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### Introduction

### Technology leaders are challenged with balancing the costs incurred in public cloud services with the agility and flexibility provided by a cloud operating model.

Many businesses prefer a hybrid approach: that is, a combination of on-premises infrastructure and hyperscalers to get the best of all clouds.

Legacy data center infrastructure, designed for linear growth, compartmentalized business functions, which has led to inefficiency, complexity, and disruptions. Transforming captive technology infrastructure requires an integrated solution that bridges the cloud divide, delivers scale for future growth, automates operations, and ensures continuous business availability.

Thousands of customers globally trust the Hitachi Unified Compute Platform CI (UCP CI) family of integrated cloud infrastructure and application-optimized solutions to power innovations and maximize business revenues. Key business and technical benefits of embracing UCP CI can be summed up as **FIRST CLASS**.



- **Flexible** infrastructure for private or hybrid cloud.
- **Integrated** and validated solution.
- **Reduced** TCO. Redeploy saved capital in strategic initiatives.
- Sustainable. Not just a slogan!
- **Trusted** partner for cloud transformation. Hitachi has been there, done that!
- **Cloud** operating model anywhere.
  Be cloud-smart, **not** cloud locked!
- **Low-latency** infrastructure for better customer experiences and revenue maximization.
- **Automation** that's unlimited to keep productivity high.
- **Service** availability that keeps you going!
- **Single** point of contact for the full-stack infrastructure.

Hitachi Vantara



### Will my data infrastructure adapt to my business needs?

Never again will your applications have to be pigeonholed in one type of infrastructure or the other.

With UCP CI, you have the flexibility to design the right-sized solution with either one type or a combination of bare-metal, traditional virtual machines (VMs), or modern Kubernetes services with VMware Tanzu and Red Hat OpenShift Container Platform. Modernizing legacy systems with UCP CI also means the ability to leverage Google Anthos framework for a true multicloud solution. Build your technology foundation with either external storage, hyperconverged infrastructure, or integrated VMware Cloud Foundation, without being locked into a singular storage architecture.

Want more? Get this world-class solution via CapEx, as-a-service, or consumption-based payment options. It's "Lego-block" flexibility!







# Will I have to worry about integration and testing resources before putting systems in production?

**Modern technologies do not have to break the bank.** Continuous innovations to drive down the costs of acquisition and Day 2 operations help you achieve high ROI on IT investments. Software-defined approaches significantly reduce the tech overlay and management complexity needed to refresh and operate the cloud infrastructure.



### **ANONYMOUS PEER REVIEW**

AVP - Enterprise Infrastructure, from retail vertical



"The hardware has been very reliable, and the amount of support required to keep the hardware stack running has [been] reduced considerably. We have had a very good success with the Hitachi UCP implementation."



## Can I reduce my technology spend while delivering on business objectives?

The enterprise-proven, integrated UCP CI solution brings together best-in-industry compute, networking, storage, and data protection technologies to accelerate time to production and reduce the scope of manual errors. Build your applications on premises or on hybrid cloud with prevalidated, engineered solutions for VMware and Google Anthos.

