

# Transforming Industries with Modernized IT Infrastructure

Driving Innovation and Business Agility  
Across Industries with Hitachi Vantara

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## CUSTOMER STORIES



# IT Infrastructure designed for Hybrid Cloud, Data Protection and Sustainable Innovation.

The right infrastructure makes all the difference when it comes to future business success. Today's infrastructure must be engineered to support hybrid cloud and digital innovation so that you can achieve strong business outcomes for your customers.

Modernized infrastructure is needed to provide the agility, efficiency and resilience required for hybrid cloud environments, data heavy workloads, new applications and growing business requirements.

To this end, we've worked with partners and customers across all industries, from finance, insurance, healthcare, government, energy and utilities to manufacturing, construction, wholesale and retail.

Page through this eBook for a snapshot of companies who have embraced Hitachi Vantara's modernized infrastructure to drive innovation, agility and competitive advantage.

# Fast Tracking Innovation and Growth



# Advancing Global Scientific Research

The National Physical Laboratory (NPL) leads ground-breaking research that helps to shape the development of new products, processes and practices.

NPL's goal was to protect and manage vast amounts of information to support research initiatives. Its solution was to maximize the reliability and scalability of its storage infrastructure and migrate to a modern object storage solution.

## OUTCOMES

- Support pioneering research.
- Facilitate collaboration in the scientific community.
- Control storage costs.
- Keep data available for future research projects.
- Maximize scalability for impending growth.

## PRODUCTS

Hitachi Virtual Storage Platform, Hitachi Content Platform, Content Platform Data Migrator, Hitachi Data Ingestor, Hitachi Content Platform Anywhere

- **Industry:** Government, Life Science
- **Solutions:** Data Protection, Hybrid Cloud

[Link to full story](#) →



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**Fast, secure and reliable access to data can make all the difference to the success of a research program. With Hitachi Vantara, NPL can provide the global science community with the information it needs to keep making new discoveries that change the world.**

**Nigel Budd**

Science Support Leader for the IT Services Unit,  
National Physical Laboratory



# Achieving Tenfold Scalability with Powerful Private Cloud

Rabobank is a Dutch multinational banking and financial services company headquartered in Utrecht, Netherlands. The goal was to reduce the cost of managing thousands of virtualized servers across Rabobank's IT infrastructure. The solution was to create a private cloud architecture with a single point of control and greater automation and trading surveillance system.

## OUTCOMES

- 40% boost to performance by moving from three-tier to converged infrastructure.
- Scalable architecture enables rapid growth from 2,000 to 21,600 servers.
- Automated workflows enable on-demand server provisioning in <8 minutes.

## PRODUCTS

Hitachi Unified Compute Platform (UCP) CI, UCP HC, Hitachi Virtual Storage Platform, Hitachi Unified Compute Platform Advisor

- **Industry:** Financial Services
- **Solutions:** Hybrid Cloud with VMware

[Link to full story](#) →

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**Close partnership has been critical to the success of this project: We've shared ideas and experiences that have helped Hitachi Vantara build better products and helped us adapt them to our specific use cases.**

**Colin Chatelier**  
Manager of Storage and Compute,  
Rabobank





# Meeting Customer Demand for Cloud-based Services

CBTS is an innovative IT managed service provider with expertise in cloud solutions. CBTS has 1,500 employees at locations in the US, Canada, the UK, Ireland and India and works with more than 3,000 organizations across multiple industries.

The goal was to offer customers agile services that align with their cloud-first strategies. Its solution was Hitachi EverFlex Storage as a Service to underpin CBTS's cloud-based offerings.

## OUTCOMES

- Rapid access to flexible, secure and cost-effective storage platforms.
- Helps meet customer demand for cloud-based services.
- Boosts competitive advantage.

## PRODUCT

Hitachi EverFlex Storage as a Service

- **Industry:** IT Services
- **Solutions:** EverFlex, Hybrid Cloud

[Link to full story](#) →

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EverFlex provides exceptional reliability, so we can deliver a white glove service for our customers. With flexible, secure and cost-effective storage, we can help our customers accelerate their digital transformations and boost our competitive advantage.

**Bill Ehrman**  
Senior Manager, Data Storage,  
CBTS



# Improving User Experiences

A pioneer among public information technology companies, Paraná Information and Communication Technology Company (Celepar) is majority owned by the state of Paraná, Brazil. Celepar provides integrated information technology services to all agencies and entities within the state.

Celepar's goal was to achieve a more efficient and effective IT delivery service to support next-generation applications by increasing infrastructure performance, consolidating and standardizing IT systems and operations, and reducing the infrastructure footprint and operating costs.

The company's solution was to modernize IT infrastructure and consolidate over 100 servers onto Hitachi all-flash storage to provide greater performance and efficiency – without disrupting operations that support the citizens of Paraná State.

## OUTCOMES

- Reduced footprint and operating costs.
- Faster application response times.
- Improved data security.
- Zero disruption to online services during migration.

