

HITACHI

EverFlex Success Stories eBook

How Six Organizations Modernized Without Owning the Risk

Hitachi Vantara





Introduction

How Six Organizations Modernized Without Owning the Risk

When infrastructure stops being the bottleneck

Across industries, the pressure is starting to look the same everywhere. Data is growing faster than anticipated. Systems are expected to stay on. **Budgets are tighter** where Capex and Opex models need to be fully leveraged. **IT teams are expected to keep up without taking on more risk.**

Traditional infrastructure models weren't built for this pace. Capacity must be planned early. Expansion takes time. Too much effort goes into maintaining systems instead of moving work forward.

Six organizations faced these challenges head on and made a different choice — **they started buying results.**

With **Hitachi EverFlex Infrastructure as a Service (IaaS)**, they modernized their infrastructure by combining simplified, workload-aligned pay-for-use consumption, transparent, credit-backed service level agreements (SLAs), and enterprise-grade performance and energy efficiency. Built on the VSP One data platform and delivered through a single, governed experience, EverFlex provides cloud-like agility with the control, security, and predictability enterprises require.

From automotive manufacturing to healthcare, finance, education, and managed services, these organizations changed how their infrastructure is delivered so it can handle growth without constant rework and without putting critical systems at risk.



Table of Contents

- 1** BMW Group
Innovating Mission-Critical Data Storage
- 2** Indiana University
Intelligent Infrastructure Supporting Students 24/7
- 3** Bürklin Elektronik
Aligning Storage Costs to a Hybrid Cloud Strategy
- 4** Techniklotsen GmbH
Secure IT Managed Services
- 5** Kramer & Crew
Scaling Cyber-Resilient Cloud Backup Services
- 6** Financial Services (Anonymous)
When Milliseconds Matter

BMW Group

Innovating Mission Critical Data Storage with a Cloud Operations Model

The Challenge

At BMW Group, a millisecond of latency can stop a production line. Across more than 30 plants, just-in-time manufacturing leaves no room for storage that can't keep up.

Storage upgrades had to happen without pausing systems that run around the clock — something BMW's existing model was no longer designed to support. Ultra-low latency, zero downtime, and global 24/7 availability became hard requirements, alongside sustainability and energy efficiency.

The Solution

BMW Group challenged the market to deliver the most reliable, innovative, and scalable enterprise storage available.

Hitachi Vantara was selected for its combination of EverFlex Managed Services and VSP 5600 enterprise storage, enabling a consumption-based private storage cloud with cloud-like flexibility and on-premises performance. The solution supports thousands of servers across 18 data centers, with fully redundant operations during upgrades and non-disruptive migrations that protected continuity throughout.

The Outcome

BMW Group now protects 60 PB of mission-critical data with zero data loss across more than a decade of operation. Zero RTO and zero RPO keep production running, and as data volumes have scaled 120x, cost efficiency and sustainability have improved with every upgrade.

Industry

Automotive, Manufacturing

Challenge

Deliver fast, reliable, cost-efficient, and sustainable storage across a global production footprint

Solution

Hitachi EverFlex Managed Services with Hitachi Virtual Storage Platform (VSP) 5600

Key Results

120x data growth supported without disruption

60 PB of mission-critical data protected

Zero RTO / Zero RPO for critical systems

“The BMW Group challenged the market to find a vendor that could offer the fastest, most effective and innovative solutions. Hitachi Vantara offered a comprehensive full-service package with Hitachi EverFlex Managed Services that the BMW Group assessed as offering the best value for its business.”

Manager, Data Storage
BMW Group

[Read the full BMW Group story here →](#)

Indiana University

Supporting Student Services 24/7 with Intelligent Infrastructure

The Challenge

When 90,000 students log in to register for classes or submit assignments, they don't think about the storage layer underneath. Indiana University's IT team thinks about it constantly. Across nine campuses and 21,000 faculty and staff, the centralized infrastructure has to be there every time — and meet strict HIPAA and FERPA requirements while doing it.

To improve reliability and cost efficiency, IU built a private cloud known as “intelligent infrastructure.” As adoption increased, storage performance, capacity, and resiliency became critical constraints.

The Solution

IU partnered with Hitachi Vantara to modernize on Hitachi EverFlex Storage as a Service (STaaS), replacing legacy systems with four VSP 5600 arrays and 3 PB of VSP One File storage. Using Global Active Device (GAD) technology, data is synchronously replicated between Bloomington and Indianapolis, enabling automatic failover with near-zero downtime. The EverFlex OpEx model allowed IU to scale without large upfront investments.