Learn More 7

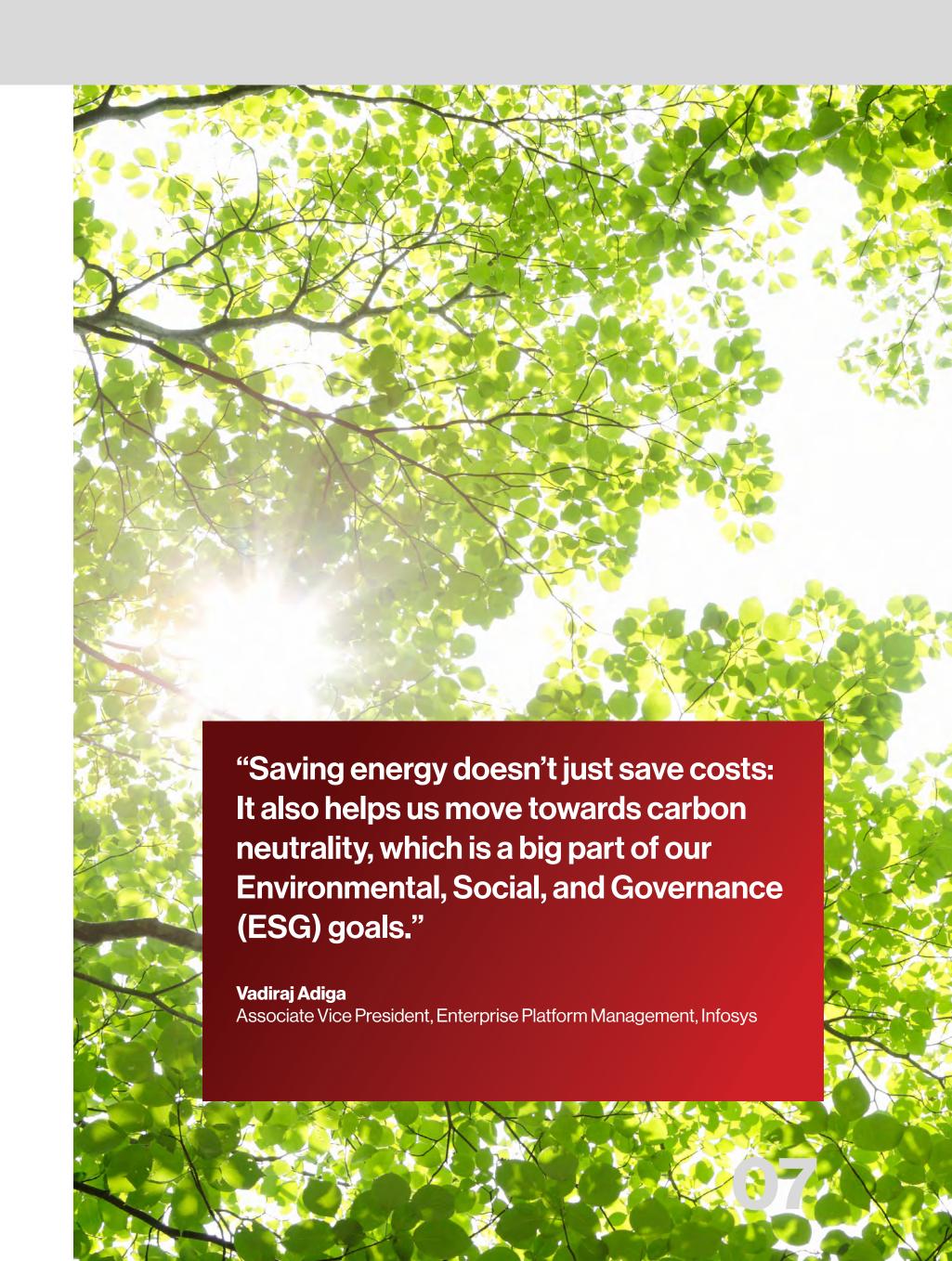




### Will new infrastructure help me reduce our carbon footprint and meet sustainability goals?

The environment-friendly cloud infrastructure of UCP CI reduces emissions across the value chain, from preproduction packaging to stable operations. UCP CI comes from the only storage vendor certified by Carbon Footprint for Products. Hitachi adheres to stringent internal protocols to design and develop infrastructure solutions that consume less energy and emit less carbon with each new version. UCP CI helps you embrace sustainability to protect and preserve Mother Earth.