## PRODUCTS

Hitachi Virtual Storage Platform All-Flash, Hitachi Ops Center

- **Industry:** Government Communications and IT Technology
- **Solutions:** Hybrid Cloud with VMware

[Link to full story](#) →



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**2020 was a crucial year, it reinforced the importance of our digital services. With our migration to All Flash, we gained better response time. Now we can provide better agility in our services and optimize the customer experience.**

**Dario Kuceki Knopfholz**  
Information Systems Infrastructure Technology Coordinator,  
Celepar



# Putting Customers First

DenizBank provides retail, private and investment banking services for more than 14 million customers. Headquartered in Istanbul, the bank has 14,000-plus employees and 750 branches across Turkey, Germany, Bahrain and Russia.

DenizBank's goal was to safeguard the customer experience and application performance as the bank expands. Its solution was to deploy an active-active solution with Hitachi infrastructure and data protection solutions.

## OUTCOMES

- Safeguards data availability.
- Supports growth with greater scalability.
- Improves the customer experience with better application performance.
- Simplifies storage management.

## PRODUCTS

Hitachi Virtual Storage Platform, Hitachi Content Platform, Hitachi Ops Center, Hitachi Universal Replicator, Hitachi Global-Active Device

- **Industry:** Financial Services
- **Solutions:** Data Protection

[Link to full story](#) →



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**With the Hitachi Vantara storage solution, we can support continued growth without compromising our customer first philosophy.**

**Hakan Ates**  
CEO,  
DenizBank





# Modernizing Data Center Storage

National Government Services (NGS) is a federal healthcare contractor tasked with building critical healthcare programs to serve approximately 25 million Medicare beneficiaries and thousands of healthcare providers.

The goal was to modernize slow, legacy storage technology. The solution was to implement innovative flash module drives and develop a strong partner relationship.

## OUTCOMES

- Reduced time for system backups by 38%.
- Cuts time needed to sync environments by 85% quarterly.
- Delivered double-digit gain in administration efficiency.
- Increased reliability and supported innovation.

## PRODUCT

Hitachi Virtual Storage Platform

- **Industry:** Healthcare, Government
- **Solutions:** STaaS, Data Protection, EverFlex

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**Hitachi Vantara not only has excellent products that perform but is also there with us, day in and day out, if we ever need anything.**

**Paul Marks**  
Program Management Director,  
National Government Services



# Transforming Its Business Model

Deluxe is a leading producer of direct-to-consumer checks. They provide technology-enabled solutions for more than 4 million active small business customers and more than 4,000 financial institutions. The goal was a move to a cloud-based services and a converged platform to reduce complexity, cost and risk for faster time to market. The solution was to implement a highly automated converged infrastructure based on Hitachi Enterprise Cloud for fully managed, secure and trusted deployments; Hitachi Unified Compute Platform to centralize, automate and virtualize pooled resources; and Hitachi UPC Advisor to extend cloud management platform capabilities.

## OUTCOMES

- Foster new business proficiencies, including infrastructure-as-a-service cloud computing, managed backups and patching, modern cloud security, and 24/7 monitoring and support.

Deluxe is now better able to:

- Scale and deliver new products and services faster into the marketplace.
- Reduce significant outsourcing costs without increasing internal IT staff.
- Integrate acquired companies and next generation security into business practices.

## PRODUCTS

Hitachi Enterprise Cloud, Hitachi Unified Compute Platform, Hitachi UPC Advisor

- **Industry:** Financial Services
- **Solutions:** Hybrid Cloud, Managed Services

[Link to full story](#) →



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**Hitachi Vantara not only has excellent products that perform but is also there with us, day in and day out, if we ever need anything.**

**Paul Marks**  
Program Management Director,  
National Government Services



FNZ

# Supporting Growth and Cutting Costs

FNZ is a global fintech company that provides wealth management platforms to the world's leading banks and financial institutions. The goal was more customers mean more data. FNZ's solution was Storage as a Service (STaaS).

## OUTCOMES

- Estimated 50% on the total cost of ownership (TCO).
- Onboard new customers faster.
- Reduced IT workload.
- Increased flexibility and scalability.

## PRODUCTS

Hitachi Virtual Storage Platform with All-Flash Hitachi Content Platform, Hitachi Storage Virtualization Operating System

- **Industry:** Fintech
- **Solutions:** STaaS, Data Protection

[Link to full story](#) →

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We decided to partner with Hitachi Vantara due to their flexibility. With Hitachi Vantara's storage-as-a-service solution, we're free to grow and scale. We'll be able to cope with additional customer data in an affordable way, no matter how big the business gets.

FNZ



# Delivering Fast, Flexible On-demand Storage Services

BMW Group is a German multinational corporate manufacturer of luxury vehicles and motorcycles.

Hitachi Vantara's goal was to provide fast, flexible, on-demand managed storage services to meet changing business requirements for this customer.

