



WHITEPAPER

# Hitachi Vantara and Its Cloud Partners Enable Your Data-Driven Journey

Develop a Multicloud Strategy With Confidence and Success

## Executive Summary

“Become data-driven” is a mantra adopted by companies globally. Equally, migrating to the cloud has become an organizational imperative, with 96% organizations now taking advantage of the scale and compute power of cloud platforms. These are not discrete activities: For many companies, leveraging the cloud is how they become data-driven organizations.

***Hitachi Vantara and its cloud partners have joined forces to provide a variety of real-world solutions for companies looking to leverage the power of the cloud.***

### However, neither part of this journey is straightforward:

- Migration to the cloud will generally be realized via a multicloud approach involving a combination of commodity hyperscale providers, value-added service providers bringing specialist expertise and private cloud deployments. This approach is neither “all or nothing”, nor a binary choice: Each organization will combine these elements in way that makes sense for them. This multicloud strategy offers great agility and cost-savings, but it is not without its challenges.
- 90% of the world’s data was created in the last two years: That’s 2.5 quintillion bytes of data each day<sup>1</sup>. But MIT estimates that only 0.5% of the data we create is ever analyzed<sup>2</sup>. So organizations have a long way to go in order to arrive at their data-driven destination.

Hitachi Vantara and its cloud partners have joined forces to provide a variety of real-world solutions for companies looking to leverage the power of the cloud to deliver on their data-driven ambitions. Hitachi Vantara’s partners provide a range of infrastructure-as-a-service (IaaS) offerings such as storage, disaster recovery and archiving. They are able to advise on the pros and cons of the various flavors of cloud (public, private, hybrid) and to mitigate the risks of cloud migration.

Through these partnerships, Hitachi Vantara can also leverage its clearly defined “Stairway to Value” (store, enrich, activate, monetize) that allows organizations to deliver a return on their data. Hitachi Vantara’s partners not only bring their unique value-add capabilities, but also can easily integrate market-leading Hitachi data management technologies to deliver a best-in-class solution.

Together, Hitachi and its cloud partners can help you take your cloud-enabled, data-driven journey with confidence.

## Driven by Data

In a recent survey conducted by Nimbus Ninety, 81% of senior executives agreed that data should be at the heart of all decision-making – but only 31% of companies have restructured their operations to help do this<sup>1</sup>. This may be explained by a number of factors, ranging from cultural resistance to lack of capability. But, the sheer volumes of information and the fact that much of this is held in dispersed data stores means that delivering value from this data presents an enormous challenge.

One obvious means of addressing disparate data is to aggregate data stores to the cloud and use the unlimited compute power available there to process it. All the evidence suggests that organizations are overwhelmingly taking this approach. According to the recent RightScale “State of the Cloud” report, 96% of organizations now use cloud<sup>3</sup>. The same survey found that organizations are using a mix of public and private clouds (complemented by on-premises capacity): 40% of workloads are in the public cloud and 39% in private cloud. Furthermore, nearly 80% of companies studied plan to have more than 10% of their workloads in public-cloud platforms in three years’ time<sup>4</sup>.

Within the multicloud market, infrastructure-as-a-service (IaaS) is emerging as an important segment. IaaS provides organizations with a high degree of control as they retain the management of their data, applications and security, while enabling leverage of the benefits of the cloud. The number of organizations taking advantage of IaaS is set to grow from 73% today to 83% in the next 18 months. Typically, disaster recovery, development and testing, storage and data analytics are the application areas most under consideration for migration as part of an IaaS strategy.

It’s unlikely a single cloud offering could meet all of an organization’s transformation needs, so a multicloud strategy provides organizations with the best overall leverage. RightScale found that 81% of organizations have a multicloud strategy, with five being the average number of clouds being used.

# Balance Opportunity and Risk

However, cloud migration is not an unmitigated success story. Security within a cloud model is driving a huge debate: According to NetEnrich's Annual Cloud Survey<sup>5</sup>, security is both the No.1 priority (72%) and the biggest major concern. Major data breaches (including the recent Collection 1 breach, which compromised 700 million email addresses and 22 million passwords) together with data privacy regulations, such as the EU's General Data Protection Regulation (GDPR) is highlighting the need for greater data governance.

