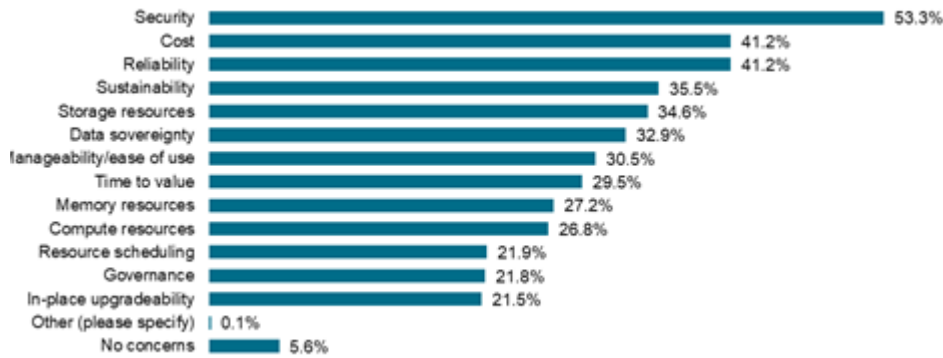
Hitachi Vantara is increasing momentum across the company and its AI portfolio — adding new customers, increasing wins and doubling the revenue performance of Hitachi iQ to date in 2025. It continues to innovate with ecosystem partners, specifically NVIDIA Corp., in offering customers a choice of various AI infrastructure platforms to support their use cases and workloads. While Hitachi Vantara remains an independent subsidiary of Hitachi Ltd., the two remain committed to working with one another as part of a broader “One Hitachi” strategy, with emphasis on addressing industry-specific and industrial AI solutions between the two entities. Hitachi Vantara is also increasing the “ecosystem” appeal of Hitachi iQ by deepening integrations with existing products such as VSP One and VSP 360, combined with innovations such as Hitachi iQ Studio Time Machine. These developments should help the company broaden its appeal to enterprise and industrial-focused customers with a rich set of storage and data management capabilities that customers may find compelling.

Context

We have previously written about Hitachi Vantara's iQ portfolio, including its partnership with NVIDIA and adjacent supporting technologies, such as the improvements the company has made to Virtual Storage Platform (VSP) One. We have also covered recent updates to its EverFlex storage-as-a-service offering. Since then, the company has continued to increase momentum within the Hitachi iQ portfolio by adding new customers and increasing the number of wins within these accounts. Hitachi Vantara cites 47 Hitachi iQ customers, including two sovereign AI cloud platforms, and nearly 100 collective wins across its portfolio, which, in terms of revenue contribution this year, equates to 100% year-over-year growth. The company remains committed to growing the head count within its AI division across its engineering, product management and sales teams. It has formed an AI “center of excellence,” geared toward promoting further AI innovation in the company, while working to synergize offerings with the rest of the company as well as with Hitachi Ltd. more generally as part of an overarching “One Hitachi” strategy. Hitachi Vantara is also in the process of moving from a direct model to an indirect channel-based sales model, which includes Hitachi iQ as part of this transition.

Our Voice of the Enterprise: AI & Machine Learning, Infrastructure 2025 survey highlights the crucial role that storage and data management suppliers play in organizations' AI infrastructure environments. This includes the support they provide for data, models and the underlying infrastructure itself, as well as keeping each of them available, reliable, cost-effective, performance-rich and highly secure. These qualities map closely to the key concerns current AI/machine learning infrastructure buyers and decision-makers face today. (We expect sovereignty of models and infrastructure to join this list more frequently in the future, although they were not specifically identified in this year's survey).

Figure 1: Organizations’ primary concerns with existing AI/ML infrastructure



Source: 451 Research’s Voice of the Enterprise: AI & Machine Learning, Infrastructure 2025.

Q. What are your organization’s main concerns with its current ML infrastructure? Please select all that apply.

Base: All respondents (n=702).

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Strategy

Hitachi Vantara’s AI strategy is twofold: building AI platforms and creating AI outcomes. Building AI platforms largely focuses on the company’s partnership and co-engineering efforts with NVIDIA, which integrates its storage systems, including VSP One Object and supporting software (such as Hitachi Content Software for File), for distributed parallel filesystems. The company’s certifications with NVIDIA include reference architectures for the NVIDIA DGX BasePod, NVIDIA HGX systems and NVIDIA AI Data Platform, plus NVIDIA Enterprise Storage and NVIDIA Cloud Provider certifications. It also offers Hitachi iQ M Series, which integrates NVIDIA RTX Pro 6000 and targets mixed enterprise AI workloads, particularly in industrial and physical AI settings, as a modular, more cost-effective offering. Hitachi Vantara plans to expand this partnership in the years to come, with planned support for NVIDIA’s next-generation GPUs and CPUs, as well as its own future storage products.