**OUTCOMES**

- Reliable and flexible storage-on-demand services.
- Nondisruptive storage migration: 30% faster.
- Support for continuously growing data volumes.
- Increased capacity and improved performance while reducing footprint and power consumption in the data center.

**PRODUCTS**

Hitachi Virtual Storage Platform, Hitachi Storage Virtualization Operating System

- **Industry:** Manufacturing
- **Solutions:** STaaS, Data Protection, EverFlex

[Link to full story](#) →



Hitachi Vantara provides reliable,  
large-scale storage-on-demand  
services with all-flash deployment.



Netic

# Meeting Demanding Service-level Agreements (SLAs)

Netic is a hosting provider for business-critical information technology (IT) operations located in Aalborg, Denmark.

Netic's goals were to manage end-to-end, business-critical application infrastructure to stringent performance and availability SLAs. Netic's solution was to build its business-critical storage infrastructure and support a variety of different workloads, including low-latency transactional databases, container-based workloads and a high percentage of virtualized workloads running on VMware.

## OUTCOMES

- Consistently deliver on its SLA promises to its clients for both high performance and high availability.

## PRODUCTS

Hitachi Virtual Storage Platform, Hitachi Ops Center, Hitachi's Storage Virtualization Operating System

- **Industry:** IT Services
- **Solutions:** Data Protection, Hybrid Cloud

[Link to full story](#) →



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In my experience, Hitachi provides the most reliable storage systems, and that provides me value on which I can base our growing business.

Steen Jensen  
CEO, Netic



# Speeding Operations with VMware Virtualization

Infosys is a global leader in consulting, technology, outsourcing and next generation services. The goal was to augment its physical infrastructure supporting its SAP HANA relational database management system (RDBMS) and applications running at the Infosys SAP HANA Center of Excellence in India. The company deployed VMware vSphere on Hitachi Unified Compute Platform (UCP) for the SAP HANA Platform (UCP for SAP HANA).

## OUTCOMES

- Gained the ability to deliver a new SAP HANA virtual machine in 20 minutes and deliver an application build on top of SAP HANA from the template in 120 minutes.
- Reduced total cost of delivery by 85%.
- Cut SAP HANA infrastructure costs by 2.5 times.
- Reduced power requirements by 96%.
- Achieved network port savings equating to 14 x 10Gb/sec.

## PRODUCTS

Hitachi Compute Blade, Hitachi Unified Storage VM, Hitachi Unified Compute Platform for the SAP HANA Platform

- **Industry:** Technology
- **Solutions:** Hybrid Cloud with VMware

[Link to full story](#) →



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**Selecting the UCP converged platform to run the virtualization layer that would deliver SAP HANA enabled us to take advantage of a ‘common building block’ approach. This would enable us to grow from 512GB appliances to 6TB appliances in the scale-up model and up to 32TB on the scale-out model just by adding Hitachi enterprise-grade infrastructure components into the same stack, and help us maximize our investments.**

**Sharad Pandey**  
Senior Consultant, Infosys



# Accelerating Global Business Success

Investment in infrastructure and people has made Backup Technology a world leader in the Online Cloud Backup, Disaster Recovery and Business Continuity market. Backup Technology currently protects over 15 petabytes of customer data in the cloud.

Backup Technology's goal was to help customers protect growing data volumes better, while maximizing its financial results by consistently meeting service level commitments and improving efficiency of operations and resource utilization. Its solution was to partner with Hitachi Vantara to help achieve efficient, reliable and scalable data protection services for their global customer base.

## OUTCOMES

- No outages since the partnership began
- Increased profitability
- Delivered higher customer value
- Boost in competitive advantage

## PRODUCTS

Hitachi Content Platform, HCP Anywhere, HCP Gateway, Hitachi Content Platform Anywhere

- **Industry:** IT Services
- **Solutions:** Data Protection, Hybrid Cloud

[Link to full story](#) →



**Our ability to provide Hitachi Vantara's enterprise-level solutions to our customers underpins our competitive advantage and helps us grow the business.**

**Mike Colesante**  
Director of US Sales,  
Backup Technology



# Hitachi Delivers Expert Guidance, Expert Results.

At Hitachi Vantara, we believe that today's infrastructure must be engineered to support hybrid cloud environments, sustainable innovation and business agility. Modernized infrastructure is needed to provide the automation, data protection and resilience required for managing data heavy workloads, new applications and technologies.

Building on 55+ years of information technology innovation, 25+ years of consulting expertise, 700+ cloud migrations, deep vertical experience and a rich ecosystem of partners, we take a holistic approach to infrastructure modernization. Our experts will guide you on your modernization journey to make smart decisions, drive faster results and achieve your desired outcomes.

**Learn More** →

Hitachi Vantara Infrastructure Modernization.

**Learn More** →

Hitachi Vantara infrastructure solutions for mid-sized organizations.

## **ABOUT HITACHI VANTARA**

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit [hitachivantara.com](https://hitachivantara.com).