

Unlock the Value in Your Unstructured Data

Unstructured Data Is the Largest Untapped Source of Value in Your Organization

80%

of data is unstructured (growing at an exponential rate)

<1% of unstructured data is used

Why all this unused data?

Without an efficient way to make use of it, object storage was viewed as a cost burden for compliant, archive, Tier 2 or cold data.

But not anymore.

New Uses of Unstructured Data Create Opportunity and Value

Make Better Decisions Faster

Technology advancements create new ways to access data for better decision making.

- ✓ Enable new applications
- ✓ Expose more data
- ✓ Layer wider range of tools
- ✓ Use data locked in inactive applications

Drive More Revenue

Greater, faster access to data can turn unstructured data into a revenue driver.



10% increase in unstructured accessibility



\$65M in income through new revenue streams⁽¹⁾

To Unlock This Value, You Need To Support New Workloads

Your object storage solution will need to handle scale and performance for new workloads.



Amazon S3 and cloud native applications



Data lakes and big data repositories



Search and analytics



Plus: Traditional NAS workloads are transitioning to object.



Object storage for enterprise capacity-driven workloads



Scale + Performance

Next-Generation Unstructured Data Solutions From Hitachi Vantara Drive More Value

Hitachi Content Platform object storage from Hitachi Vantara enables the performance and scale you need to access and drive value from unstructured data at the speed of business.

Accelerate

Speed business with responsive applications that demand low latency and high throughput.



- ✓ Increase performance to support Tier 1 applications with 3x higher object storage performance
- ✓ Speed application integration with industry standard S3 APIs

Optimize

Lower TCO by consolidating more data, while maximizing performance across the data lifecycle.



- ✓ 34% lower storage cost
- ✓ >65% lower TCO than public cloud alone (ESG)⁽²⁾
- ✓ High-density storage with 3x capacity in the same rack space

Innovate

Interact with all data, faster to drive value, improve decision making and gain more accurate insights.



- ✓ Cloud-like storage and app experience
- ✓ Data marts and digital storefronts to monetize data
- ✓ Improve customer experiences with responsive applications

With new revenue-generating opportunities and workloads reliant on unstructured data, it's time to maximize your infrastructure advantage with object storage.



Access the Full Potential of Your Unstructured Data With Hitachi Vantara

Learn more about how the latest object storage solutions from Hitachi Vantara deliver the speed and performance you need to unlock the value of unstructured data.

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