Gartner analyst Tom Bittman claimed four years ago that 95% of private clouds were failing<sup>6</sup> and earlier this year, his Gartner colleague Michael Warrilow, in an interview with CIO Dive said that more businesses are moving IT spending to the public cloud, but the bulk of enterprise IT is still sitting in traditional computing environments. Michael also stated that hybrid cloud is the most popular option for many businesses. So, although there have been challenges with private cloud deployments, a private cloud strategy is still important to ensure proper management for non-public cloud requirements and provide the foundation for a successful hybrid cloud model.

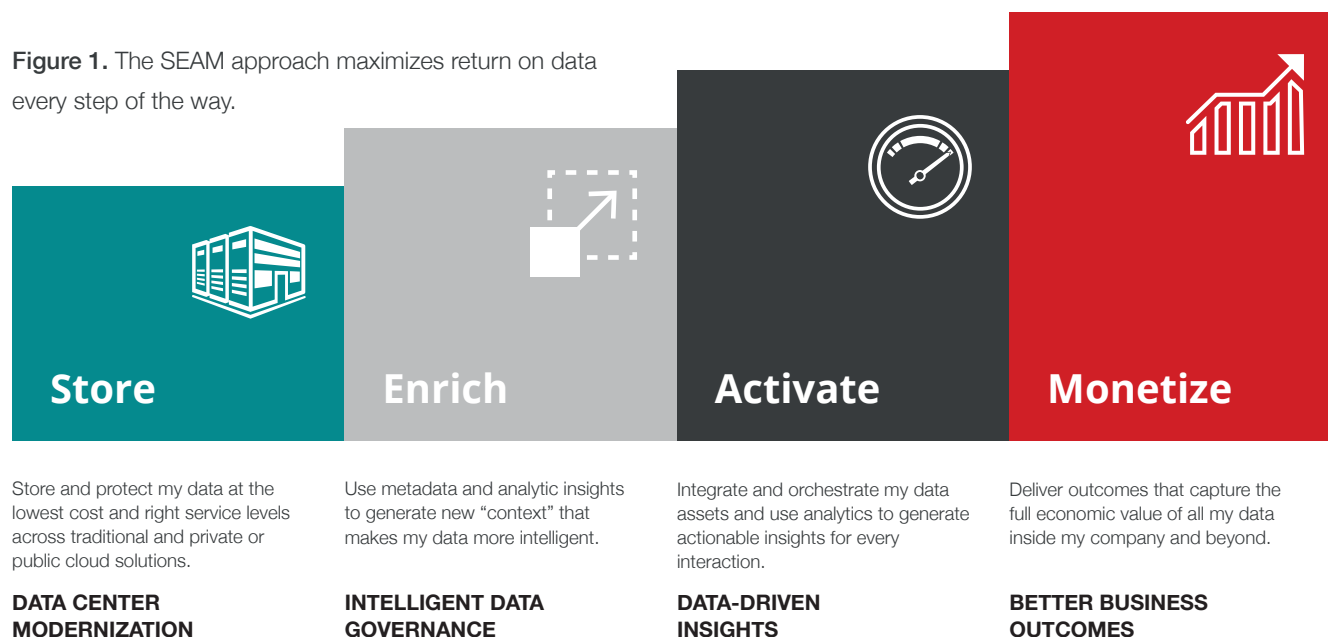
There appears to be no single point of failure with regard to cloud migration: Gartner's Bittman claimed that private clouds were failing because some organizations were doing too much and some too little; some were focusing on the wrong benefits and some were using the wrong technologies; some had failed to change the funding model and some had failed to change the operational model.

It has also become clear that not enough thought is being applied to cloud strategy to deliver a positive outcome and there is no one answer or "silver bullet." Whether it's private to hosted off-premises or hybrid to public, there is no single right answer. One of the big value drivers for those companies working with Hitachi Vantara is that we help them manage choice and transformation risk when moving to a multicloud business model by leveraging our solutions and the expertise of our cloud partners.

