CISCO *Live!*

Hitachi Vantara

THE HITACHI QUICK-TAKE:

7 things we learned at Cisco Live.

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Giants of

Data

We won't keep you.

If you're back in the office after attending Cisco Live, you'll be busier than ever, so we've made this quick-take extra quick.

To dive deeper into any of these topics with our team, please get in touch **here**. Or share your thoughts with us on LinkedIn **here**.

1   Size isn't the problem.

2   We're in the Age of Alliances.

3   It's not about shiny new toys.

4   Zero room for compromise.

5   Agility starts at the data center.

6   It's not rocket science.

7   The tech skills gap is real.

TAKEAWAY 1:
Size isn't the problem, complexity is.

The challenges around data volume are still looming large for enterprises. This year we saw concern shift to include complexity, especially when it hampers data center performance.

The word '*single*' resonated strongly at Cisco Live, as we discussed the simplicity of Cisco and Hitachi solutions: *single*-pane of-glass management, *single* interface, *single* point of contact, *single* Service Level Agreement.

We believe there's no such thing as too much data, just too little data management. No such thing as too much tech, just too much high-maintenance fragmented tech that drains time and money from your IT teams. Or, not enough smart tech with in-built automation that reduces admin, boosts accessibility and cuts storage costs.

So the terabytes aren't going anywhere. But addressing the complexity issue across the data center will free IT resources, and free businesses to grow.

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TAKEAWAY 2:
We're in the Age of Alliances.

We saw renewed appreciation this year for tight-knit strategic alliances in enterprise tech – ones that come together to tackle customer problems. CIOs and CTOs told us they see deep-set alliances like the one between Cisco and Hitachi as crucial in the face of their triple challenge:

- The need for innovation to stay agile, manage change, fend off competition and drive growth.

- The need for efficiency and integration across hybrid cloud and a sprawling global IT footprint.

- The need to get it right first time by choosing safe hands and specialist players in their field.

IT leaders have always leaned on the experience of trusted partners. Today they're also looking for hand-in-glove technology alliances, like ours, where the hard work of integration and collaboration has already been built in.

TAKEAWAY 3:

It's not about shiny new toys.

Industry events have always been an opportunity to see what's new of course. But none of the enterprise tech leaders we spoke to at Cisco Live were shopping for new toys or point solutions. They were focused on knitting innovation into the heart of business to win a bigger prize and a longer game: data-driven digital transformation.

We saw a strong consensus emerging – across every sector – that data fluency throughout the data lifecycle is the real differentiator. From creation to archive to value; from edge to core to cloud. Lots of our conversations were about how to get this helicopter view and how to safely store, manage, move and monetize data – at speed, at scale, without fail.

TAKEAWAY 4:

There is zero room for compromise.

As enterprises work harder than ever to earn and keep trust among their customers, they're also seeking it in the partners they choose. Transformation has always been an exercise in risk-minimization but more than ever this year, we're glad to see IT leaders demanding clarity and certainty from their tech providers:

- A clear return on the resources they're putting into digital transformation.

- Complete peace of mind around data center performance and availability.

- Cybersecurity built into the heart of infrastructure, not tagged on at the end.

If you joined one of our event meetings, you'll know that Cisco and Hitachi understand the care and customization required to support mission-critical pillars for businesses. We've both built our reputations on a culture where equipment and software failure is unacceptable.

TAKEAWAY 5:
Agility starts at the data center.

We saw the frustration around this from IT leaders tasked with delivering agility to the enterprise, but not empowered to achieve it for their own departments. Enterprise agility doesn't just start at the data center; it depends *entirely* on the data center.

There are two baseline ingredients for agility:

- A data management platform that handles a wide range of data types so enterprise IT can easily scale performance, capacity, and responsiveness.

- Networking solutions that create rapid access to data and applications wherever the enterprise needs them, without sacrificing security.

Without these in place, it's impossible for businesses to realize any of the business outcomes agility enables: customer experience, innovation, resilience, security, rapid decision making, competitive edge or efficiency.

TAKEAWAY 6:

Digital transformation isn't seen as rocket science.

And we agree. It is difficult though.

What makes it difficult, is the scale of global operations involved and interconnected nature of enterprise infrastructure from edge to core to cloud. It's a huge lift and requires many hands.

It not only calls for partners with expertise, but also a presence on the ground, experience in the field, and resources ready to roll up their sleeves.

The IT leaders we spoke to were looking for step change in data center performance without the need for rip-and-replace. A way around tightening budgets and spiralling costs. Partners with an innovation mindset as well as the sheer muscle for transformation.

It's no surprise that many of the largest financial services, healthcare, and communications companies in the world rely on Cisco and HItachi as trusted partners with a global presence.

TAKEAWAY 7:
The tech skills gap is real.

We already knew the pandemic has been a catalyst for digital transformation, but it's also magnified the urgency for IT skills. Many delegates told us they're struggling to fill important roles across the IT department and that internal training programs aren't keeping pace with innovation.

Our recommendations around this at Cisco Live included:

1. Improve employee experience: If your competitors are fighting to attract the same candidates from a depleted talent pool, invest in your candidate and employee experience. Again, data center performance is a crucial component in the shift towards secure, flexible, remote and hybrid work environments.

2. Grow skills with partners: Lean on the expertise in your partner ecosystem to stay on top of certifications and digital badging – for all your mission-critical solutions. Hitachi and Cisco both offer individuals and teams hundreds of learning paths that can help you get the most of your tech investments.

What's your take?

We'd love to hear your thoughts on these challenges.
And let's take a walk through some Cisco-Hitachi solutions.

WE ARE HITACHI VANTARA

Hitachi Vantara solves digital challenges by guiding you from what's now to what's next.
Our unmatched industrial and digital capabilities benefit both business and society.

Hitachi Vantara, a subsidiary of Hitachi, Ltd. (TSE: 6501), turns data-rich businesses into data-driven ones.
For more information, please visit hitachivantara.com.