

Competing in an Always-On World: The Need for Continuous Cloud Infrastructure

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Change Is the Only Constant

Change is happening at a startling pace in an “always-on” world. From the rates of new technology adoption and subsequent data growth to perpetually changing business requirements and a faster push to market, the challenge to keep up has never been greater. In fact, the world as we know it is experiencing an epic shift in technology.

According to IDC analysts, we are in the midst of a once-every-25-years shift to a new technology platform for growth and innovation. This trend is being called “the 3rd platform” and is built on mobile devices and apps, cloud services, mobile broadband networks, big data analytics and social media. This shift is expected to drive at least 80% of industry growth for information and communications technologies (ICT).

In this always-on world and frenetic climate, business and IT leaders alike are looking for ways to survive and thrive. From lines of business to the data center, many of these professionals are overwhelmed by mandates to do more. Yet, they are underwhelmed with less-than-supportive technologies and solutions. Rather than progressing with their most important business strategies, many organizations are often mired in day-to-day requests and crisis control.

They face issues such as customer demands, real-time expectations and the desire for competitive advantage that are driving new business hurdles. Applications must be deployed faster. Resources must be added and scaled quicker. And risks and costs must be monitored with razor-sharp attention. We see organizations looking to technologies such as cloud computing and big data analytics, as well as capabilities such as scalability and availability to provide answers.

While cloud computing offers many opportunities to address business IT priorities, overall adoption still tends to be slow. This sluggishness occurs because the requirements and solutions for cloud vary greatly, and there is a fine art to balancing control and security with cost and flexibility. Most business leaders realize that big data promises unparalleled business insights, yet the rates of data growth are staggering and difficult to manage. Companies also want to scale resources quickly and easily from both a capacity and a performance perspective. But, they are challenged as to how to accomplish this scalability without adding to budgets and data center footprint.

With these shifts in the market happening quicker than ever, it is understandable if you are experiencing more questions than answers. How do you take advantage of new technologies and existing budgets to maximize your efficiencies while growing your business?

Era of Business-Defined I.T.

To support this business-IT relationship, IT must be more resilient in the trenches and consistently work with business leaders to identify and mitigate issues and risks. At the same time, as technology permeates every department and supports the way business is conducted, the enterprise must depend on, and become more interested in, the success of IT. The relationship must become symbiotic, as IT works more collaboratively than ever with the business to deliver services and react to changes as they come.

As the goals of IT and business become inextricably tied for the future success of the enterprise, the business must help IT balance its challenges. It must define what the data center of tomorrow will look like. In this always-on world, a new vision of the data center is emerging: what we refer to as Business-Defined IT.

In the Business-Defined IT approach, business leaders are looking to the data center to be futureproof, reliable, adaptable and responsive to changes. Likewise, IT professionals understand that to meet business needs, the data center technologies must be software-defined, automated, high-performance, scalable, nondisruptive, extensible and virtualized.



This new vision of the data center will usher in superior capabilities for your business. It will help you to prioritize requirements, deliver services faster and continuously, proactively greet new technology and opportunities, and demonstrate new levels of cost efficiency. The Business-Defined IT strives to balance the needs of an IT-accelerated business as it lowers risk, complexity and cost.

This balance will demand acute IT efficiency, with emphasis on achieving a sustainable lower total cost of ownership (TCO). It will require spending justifications that are transparent, flexible and competitive with outside services. It will dictate uninterrupted services that remain accessible and secure, and will ensure data availability and security that are not compromised by attempts to lower costs.

The rewards of Business-Defined IT will be growth and survival. It means exploiting new data sources and big data to drive business possibilities. It promotes an optimistic competence that your organization can scale quickly to market trends and unplanned opportunities.

Foundation of Business-Defined I.T.: Continuous Cloud Infrastructure

We believe that Business-Defined IT will help you make smart choices for accelerating your business. The foundation of Business-Defined IT embraces

a future-ready IT infrastructure that we call a Continuous Cloud Infrastructure. It is built upon the powerful combination of advanced, innovative technologies, and proactive services and support. A Continuous Cloud Infrastructure provides business and IT leaders with a trusted foundation for enterprise private and hybrid cloud that is optimized for business performance.

