

# TRANSFORM TODAY THRIVE TOMORROW

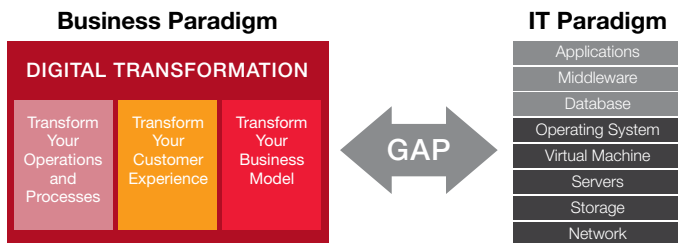


Your business is probably like every other business: under pressure to transform due to new competition from digital disruptors. Thriving companies aggressively pursue digital transformation to:

- Improve cost-efficiency and time to market by rethinking operations and processes
- Increase customer loyalty and revenue through improved customer experience
- Uncover new revenue streams from new business models

## I.T. ORGANIZATIONS FACE THE CHOICE – TRANSFORM OR BECOME IRRELEVANT

Technology is becoming the business. Many IT teams take leadership of digital revolution. Others see shadow IT run digital-centric operations. We often find a fundamental gap between how businesses view transformation and how IT organizations view their domain.



To remain relevant, IT needs a new paradigm that supports the rapid pace and new technologies of the digital enterprise – a new paradigm that also incorporates traditional, mission-critical IT systems and applications. That new paradigm centers on the critical enabler of digital transformation – DATA.

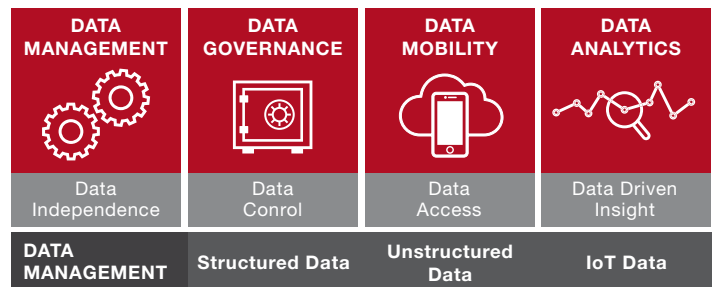
## DATA IS THE FOUNDATION OF DIGITAL TRANSFORMATION

The only way to realize the benefits of digital transformation is to better access, integrate and analyze your data to create insights that empower digital transformation. Data becomes the common lens for business and IT leaders to shape their digital transformation. IT organizations must shift their thinking from supporting the traditional IT stack to enabling digital transformation through data.

## NO ONE KNOWS DATA LIKE HITACHI DATA SYSTEMS

Hitachi Data Systems helps the world's largest, most complex organizations with one thing – data. Our proven, integrated strategy and portfolio is for digital transformation through data.

Digital transformation brings disparate data sets – structured, unstructured or machine-generated – into a single data services strategy. We partner with you to define and implement an integrated approach to manage, govern, mobilize and analyze your data for insights and better outcomes.



- **Data Management:** The right data management foundation lets you abstract, automate, access and accelerate your data to help you gain the most value from your data
- **Data Governance and Security:** Hitachi gives you policy-based data governance, integrated protection, encryption, and compliance capabilities across your entire data set.
- **Data Mobility:** Hitachi helps you mobilize your data from legacy applications to modern applications, for new functions like analytics, and for productivity anytime, anywhere.
- **Data Analytics:** Hitachi holds 2,000 patents for analytics technology – more than anyone. Integrate data, analyze and visualize insights to monetize, innovate and reduce risk.

## DIGITAL TRANSFORMATION DEMANDS A MODERN I.T. ENVIRONMENT

Together, we can ensure you have a modern data services strategy and IT environment:

- Modern infrastructure – Automated, software-defined, flash accelerated, and converged
- Modern consumption – Asset-light, lower TCO, on-demand, secure enterprise hybrid cloud
- Modern application development – Agile DevOps to develop and deploy micro-applications
- Modern IT delivery – Policy-driven, self-serve IT as a service

## A PARTNER IN YOUR DIGITAL TRANSFORMATION ... TODAY AND TOMORROW

With Hitachi, use the best of what you have and define your transformation path. Your data is the key to optimize processes, transform customer experiences and unlock new business models.

How can we help to accelerate your digital transformation journey?

### TRANSFORMATION AND OPERATIONS



One of the United Kingdom's top 10 universities, Lancaster University is a research-led institution with an ambitious growth strategy. The university wanted a robust, high-quality and scalable solution for storage and backup to support its business applications and store its research data for at least five years. Hitachi partnered with XMA to provide a complete infrastructure solution that covers SAN, NAS and backup environments. With high-performance, resilient technology we helped the institution meet storage and scalability needs as the organization's data demands grow to 4PB.

### TRANSFORMATION AND CUSTOMER EXPERIENCE



Owens Corning invented glass fiber technology over 50 years ago. Today, the Fortune 500 company is a leading global producer of quality building materials and services. When they realized the imperative to renovate their customer service, they turned first to their information technology. With half of their orders coming by phone, it was crucial that sales agents could see a customer's information, ordering history and delivery patterns immediately. To support their 24/7 operations, they built a highly responsive, consistent, accurate and adaptable IT environment to expand and support their SAP environments. As a result, they created effective, high-touch service and faster, more efficient ordering for their customers.

### TRANSFORMATION AND BUSINESS MODEL



Deluxe was a traditional business that needed to compete in a digital world. The company wanted to extend its core business of printing checks to provide a suite of business services to its small business customers. But high capital expenses and lack of flexibility in the company's IT infrastructure were preventing the move. Working with Hitachi, Deluxe shifted to a managed cloud environment that gave them the flexibility to scale their IT environment as the new business grew while mitigating financial risk with a consumption-based model. Since then, Deluxe has successfully increased top-line revenue and improved customer loyalty by extending its relationship with each customer.

#### Hitachi Data Systems

**Corporate Headquarters**  
2845 Lafayette Street  
Santa Clara, CA 95050-2639 USA  
[www.HDS.com](http://www.HDS.com) [community.HDS.com](http://community.HDS.com)

**Regional Contact Information**  
**Americas:** +1 866 374 5822 or [info@hds.com](mailto:info@hds.com)  
**Europe, Middle East and Africa:** +44 (0) 1753 618000 or [info.emea@hds.com](mailto:info.emea@hds.com)  
**Asia Pacific:** +852 3189 7900 or [hds.marketing.apac@hds.com](mailto:hds.marketing.apac@hds.com)



HITACHI is a trademark or registered trademark of Hitachi, Ltd.

CORP-499-B AUG 2016