## A Return on Data

The Stairway to Value defined by Hitachi Vantara is a four-step process that guides companies along the journey to becoming data-driven companies. We work with 80% of the Fortune 500 to store, enrich, activate and monetize (SEAM) their data-driven solutions, as shown in Figure 1.

**Figure 1.** The SEAM approach maximizes return on data every step of the way.



## Store



High-performance storage ensures your data is protected and secured whether it is resident to your private cloud, public cloud or hybrid cloud. Reliable access to core data is critical for availability or “keeping the lights on,” but it also provides a foundation for enrichment and activation. Our portfolio ranges from intelligent operations software and data protection solutions, to modular hyperconverged systems and the industry’s most powerful storage arrays.

Regardless of your application types, virtualization and container platforms or multicloud plans, our partners can help to build you the trusted IT platform your business needs to thrive in the data-driven economy.

**Typical uses cases** delivered by our cloud partners include storage as-a-service (STaaS), data protection as-a-service (DPaaS) and archive as-a-service (AaaS). Disaster recovery and high availability services can also be provided by hosting a second data center with a cloud partner.

## Enrich



For many of our customers, data governance is one of the biggest problems: A lot of data is trapped in one place or “landlocked” and organizations are struggling to classify the information they have. Plus, there are a lot of legacy applications that need to be managed as-is, refactored or fully replaced. The “enrich” stage is therefore heavily focused on unstructured data, and wrapping that data with detailed reference information that will enable it to be more easily searched and analyzed.

Raw data is transformed into high-quality upstream information that is embedded into business processes, becoming core to generating business value. This process includes leveraging alliance partners, which, when capturing the data for archiving or data protection, include the ability to add custom metadata for each file: This is the key step to enriching that data.

From a technology perspective, Hitachi Content Intelligence plays a key role for our partners as they develop their offerings in this area. In particular, the software’s workflow designer would be used to create the connection between the data file and the relevant information associated with that file.

**Typical use cases** might include deployment and testing (leveraging an Hitachi Vantara Cloud Partner for off-site test environments to better manage flexibility) or data enrichment by adding relevant metadata for future search options.



***According to the recent RightScale “State of the Cloud” report, 96% of organizations now use cloud<sup>3</sup>.***



## Activate



This stage encompasses data integration and real-time analytics that inform better decision-making and enable effective use of internet of things (IoT), machine learning and artificial intelligence (AI). This approach allows organizations to discover, integrate and orchestrate enterprise data assets to generate actionable insights for every enterprise interaction and application.

Hitachi Content Intelligence can be used to create sophisticated search capabilities that enable cloud partners to develop data governance and regulatory compliance services. GDPR is a great example of applications built using Content Intelligence that can ensure data compliance, based on requests from customer organizations.

**Typical use cases** include systems management and DevOps as well as industry-specific search applications that support well-defined compliance regulations.

## Monetize



This stage is about driving business outcomes that capture the full economic value of the data inside the company and beyond. These may be growth-oriented outcomes that leverage information to create or extend revenue streams and enable richer customer relationships. Or, they may be efficiency-oriented outcomes that reduce risk, provide better and more rapid intelligence, improve return on investment (ROI) by accelerating time to value, and improve productivity.

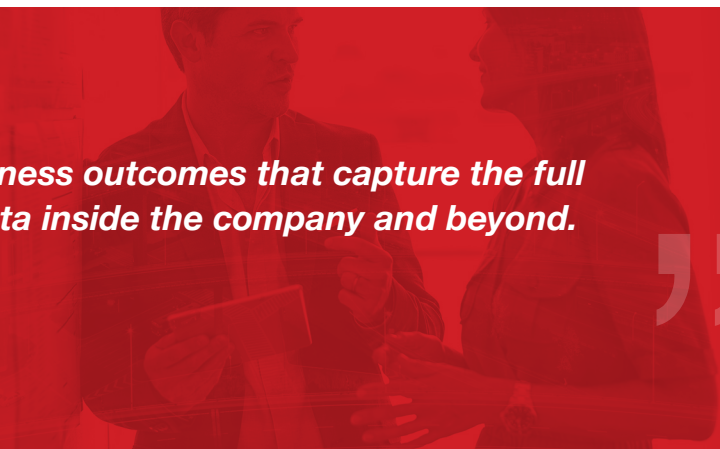
This stage is less about creating a service, than it is about the use of that service by organizations. However, it is the final step in our Stairway to Value that aims to create new revenue streams for these organizations. Cloud partner services from the first three stairs feed into this capability.

