

Data Doesn't Stop

Here's How We Help Organizations Protect and Find Value in Their Data

Manage. Govern. Mobilize. Analyze.

As these case studies prove, data is always at the heart of winning strategies to improve business outcomes.

Consider: The production company that transformed how it **manages** data to keep up with client demands. The bank that has changed how it **governs** data to reclaim weeks of employee time. The wholesaler that **mobilized** its data to improve operational efficiencies. And the PC games company that **analyzes** player behavioral data to increase the profitable lifespan of its titles.

These case studies show how data is your most valuable asset, and the key to unlock digital transformation.

To 4K and beyond.

Meet Market Demand With Better Data Management

Broadway Video is a global media and entertainment production company now in its fourth decade of completing television, film, music, digital and commercial projects.

In order to stay relevant, Broadway Video has turned to Hitachi Virtual Storage Platform (VSP) G series systems to enhance its 4K offerings and transform internal operations. VSP G series supports quick-turn, efficient and cost-effective production, post-production and delivery of television shows and commercials.

“As Broadway Video continued to expand its support of the latest 4K content and technologies, it became clear that a more robust, optimized storage solution was needed as the company moved in this new direction. Staying current and relevant is always top of mind,” says President and Managing Director, Stacey Foster.

“Hitachi’s array was the one to go with because it’s going to be the foundation to build our digital distribution business on, as well as our editorial business,” he adds.

Now in its 10th season, the fully 4K-delivered Comedians in Cars Getting Coffee, an Embassy Row production, recently transitioned to Netflix and will be supported by Hitachi solutions’ seamless delivery.

“I know that we have, fundamentally, at our core, the best technology ungirding our future business,” says Foster.

“There’s no question that Hitachi
has been an incredible strategic
partner for us.”

Stacey Foster

President and Managing Director
Broadway Video Digital and Production

Full Compliance and Complete Control

Simplify the Management of Insurance Claim Data

Accident Exchange, part of the AIS Group, helps motorists after they've been involved in accidents that weren't their fault. Providing 2,600 vehicles and dedicated agents who handle the paperwork, Accident Exchange helps around 6,000 motorists regain mobility each year.

With millions of pieces of claims evidence to manage, the company faces huge challenges: Keep up with regulations that require retention of that data and delete it on retention expiry.

Accident Exchange needed a solution that would provide an auditable track of activity, with the ability to find relevant items and to learn who's looking at them. The goal was to move away from disparate data silos to regain control and protect customer interactions.

The answer was Hitachi Content Platform (HCP), an object storage solution that enables Accident Exchange to read and write data directly from its in-house application with no connection layer. The platform manages access, audit, protection, retention and expiry of each object, according to defined policies or claim status.

Now Accident Exchange has eliminated data silos. Staff can see everything related to a case in one place. And they can report on who has seen data, when they have seen it and why. With HCP, the company has cut operational costs, reduced the need for capital expenditure (capex) and can now control data growth.

“The unique capabilities of HCP give Accident Exchange complete control over its business application data, from call recordings to engineers’ crash reports. With HCP, we can prevent changes to evidential documentation, retain and delete data, and simultaneously ensure full compliance with insurance and financial industry regulations.”

Ray Ford

Chief Technology Officer
AIS Group PLC

Wholesale Gains in IaaS

Scalable, Intelligent Content Platform Drives Productivity, Insight and Governance

ThinkOn, Canada's only wholesale provider of infrastructure-as-a-service (IaaS) resources, provides an array of innovative data solutions to value-added resellers and telecom providers. These partners resell ThinkOn services to enterprise and midsize customers across a variety of industries.

Data storage and archiving is a rapidly growing part of ThinkOn's operations. As organizations grapple with soaring volumes of unstructured data, the ability to manage and archive this data is key.

Seeing an opportunity to help customers and resellers who wished to accelerate productivity, gain insight from data and maintain governance, ThinkOn sought a scalable, intelligent content platform to deliver these capabilities.

It found the answer in Hitachi Content Platform (HCP) technology. Now forming the foundation of ThinkOn's portfolio of value-added data-storage-as-a-service offerings, HCP helped the company to achieve 100% utilization of infrastructure, simplify its provisioning and maximize its revenue opportunities.

“By incorporating HCP into our infrastructure, we’ve been able to simplify the provisioning process as well as drive cost efficiencies out of our infrastructure. Now we’re able to enjoy 100% utilization of infrastructure, instead of having islands of storage that are left unused.”

Craig McLellan
CEO
ThinkOn

Game-Changing Analysis

PC Gaming Company Wins With Big Data

The \$18.4 billion PC gaming industry is transforming its “buy once and done” DVD box business model to online delivery with in-game transactions. In many cases, the game is free and customers buy boosters, extra lives or stronger powers.

The challenge for developers is to extend the storyline to keep players engaged – and spending.

Leading the way is ZeniMax Media, which constantly analyzes how its games are played to maximize longevity. It’s big data, involving as much as 5TB per game, per day.

“There are big-data solutions that can do the ingestion, and there are data warehousing solutions that provide a good mechanism for delivering a view that’s good for the company,” says Rob Walsh, technical director of enterprise business intelligence at ZeniMax.

“The problem was how to glue together the data lake and data warehouse into a single pipeline,” he explains.

To achieve this, ZeniMax selected Pentaho Data Integration and Analytics solutions from Hitachi Vantara. Part of the appeal of Pentaho solutions was that they provided both data transformation and analytical modeling features.

Analysts can now spend more time digging into gamer behavior instead of loading data. The studio can test ideas and get behavioral feedback in near real time, and double down on games that show promise.

The bottom-line benefits for ZeniMax are faster time to market and the extension of game life cycles by as much as five years, which would have been unthinkable a decade ago.

“We’ve always known how
many copies we’ve sold.
Now we know why.”

Rob Walsh

Technical Director of Enterprise Business Intelligence
ZeniMax Media Inc

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While applications and infrastructure have limited lives, data simply grows in value. The question is: How do we harness it? These case studies provide good examples of how to manage, govern, mobilize and analyze data to bring about valuable insights that create new opportunities.

To learn more about how this approach can work for you, visit

HitachiVantara.co/dataservices

Or call your Hitachi Vantara account manager on **1-623-209-5220**.

Hitachi Vantara at a Glance

Your data is the key to new revenue, better customer experiences and lower costs. With technology and expertise, Hitachi Vantara drives data to meaningful outcomes.

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