

TRANSFORM TODAY THRIVE TOMORROW

Accelerate your digital transformation journey

THREE KEYS TO DIGITAL TRANSFORMATION

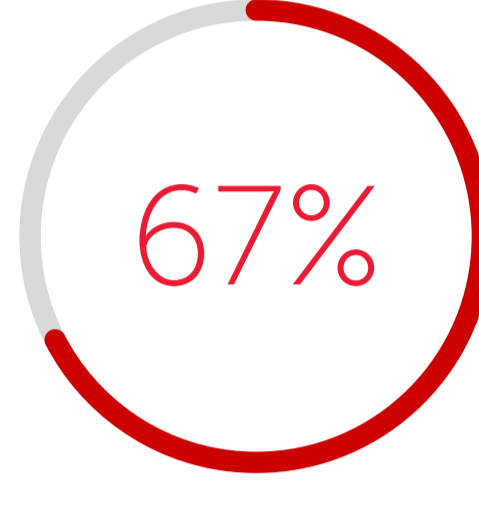
The mandate is clear: Companies must innovate and thrive, or risk falling behind. Get started by understanding these three drivers of digital transformation.

Transformation Is Critical

With competition from digital disrupters and existing companies, savvy CEOs are putting transformation front and center, making digital revenue a top business priority.



Digital Darwinism: Since 2000, 52% of the names on the Fortune 500 list are gone.¹

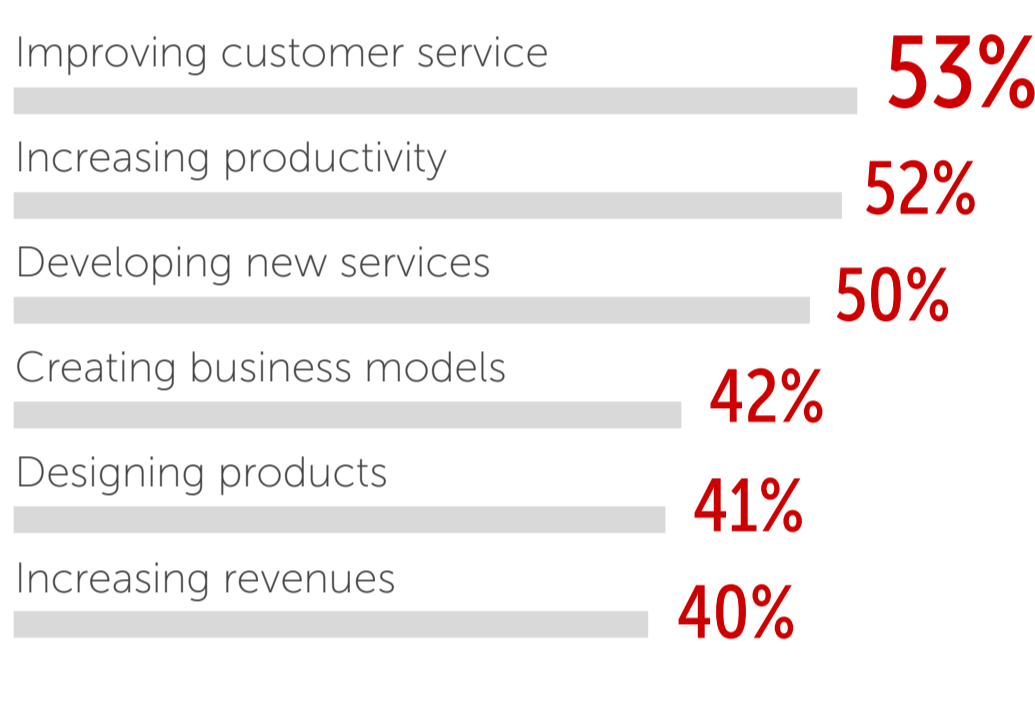


By 2018, digital transformation will be central to strategy for 67% of Global 2000 CEOs.²