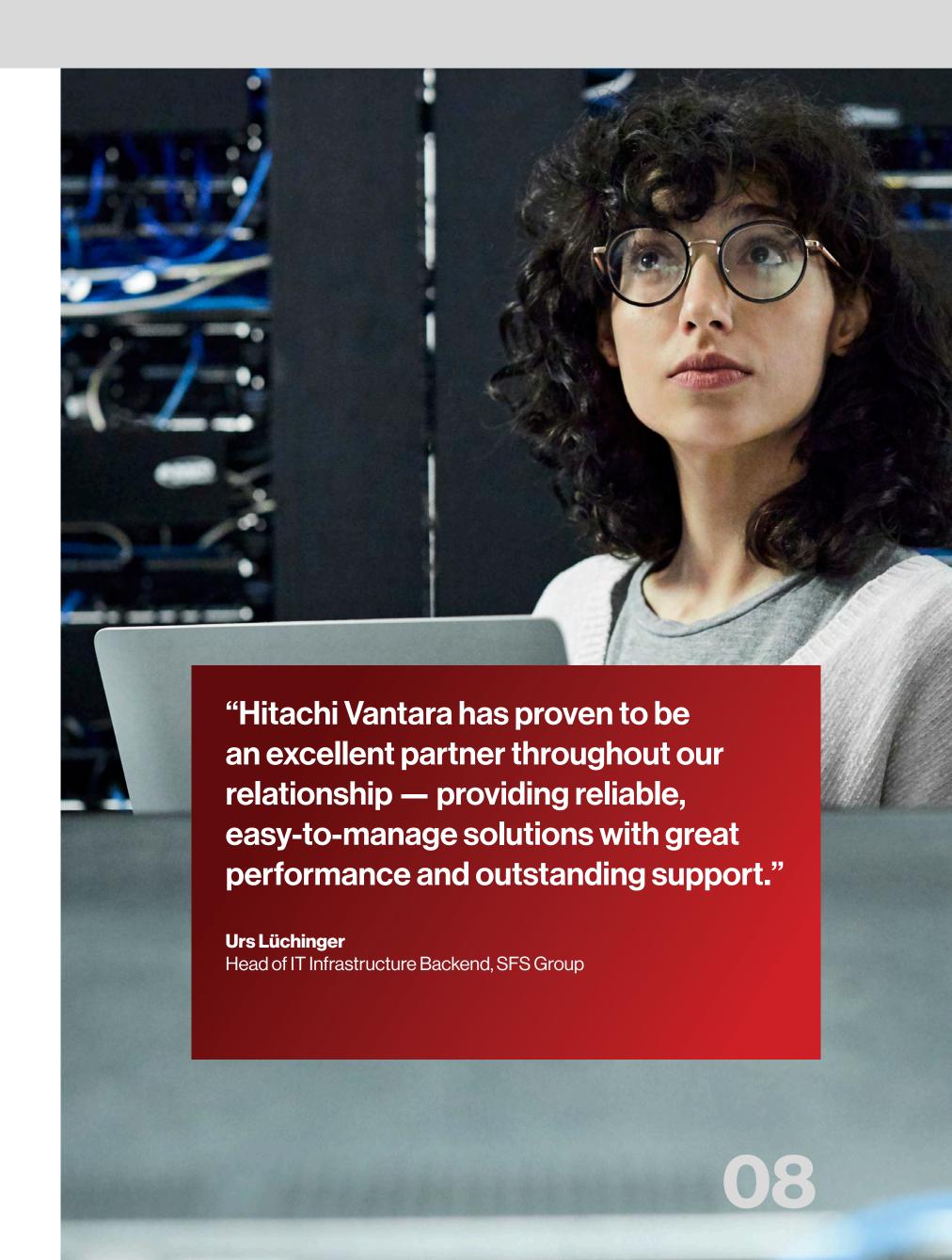




## Can I trust the vendor with my ambitious technology transformation project?

**Unbreakable trust from global customers,** including Fortune 100 clients, is only earned after delivering on promises of performance, availability, and reliability over many decades. UCP CI is the only integrated infrastructure solution that provides guaranteed 100% data availability, powered by Hitachi Virtual Storage Platform. Unparalleled data backup, recovery, and disaster avoidance technologies keep your business running while ensuring that compliance goals are met. Minimize the impact of rogue intrusions with the world's fastest ransomware recovery from immutable snapshots for VMware environments.







### Can I get cloud-consistent experience without sacrificing agility or scale?

**Reap all the benefits** of public cloud resource elasticity, procurement flexibility, and fully managed services right from your premises, with control and visibility.

Learn More 7





### What about businesssensitive applications that need extremely low latencies and high bandwidth?

**Employ low-latency infrastructure for better customer experiences and revenue maximization.** Industry standard for microsecond latencies and high bandwidth, UCP CI powers the most performance-critical workloads for stock exchanges, web commerce, banks, hospitals, airlines, and governments, among others.







## How do I automate more mundane tasks and manage my infrastructure with a smaller team?

Reduce management complexity with a unified management tool for the full-stack infrastructure, including compute, networking, and storage. The fourth-generation management software Hitachi Unified Compute Platform Advisor (UCP Advisor) accelerates application deployment. It drastically simplifies converged and hyperconverged infrastructure deployment, configuration, life-cycle management, and ongoing operations with advanced policy-based automation and orchestration for private and hybrid cloud environments. UCP Advisor also provides deep integration with VMware management software, improving administrator productivity with intuitive and intelligent operations and automation.