The Outcome

Indiana University doubled maximum storage performance and added 25% capacity within existing budget. Near-zero RTO and RPO ensure uninterrupted services, and simplified management gives the lean IT team room to innovate.

Industry

Education

Challenge

Ensure always-on services and comprehensive data protection across nine campuses

Solution

Hitachi EverFlex STaaS Consumption with VSP 5600 and VSP One File

Key Results

Doubled storage performance

Added 25% capacity

Brought downtime to **near-zero**

“In the world of higher education where we're always looking for cost efficiencies, EverFlex allows us to dynamically size our environment as needed.”

Mark Spencer,
Director of Telecom Infrastructure
Indiana University

[Read the full Indiana University story here →](#)



Bürklin Elektronik

Aligning Data Storage Costs with a Hybrid Cloud Strategy

The Challenge

Bürklin Elektronik ships more than 1,500 orders a day. When storage performance lags, customers feel it — and in component distribution, late means lost.

By the time Bürklin reviewed its environment, the IT team was managing multiple storage platforms with different tools, contracts, and upgrade cycles. As data volumes grew and sustainability goals tightened, Bürklin needed a simpler, more efficient model that could scale dynamically without locking the business into large upfront investments.

The Solution

Bürklin selected Hitachi EverFlex Storage as a Service for a flexible consumption model, so costs increase only when usage increases.

Working with partner IS4IT GmbH, the company deployed two VSP E590 arrays across dual data centers. The entire migration finished in three days. The environment supports Microsoft Dynamics NAV and SQL Server workloads while letting Bürklin adjust capacity as applications move between on-premises and cloud.

The Outcome

Storage and network performance more than doubled, energy consumption dropped 38%, and backup window constraints disappeared. Predictable monthly billing gives the IT team more time to focus on improving operations instead of maintaining systems with excess capacity.

Industry

Retail

Challenge

Consolidate fragmented storage platforms and dynamically adjust costs with business demand

Solution

Hitachi EverFlex STaaS Consumption with VSP E590

Key Results

>2x faster storage and network performance

38% annual energy savings

Significant reduction in storage administration effort

“It’s a major advantage for us to avoid a six-figure investment in storage capacity we might never need. Hitachi EverFlex is the ideal solution for us, it perfectly supports our developing hybrid cloud strategy.”

Lars Fietkau, IT Coordinator
Bürklin Elektronik

[Read the full Bürklin Elektronik story here →](#)

Techniklotsen GmbH

Boosting Business Agility with Future-Proof Infrastructure as a Service

The Challenge

Techniklotsen GmbH customers — nursing homes, hospitals, childcare centers — cannot afford downtime, security issues, or unnecessary costs. The organization had to deliver on all three on tight margins.

As data volumes grew, Techniklotsen needed a storage platform that could scale efficiently, guarantee data sovereignty, and avoid tying up limited budgets in unused capacity.

The Solution

Techniklotsen adopted Hitachi EverFlex Infrastructure as a Service in collaboration with Kramer & Crew to modernize and consolidate its storage environment.

The solution uses VSP One Block to support around 500 virtual machines with all-flash performance, built-in redundancy, and non-disruptive maintenance.

EverFlex's consumption-based pricing allows Techniklotsen to expand capacity dynamically while keeping costs aligned with customer demand and contractual requirements.

The Outcome

Techniklotsen can now onboard customers faster and scale services efficiently without complex planning or approval cycles.

Customers benefit from reliable, compliant IT services delivered at lower overall cost, without compromising data sovereignty.

Today, more than 12,000 users rely on Techniklotsen managed services built on a secure, resilient EverFlex foundation.

Industry

Healthcare and Life Sciences, Not for Profit, Technology

Challenge

Deliver scalable, sovereign storage while reducing costs for regulated organizations

Solution

Hitachi EverFlex IaaS with VSP One

Key Results

500 virtual machines supported on all-flash storage

12,000+ users relying on compliant IT services

Dynamic scalability with predictable costs

“Hitachi EverFlex brings real commercial benefits for our customers, and for our business, too. The cloud-like, consumption-based pricing approach helps us win new customers with highly attractive offers and reduce costs for existing customers.”