Increased utilization and agility:

Disparate solutions can be difficult and expensive to manage. With Continuous Cloud Infrastructure, you can virtualize your heterogeneous infrastructure with a single management solution for better utilization, greater efficiency, agility and lower costs.

More services options: Continuous Cloud Infrastructure provides cost-effective, convenient ways to purchase and manage your storage resources. You can rely on our managed services as needed and purchase storage on demand to keep upfront costs down.

Enhanced automation: You can eliminate human error and reduce operational expenses with highly automated, pretested solutions, which enable you to configure, provision and monitor from a single pane of glass.

Better monitoring and metering: With Continuous Cloud Infrastructure, you can monitor your entire data center and build customized reports based on a detailed business view. Greater application transparency makes chargebacks simpler and enables more efficient operations.

Cutting-edge standards and best practices: With Continuous Cloud Infrastructure, you are no longer boxed in by proprietary solutions. You have the flexibility to use the appropriate protocols and portals to meet your needs and achieve optimal performance.

Enhanced security: From 3rd-party authentication to the latest in authorization, authentication, multitenancy, audit logging and encryption, the Continuous Cloud Infrastructure builds security in from the start, both inside and outside the firewall.

Greater reliability and availability: The Continuous Cloud Infrastructure provides nondisruptive migration, so there's no need to take down applications to perform tech refreshes. Plus, its active-active architecture ensures high availability of workloads across data centers. In addition, we support integration with application data protection and site recovery functions.

Increased scalability and limitless capacity: The Continuous Cloud Infrastructure provides scalability from both a capacity and number of files perspective. It employs unified storage and scalable performance for different storage strategies, including SAN (block) and NAS (file).

Continuous Cloud Infrastructure is essential for enterprises trying to get where they want to go without compromising on business goals, customer service or bottom-line results. This always-on infrastructure fortifies how to make the leap without taking the typical risks. Your organization is less tied to specific hardware requirements, geography limitations or legacy infrastructure obstacles.

Powered by Hitachi, the Continuous Cloud Infrastructure removes the traditional and often tremendous barriers to substantial productivity, market share and value. It simply makes better business sense. We know that the world is not going to wait for us to understand, accept and prepare for change. So, it appears that moving forward is the only logical option, and with good reason.

Benefits of a Continuous Cloud Infrastructure

The Hitachi vision for Business-Defined IT centers on the Continuous Cloud Infrastructure, what we believe is the foundation for an IT-accelerated, future-ready business. It can help you achieve many benefits.

- **Improved productivity across the data center:** Continuous Cloud Infrastructure will make instant access to relevant data possible for highly accurate decision-making.
- **Faster time to market:** Continuous Cloud Infrastructure will help your organization to deploy enabling technologies that improve business velocity and get products to market earlier.
- **Higher quality of service:** Continuous Cloud Infrastructure helps you deliver the highest quality of service and 24/7 availability.

- **Industry-leading efficiency:** Continuous Cloud Infrastructure promotes revenue-generating IT activities and lower TCO through storage virtualization and automation.
- **Economically superior architectures:** Continuous Cloud Infrastructure identifies the key ingredients of economically superior architectures to reduce operating expenditures (opex) and better utilize capital expenditure (capex) resources.

Hitachi Helps You Succeed in the Always-On World

As a leader in pioneering enterprise technology solutions, Hitachi Data Systems is actively engaged in helping business and IT leaders architect a new way to solve their unique challenges. We recognize that there is no panacea for the intensities and intricacies during this new era of doing business.

However, we believe that with the right infrastructure in place and a keen focus on the data center to support the enterprise in all its endeavors, your business can redefine its own future. The transition to the Continuous Cloud Infrastructure will enable more reliable, trusted and cost-effective solutions for your critical business information.

The world isn't waiting for any of us. Through proven solutions, flexible purchase options and industry-leading services, we can help you build a Continuous Cloud Infrastructure. This infrastructure can empower your people, enable IT to do more to support the business in less time, and increase IT's strategic value to the business. We can help you transition to Business-Defined IT, to meet the demands of your business, today and tomorrow.

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