HITACHI

Top Ten Reasons Why

Pay as You Grow With Capacity on Demand

On-premises baseline ownership plus on-demand expansion

Capacity on Demand (CoD), a core part of Hitachi EverFlex, combines a baseline system with pre-positioned buffer capacity that can be activated on demand—supporting predictable growth, faster time to value, and reduced risk.

1. **Grow Without Overprovisioning**
   Keep costs aligned to real demand by starting with the capacity you need today and expanding only when usage requires it.
2. **Instantly Access Expansion Capacity**
   Use prepositioned buffer capacity so you can scale quickly — without waiting for hardware orders, change windows or disruptive upgrades.
3. **Work From CapEx Baseline With Flexible Growth Options**
   Maintain ownership where required, while gaining a simpler path to add capacity in line with budget cycles and demand spikes.
4. **Reduce Procurement Friction**
   Expand within the existing agreement: Buffer capacity provided eliminates emergency purchase approvals when workloads grow.
5. **Support Modern Workload Volatility**
   Handle seasonal peaks, data growth and transformation projects with confidence — especially when demand is hard to forecast.
6. **Preserve Operational Control**
   Keep your preferred operating model (self managed or partner managed), with the option to add services as your needs evolve.
7. **Lower Risk for Mission-Critical Environments**
   Avoid capacity-related constraints that can lead to performance degradation, stalled projects or unplanned downtime.
8. **Build on Hitachi Virtual Storage Platform One (VSP One)**
   Leverage enterprise storage capabilities and guarantees designed for performance, availability and long-term reliability.
9. **Create a Clear Bridge to Future Modernization**
   Make expansion decisions incrementally while keeping the foundation in place. Support technology refresh and lifecycle planning without forced migrations.
10. **Choose a Differentiating Alternative to Evergreen-Style Programs**
    Deliver “always ready” scale and modernization benefits without forcing a single buying model — meeting organizations where they are.

Ideal for:

- Organizations that prefer CapEx ownership but need flexibility for growth (common in public sector and regulated industries).
- Teams that need capacity available for AI initiatives, analytics and rapidly expanding datasets.
- Enterprises seeking a low-disruption path to scale and modernize without constant re-procurement.
- IT leaders looking to reduce risk from supply chain delays and long lead times.

Talk baseline sizing, buffer strategy and best commercial structure with our experts.

Learn more

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HV-BTD-SB-COD-Top-10-22Jul26-B