Viktor Gutjahr, Head of IT
Techniklotsen GmbH

[Read the full Techniklotsen GmbH story here →](#)

Kramer & Crew

Scaling Flexible, Cost-Effective Cloud Backup Services

The Challenge

Kramer & Crew's customers had a tape problem. The tapes still worked. Until they didn't, and ransomware was getting better at finding the gaps.

The company wanted to expand its managed services portfolio with faster, more secure, and more cost-efficient backup offerings, and its customers required immutable protection, predictable pricing, and guaranteed local data residency without the complexity of owning backup infrastructure.

The Solution

Kramer & Crew renewed its object storage platform using Hitachi Content Platform delivered through EverFlex IaaS.

Geo-redundant HCP systems were deployed across two German data centers, providing immutable WORM protection and flexible scaling for diverse customer needs.

Hitachi manages infrastructure scaling and lifecycle operations, allowing Kramer & Crew to focus on service delivery and innovation.

The Outcome

Kramer & Crew can scale backup services rapidly without manual provisioning or upfront investment. What's more, customers benefit from stronger cyber-resilience, faster recovery, and elimination of tape-management risk.

The EverFlex model supports competitive pricing and accelerates the launch of new Crew:Cloud™ services.

Industry

Technology

Challenge

Deliver scalable, ransomware-resistant backup and recovery services

Solution

Hitachi EverFlex IaaS with Hitachi Content Platform (HCP)

Key Results

Immutable ransomware-resistant backups

Rapid, on-demand scalability

Faster customer onboarding

“With Hitachi EverFlex, we leverage Hitachi Content Platform to deliver scalable, cost-efficient, and reliable ransomware protection. Our flexible data retention policies are tailored to meet diverse requirements, ensuring secure and adaptable data management.”

Silvio Weber, Senior Consultant
Kramer & Crew

[Read the full Kramer & Crew story here →](#)

A Prominent European Financial Services Company

When Milliseconds Matter

The Challenge

In securities trading, milliseconds directly affect market integrity and trust.

This organization supports real-time trading, clearing, and settlement across multiple exchanges. Storage has to deliver consistently low latency, remain continuously available, and meet strict regulatory requirements for auditability, retention, and security.

As transaction volumes climbed and sustainability targets tightened, traditional refresh cycles became a constraint on both efficiency and energy use — and pressure mounted to limit expenses.

The Solution

The organization modernized its storage landscape using EverFlex Storage as a Service, deploying VSP 5600, VSP E1090, and HCP systems across four European data centers. A high-performance SAN backbone ensures predictable latency, while shared virtual storage pools simplify capacity management without compromising the regulatory standards that govern every trade.

The Outcome

The platform now supports peak trading volumes with zero data loss, with no manual performance tuning or capacity rebalancing required. Electricity consumption dropped by more than 30%, and carbon emissions were cut in half — proof that when milliseconds matter, sustainability and performance don't have to be a trade-off.

Industry

Financial Services

Challenge

Modernize storage for real-time trading, clearing, and settlement while meeting strict regulatory and sustainability requirements

Solution

Hitachi EverFlex Storage as a Service with VSP 5600, VSP E1090, and HCP

Key Results

50% reduction in CO₂ emissions

30%+ lower electricity consumption vs. hyperconverged infrastructure

Zero data loss supporting 20+ years of uninterrupted operations

“While storage was often the bottleneck in the early years, we no longer face performance issues with our current state-of-the-art systems.”

Storage Platform Leader

[Read the full Financial Services story here](#) →



Conclusion

What These Organizations Have in Common

There's a clear shift in how leading organizations approach infrastructure. For each of them, what matters now is how the business runs on top of the infrastructure — **not the infrastructure itself.**

Hitachi EverFlex enables this shift through a workload-aligned, usage-based subscription model backed by transparent, credit-backed SLAs for IT operations. Customers gain enterprise-class availability, performance, security, and energy efficiency assurances, while avoiding the risk and rigidity of traditional infrastructure ownership.

By combining VSP One, VSP 360 centralized management, customer support, and a simplified lifecycle experience, VSP 360 provides a single, governed control plane with visibility into usage, costs, and service levels. Capacity scales when the business demands it — without disruptive migrations, complex contracts, or over-provisioning.

Whether supporting global manufacturing, higher education, financial services, healthcare, or managed cloud offerings, EverFlex customers achieve faster time to value, lower financial and operational risk, and the confidence to scale.

These organizations didn't buy infrastructure. They bought the freedom to stop thinking about it — and that's what modernization actually delivers.

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