Strong levels of storage and data performance (i.e., keeping GPUs consistently fed with data) represent one part of the equation for Hitachi Vantara. It buttresses these capabilities with a sharp focus on hybrid and private cloud environments that allows it to meet a broader spectrum of customers’ workload needs and deployment preferences, with increased emphasis on AI sovereignty of data, models and infrastructure. This is a competency that bridges the company’s other strategic pillar of creating AI outcomes. For Hitachi Vantara, this includes delivering outcomes in both enterprise and industrial environments using Hitachi iQ combined with the company’s other products — VSP One and VSP 360 — in addition to the products, expertise and relationships of Hitachi Ltd. more generally.

Hitachi Vantara’s expansion of Hitachi iQ Studio — a low-code/no-code agent builder platform with a library of AI blueprints — to a broadly applicable AI application builder for enterprise customers marks a subtle shift from its prior emphasis on industry-specific AI applications. It also is transforming its strategy to be fully channel fulfilled, relying on partners to increase its appeal to wider user audiences, while building on existing specific industry traction in retail, healthcare and energy sectors with Hitachi Ltd. Looking ahead, Hitachi Vantara will continue to develop its general-purpose AI capabilities, while remaining committed to intensive engagement with industry-specific applications — a concept seemingly closely tied to a transition to physical AI. This refers to embedding AI into operational systems — for example, machines, devices, robots and smart spaces.

Hitachi iQ Time Machine

While security of data, models and infrastructure has ascended to the top of AI infrastructure decision-makers' list of concerns, backup and recovery of these assets are often neglected. Our research suggests that this is a problem that will become more pronounced as general organizational adoption of AI and AI capabilities progresses, which will bring more users, machines, models and agents into the fold. Hitachi iQ Studio's newest addition — Hitachi iQ Studio Time Machine — is intended to fill this gap. While best practices around access and change control are still certainly recommended, Hitachi iQ Studio Time Machine can help users identify and understand where unwanted changes occurred to their data and models and revert to a known good state, addressing accidental data inclusion in models and providing the ability to revert to a point in time without starting over.

Competition

Hitachi Vantara competes against the same set of suppliers in the AI storage space as it does in the enterprise storage market. These include Dell Technologies Inc., Hewlett Packard Enterprise Co., IBM Corp., NetApp Inc. and Pure Storage Inc. The company partners and competes with cloud service providers such as Amazon Web Services, Microsoft Corp. (Azure) and Google (Google Cloud Platform). Other offerings, such as Rubrik's Agent Rewind, add similar resilience measures to Hitachi iQ Time Machine.

Regarding Hitachi iQ Studio, Hitachi Vantara indicates it has been developing the product for more than three years, pre-dating the recent surge in agentic AI platforms. In its current form, Hitachi iQ Studio aims to support a wide range of general-purpose agents through a low-code/no-code interface, citing its use for customer service, code generation and data management tasks, among others. This broad applicability places Hitachi Vantara in competition with a wide array of other technology companies. This includes specialist agentic platforms such as Airia and LangChain, as well as hyperscalers and numerous enterprise application vendors that integrate agent studios into their ecosystems.

Since customers prefer to bring AI to their existing data stores, Hitachi Vantara has inherent advantages as a storage provider when it comes to AI application development. Its VSP 360 and VSP One products offer customers unified data control and management planes that offer higher functionality and granularity around storage and data management workflows, including fine-grained governance. This is a gap for many competing AI studios, particularly those that have started with agent orchestration capabilities, as opposed to those that build up to them, like Hitachi Vantara. As the company extends toward more industry-specific applications, it may find it easier to build a distinct voice with customers than others in this competitive cohort. Hitachi Vantara is already exploring technologies such as digital twins, and there are other opportunities to further differentiate itself with domain-aware data classification and industry-tailored post-training and agent patterns.

SWOT Analysis

STRENGTHS

Hitachi Vantara has a long-standing track record when it comes to the performance and reliability of its storage systems. This, combined with its progress with VSP and its EverFlex as-a-service offerings, and increased focus on vendor and channel partner relationships, should boost its appeal as an AI infrastructure provider. Synergies with Hitachi Ltd. provide it with domain knowledge around the needs of specific industries and edge environments.

WEAKNESSES

Hitachi Vantara should increase visibility with potential new customers (e.g., midrange) and work to address new use cases (e.g., near- and far edge) where it has natural advantages. It also must continue to find new, unique ways to add incremental value to its AI portfolio — across hardware, software and services — to further differentiate itself from its AI infrastructure competitors.

OPPORTUNITIES

The AI infrastructure opportunity is already significant and is predicted to grow at a healthy rate over the next several years, according to 451 Research's preliminary market estimates. Indirect selling results are built on reputation, and Hitachi Vantara must remain dedicated to channel success. Customers routinely express interest in securely bringing AI to their data, regardless of where it lives — usually the hybrid cloud — which is a need Hitachi Vantara is well-positioned to address.

THREATS

Competition in the AI infrastructure space remains intense. Many of Hitachi Vantara's competitors have similar strategic arrangements and reference architectures with NVIDIA, which, while compelling, will increasingly pressure participants to find new ways to innovate and deliver value.

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