Modern Data Protection for Hitachi All-Flash Storage

Businesses no longer need to shut down at night to back up their systems. Those days are long gone. To compete in today's economy, you need 24/7, real-time availability to your enterprise data and applications. Any downtime or inaccessibility to data damages immediate sales, long-term revenue, productivity and your brand value. System outages are costly and lead to the loss of valuable customers, transactional data, and more.

Unfortunately, many enterprises fall behind the digital curve. They fail to modernize their data storage and data protection infrastructure, even as they invest in the latest customer-facing technologies and productivity tools for employees. Consequently, these back-end inefficiencies can lead to more outages, less availability to data and apps, and data loss and recovery costs.

Successful digital transformation requires high-performance storage that meets the real-time demands of digital customers and employees. It also requires modern data protection that eliminates costly downtime. All-flash storage delivers the speed, efficiency and scalability that businesses require today, while advanced data backup and recovery solutions help avoid potentially devastating scenarios.

DATA PROTECTION THAT PROTECTS YOUR BUSINESS

In the digital economy, data is an increasingly valuable asset. On a functional level, digital data enables business transactions: For example, consumers get product information and place orders online, support center workers quickly access relevant data to help customers, and salespeople have mobile access to client information through a customer relationship management (CRM) platform.

Digital data also provides strategic value. Analytics offer enterprises valuable insight to better understand customers, identify new markets, develop new products and streamline business processes.

Data availability and protection must be top priorities given the functional and strategic importance of digital data. Failure to protect data and prevent downtime will disrupt your ability to reliably serve customers and maintain business continuity.

A critical component of data protection is regular backup. Data backups on old systems, however, extend the backup window during which systems and services are unavailable. Wide backup windows disrupt business activity. It also consumes IT staff time and resources by including multiple storage and backup point solutions that create management challenges. A better use of your IT team is to focus on activities that support your strategic goals.

Even if you have invested in high-speed, all-flash storage, slower legacy backup software reduces efficiency and needlessly extends the backup window. You do not want to slow down a brand new, high-performance all-flash system for hours just to complete a backup. To accompany a new flash system, you need a modern way to protect data that enables faster, more frequent backups and near-instant recovery.

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HIGH AVAILABILITY, ALL-FLASH HITACHI VIRTUAL STORAGE PLATFORM (VSP) F SERIES

Hitachi Virtual Storage Platform (VSP) F series is a modern, all-flash solution that guarantees 100% data availability and includes data reduction technologies that can more than double flash storage capacity.

Our VSP F Series reduces latency that can cause customers to abandon shopping carts and a reduction in employee productivity. Flash-optimized processing can deliver response times of up to five times faster than solid-state drive storage, while advanced storage automation simplifies management...
and allows for rapid deployment of all-flash storage resources.

VSP F series includes a data reduction engine in each flash module that provides more resources to compress data and store designated unique data, eliminating duplication. The net impact is greater storage capacity, improved overall system performance and a better return on your technology investment.

Our high availability flash storage solutions deliver direct and immediate business benefits, including the ability to process more transactions per second. Results include higher revenue, improved customer service levels, and greater customer satisfaction and loyalty.

**MODERN DATA PROTECTION WITH HITACHI DATA INSTANCE DIRECTOR**

Enterprises that generate, collect and store data from multiple business systems face ongoing data backup challenges. Hitachi Data Instance Director (HDID) is a scalable and unified copy data management platform that uses business-defined workflows and automates the snapshot, clone and replication technologies of the Hitachi VSP F Series.

HDID’s ability to instantly back up critical data and apps virtually eliminates the backup window, while it restores volumes in minutes (or even seconds). This ensures continuity and enables the backup of data and apps more frequently. Automated copy data management produces significant savings through lower operational and capital costs.

Hitachi Data Systems data management platform for all-flash storage helps businesses run smoothly and is compatible with Oracle, Microsoft® SQL Server®, Microsoft Exchange, SAP HANA, VMware®, vSphere® and other major business data platforms. Its workflow-based policy engine aligns data management processes to business priorities for better use of IT resources and reduced operational costs. HDID handles all the complexity of replication setup and management, and the user-friendly interface also helps IT staff easily manage data protection with less training.

HDID combines multiple tools that allow enterprises to recover a single file or even an entire system. This eliminates the unnecessary costs, complexity and risk of managing numerous point solutions for data backup and recovery. The unified data platform and drag-and-drop functionality provide you with an easy-to-use, scalable and cost-effective solution.

It also has an intuitive management console with easy drag-and-drop functionality. These features reduce the chance of human error and adverse impacts on data availability and business continuity.

**CONCLUSION**

In the digital, real-time economy, you cannot risk operational downtime or data loss caused by backup or recovery failure. Moreover, older storage technologies and legacy backup software make it difficult (and costly) to guarantee business continuity and protect valuable business data and processes.

As a leader and innovator in enterprise flash storage solutions, Hitachi Data Systems continuously invests in the research and development of industry-leading technology. VSP F Series delivers high-performance, scalability, and data reduction and deduplication technologies that allow you to meet customer demands, business needs and service level requirements. Adding Hitachi Data Instance Director to VSP F Series offers a powerful, unified platform that allows IT to manage data across multiple databases at a lower cost and risk than a collection of single-point solutions.