Rewards Are Real

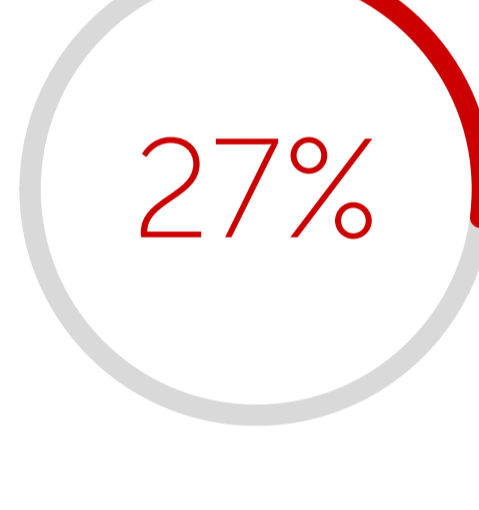
Companies that reimagine business models, build new capabilities and develop a digital workforce will recognize exponential benefits across the enterprise and provide customers with exceptional value.

Companies are reaping the benefits of their digital transformation initiatives:³



The Right Skills Are Essential

Enterprises require vision, digital skills and deep collaboration. Companies with a digital skills gap put their transformation initiatives at risk.



In a recent survey, only 27% of C-suite respondents said their business executives have the technology skills necessary for digital transformation.⁴

Digital transformation requires innovation, and companies must rethink traditional methods. This shift requires a new approach to your business, one that centers on the critical enabler of digital transformation: data.

"All companies are in the data business now."⁵

—Forrester Research

\$60B

By 2020, embedded data analytics will provide \$60+ billion in annual savings to U.S. enterprises.⁶



2x

The amount of high-value data analyzing will double by 2020.⁷



By 2020, 60% of information delivered to decision makers will always be actionable.⁸

Make It Real

A unified data strategy empowers the discovery and creation of insights, which are the heart of this new paradigm.

To achieve this goal and support the digital enterprise, you need a secure and strategic approach to manage, govern, mobilize and analyze data.



Build the Foundation for Transformation With the Right Data Strategy

Data Management	Data Governance	Data Mobility	Data Analytics
Building the right data management foundation will enable you to create data independence and ultimately deliver IT as a service.	Data is a primary asset for your business. Ensure security and control of your entire data set, from private data to grave, even while in the public cloud.	Mobilize your data from any application, to any cloud, for any use to become an enterprise data broker.	Insights that power your digital transformation are generated through data analytics that help to monetize faster, innovate faster and reduce risk.

Transform Your Data Strategy Today

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.

Harness the Power of Transformation

Visit www.HDS.com/go/digital to learn how Hitachi Data Systems can transform your future.

¹ Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy, Harvard Business Review Press, May 2015

² Predictions About the Future of Digital Transformation, Forbes, December 2015, <http://www.forbes.com/sites/gilpress/2015/12/06/6-predictions-about-the-future-of-digital-transformation/>

³ The Digital Transformation of Business, Harvard Business Review Analytic Services, 2015

⁴ Employees Lack Skills for Digital Transformation, SAP Study, January 2016

⁵ Predictions 2016: The Path From Data to Action for Marketers, Forrester Research, November 2015

⁶ Predictions for Big Data Analytics and Cognitive Computing in 2016, Forbes, December 2015, <http://www.forbes.com/sites/gilpress/2015/12/15/6-predictions-for-big-data-analytics-and-cognitive-computing-in-2016/#3b99983f409e>

⁷ The Continued Impact of IDC's Four Pillars on 3rd Platform Growth, IDC, January 2016, <https://www.youtube.com/watch?v=2QNhsgBdZog>

⁸ The Continued Impact of IDC's Four Pillars on 3rd Platform Growth, IDC, January 2016, <https://www.youtube.com/watch?v=2QNhsgBdZog>