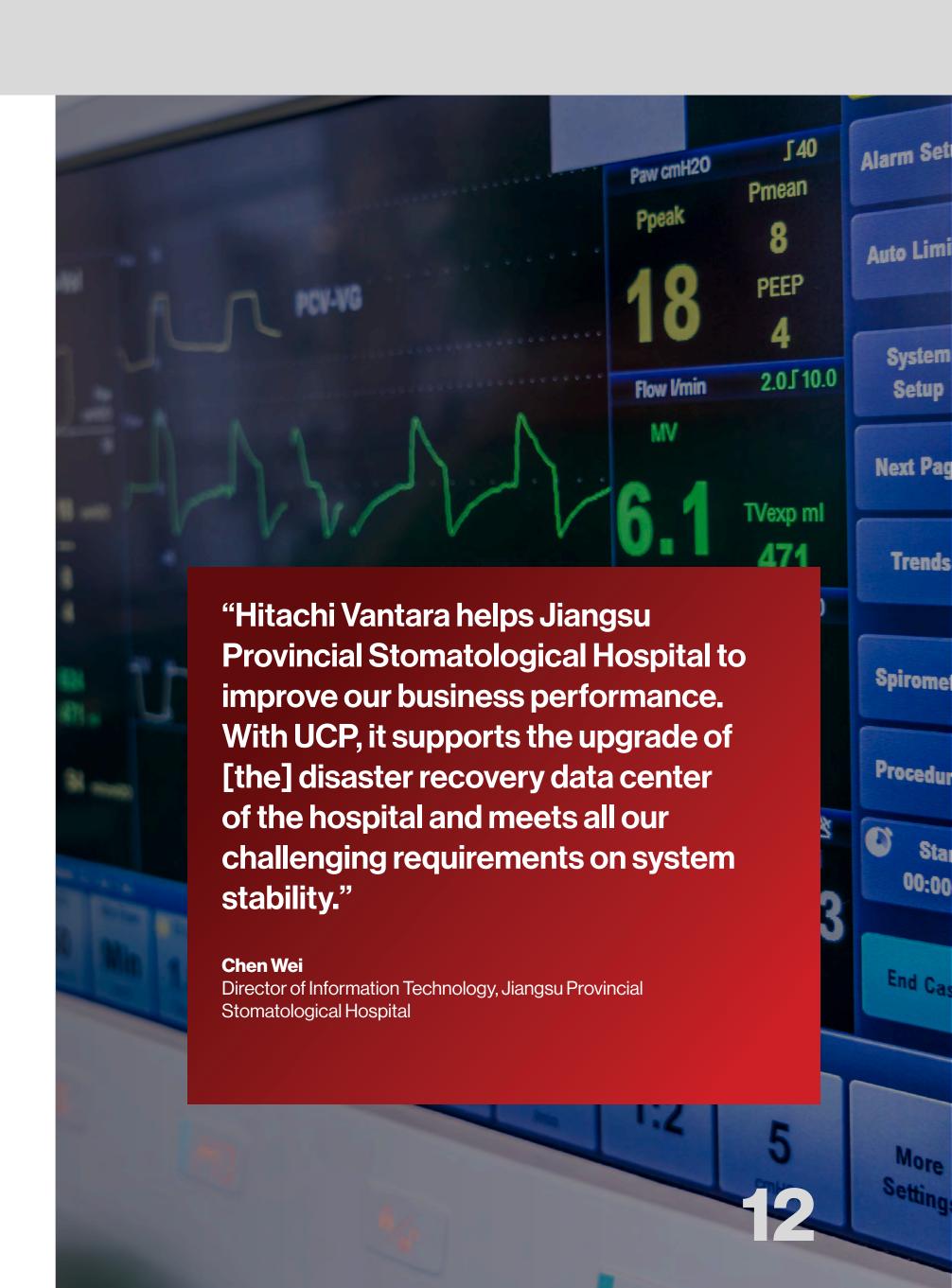


### I just cannot afford downtime. Is there a solution?

Your search for continuously available storage infrastructure ends here. Designed for

workloads with minimum downtime tolerance, top-of-the-league Hitachi Virtual Storage Platform systems keep your data available through outages, upgrades, and patch deployments.

Learn More 7





# Can I get away from the vendor finger pointing? I like a one-stop approach for simplicity.

Never again be subjected to multiple vendors trying to pass the buck while you struggle with sub-par performance or downtime — or just trying to schedule upgrades. Trust a one-stop converged solution to eliminate multiple contracts, streamline operations, and eventually deliver peace of mind. Experience the power of one with a single partner, and a single contract for the entire stack of compute, networking switch, storage, and management software.





### Ten Questions To Ask If You Are Upgrading Your Data Center Infrastructure

### **Learn More** →

See how you can modernize your cloud infrastructure without compromising speed or scale.

### **ABOUT HITACHI VANTARA**

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

### **Hitachi Vantara**







**Corporate Headquarters** 2535 Augustine Drive Santa Clara, CA 95054 USA hitachivantara.com | community.hitachivantara.com **Contact Information** USA: 1-800-446-0744 hitachivantara.com/contact