**Typical use cases** include business intelligence and data analytics (activate and monetize) and new business applications that leverage the data to offer new value to clients.

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# Why Hitachi Vantara and Our Cloud Partners

When asked for the most important factor in choosing a cloud provider, 33% of respondents said technology and domain expertise, 21% said willingness to collaborate with in-house IT, and 20% said expertise in public and hybrid cloud (NetEnrich). These are precisely the three criteria that Hitachi Vantara uses in the evaluation and selection of its partners.

Hitachi Vantara then equips these partners with the automation tools, data protection platforms and tested solutions they need to bring your data-driven vision to reality. Our cloud partners offer industry-leading experience in all aspects of deployment, management and operations for Hitachi Content Platform (HCP). They can help you achieve a return on data through the provision of products, value-added services, intellectual property and consultancy at each of the four steps described above.

Backed by Hitachi Vantara, our cloud partners are experts at delivering Infrastructure solutions, and have been doing so for decades. And working with HCP-based partners provides numerous additional benefits when compared with public cloud approaches. Leveraging the synergies between our cloud partners' solutions and your existing Hitachi Vantara technologies will reduce implementation and migration risks and lower support costs. This method also leverages the same tools for data management on-premises and in the cloud, to enable greater control. It also provides end-to-end visibility of your entire hybrid cloud solution. Our cloud partners can also provide consistent and predictable monthly cost models.

We can help with all stages of your cloud journey, whether: you are simply leveraging some aspect of public cloud, have developed or are developing a private cloud to improve your business agility, or have adopted solutions from cloud service providers based on their domain expertise. Hitachi Vantara and our cloud partners understand the challenges, the risks, the benefits and the safe deployment paths to a multicloud business strategy.

<sup>1</sup> <https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#4c93a13760ba>

<sup>2</sup> <https://www.technologyreview.com/s/514346/the-data-made-me-do-it/>

<sup>3</sup> RightScale 2018 State of the Cloud Report™

<sup>4</sup> According to McKinsey's 2017 research on global cloud cybersecurity

<sup>5</sup> [https://www.netenrich.com/wp-content/uploads/netenrich-state-of-cloud-report-for-2019.pdf?utm\\_source=Cloudreport2019&utm\\_medium=Referral&utm\\_campaign=Press-release](https://www.netenrich.com/wp-content/uploads/netenrich-state-of-cloud-report-for-2019.pdf?utm_source=Cloudreport2019&utm_medium=Referral&utm_campaign=Press-release)

<sup>6</sup> [https://blogs.gartner.com/thomas\\_bittman/2015/02/05/why-are-95-of-private-clouds-failing/](https://blogs.gartner.com/thomas_bittman/2015/02/05/why-are-95-of-private-clouds-failing/) 7 <https://www.ciodive.com/news/2019-trends-the-cloud-journey-is-never-complete/545451/>

<sup>7</sup> <https://www.ciodive.com/news/2019-trends-the-cloud-journey-is-never-complete/545451/>

<sup>8</sup> [https://www.netenrich.com/wp-content/uploads/netenrich-state-of-cloud-report-for-2019.pdf?utm\\_source=Cloudreport2019&utm\\_medium=Referral&utm\\_campaign=Press-release](https://www.netenrich.com/wp-content/uploads/netenrich-state-of-cloud-report-for-2019.pdf?utm_source=Cloudreport2019&utm_medium=Referral&utm_campaign=Press-release)

To learn more about how Hitachi Vantara and our cloud partners can help you with your cloud-enabled, data-driven journey, contact your Hitachi Vantara representative or visit **HitachiVantara.com**.



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