



## Hitachi Vantara & Our Partners Delivering Intelligent Data Operations

Empowering our customers to take control of their digital assets, increasing accessibility and analytics opportunities for a competitive advantage while dramatically improving data security and compliance.

# Working with our Partners

Our shared Intelligent Data Operation solutions separate production-ready data from the processes that deliver it, allowing organisations to automate the design, delivery

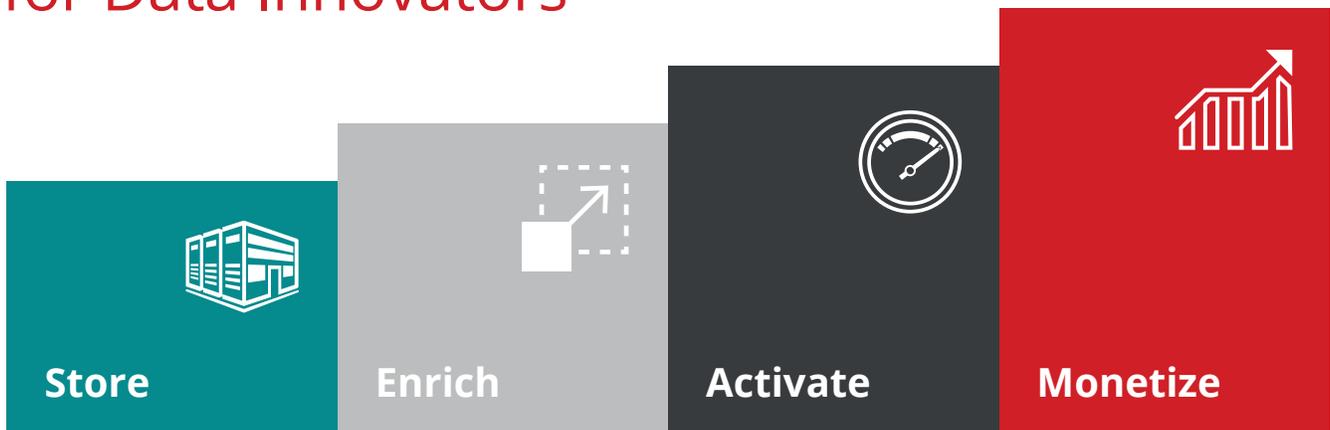
and management of data with the appropriate levels of governance and metadata control to improve its use and value across all levels of their business.



*Intelligent Data Operations from Hitachi Vantara uniquely allow organisations to reverse the '80/20' conundrum – IDC finds that most companies now spend more than 80% of their time collecting and preparing data, and less than 20% of their time analysing it.*



## Hitachi's Stairway to Value for Data Innovators



Store and protect my data at the lowest cost and right service levels across traditional and private/public cloud solutions.

**DATA CENTER  
MODERNISATION**

Use metadata and analytic insights to generate new 'context' that makes my data more intelligent.

**INTELLIGENT DATA  
GOVERNANCE**

Integrate and orchestrate my data assets and use analytics to generate actionable insights for every interaction.

**DATA-DRIVEN  
INSIGHTS**

Deliver outcomes that capture the full economic value of all my data inside my company and beyond.

**BETTER BUSINESS  
OUTCOMES**

## Better Value from Data

Data is the most valuable resource for our customers, but this priceless asset is often degraded. This may be because data is locked in siloes, deleted without consideration of security or compliance obligations, or lost as a result of poor data management practices or application and hardware retirement.

By combining our shared expertise, we can help our customers uncouple data from the processes that create it, breaking down siloes and ensuring that the data can be accessed, used and shared across the organisation - wherever and whenever its needed, and by those authorised to use it.

We also ensure that data is protected against loss due to technology changes, which maintains its value on an ongoing basis.

## Unifying Data Sources

For most of our customers, converting vast quantities of data into business insights requires extensive manual data collection, integration and preparation, reducing time and resources available for analysis.

By unifying this data across all relevant enterprise sources at scale, Hitachi's Intelligent Data Operations solutions ensure that the latest, most accurate, most complete version of the data is available for analysis.

Hitachi Vantara and our partners can then enable our customers to analyse data where ever it resides, on-premise or in the cloud. We also have solutions for centralising data if required in a performant and elastic private cloud environment.

## Metadata that Refines & Enriches

Hitachi Vantara's Intelligent Data Operations solutions allow organisations to refine and enrich data with metadata. This makes it possible to contextualise and classify data, increasing its usefulness and supporting secondary business cases, such as big data analytics, compliance initiatives and many others.

Metadata is the foundation for an organisation-wide data taxonomy that supports all manner of data-driven projects.

## New Business Insights with Deep Learning Technology

Working with you, we combine Artificial Intelligence, Machine and Deep Learning capabilities to automate data remediation, classification, estimations, clustering, anomaly detection, ranking, recommendations, and data generation, to name a few.

Based on a number of data pipelining techniques, Hitachi Vantara's approach improves data quality and classification and speeds up analytics projects to unlock more insights for the business and to free up teams for strategic works, giving our partners and customers a competitive advantage.

# Integration and Analytics

Hitachi Vantara's Intelligent Data Operations solutions support a wide variety of data source connections, ensuring that our shared customers can access, evaluate, remediate, transform, blend and analyse all types of data, from any source.

This allows our customers to create more valuable digital assets compared to the individual data elements that were available at the start of the analytics process.

# Reduced Vendor Lock-in

Intelligent Data Operations solutions prevent the risk of vendor lock-in and data isolation created by legacy technology. This allows organisations to easily create and add new data connections, processing stages, and output

destinations, ensuring that the value and usability of data is not limited by inflexible technology architectures that are not future-ready. This also allows our partners to create best in class solutions, whatever the customer need and existing infrastructure in place.

To learn more about how Hitachi Vantara and our partners can help customers with their data driven journey, contact your Hitachi Vantara Partner representative or visit:

**HitachiVantara.com**



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