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**HITACHI**  
Inspire the Next

# Visa and Hitachi Vantara: Connecting the World With the Currency of Data

A bold new future for a partnership dedicated  
to a better world

# Foreword

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To strengthen its lead as one of the major providers of payments systems, Visa needs continuous innovation to support its strategic goals.

Read this e-book to discover the strategies, approaches and solutions you need to drive security, reliability and performance of your payment network. You'll get valuable insight into the latest technology that will drive your success and enable your customers to pay and be paid everywhere they want to be.

Your existing partnership with Hitachi Vantara positions us to change the future for the better. Today is the best time to begin.

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# An insight into your future

## **You want it, you got it.**

When consumers can wave their sleeves at a payment interface to complete a transaction, permission-based data will be moving faster, and with more purpose, than ever before. Contactless transactions will tell the retailer, the vendor and others in the supply chain exactly what, when and where customers are buying. Visa, as the hub of this real-time, intelligent stream of insight, will be leading with new ways to understand and exchange value.

## **Liberation through protection.**

Security and data protection will unlock this new level of free-flowing economic activity. Blockchain technologies will do away with central points of vulnerability that can be easily hacked. Intelligent data protection and instant recovery solutions will help customer relationships based on a new level of trust, allowing vendors and retailers to establish much deeper, more personalized relationships with customers.





### **Brand as the new cash.**

Everyone understands cash. They trust coins and notes. But payment systems are anonymous, mechanistic conveyors of invisible value. Except Visa. With a deep grasp of customer tastes, preferences and needs, you are aligning new services in close harmony with each individual's world so that the Visa Direct brand becomes a more meaningful and trusted companion in the new economy, and we want to partner with you to strengthen the incredible results you've already achieved through this reliably powerful brand. Imagine saying, 'The tickets were \$20. Just Visa Direct it to me when you can.'

### **Tech, the talent attractor.**

Young people moving into the workforce have little patience with old school technologies. They want agile, reliable applications that are accessible on any device, anywhere. They expect flexible working arrangements and a culture that allows innovation to flourish. Visa can provide the agile, intelligent, application-optimized infrastructure that will demonstrate your commitment to technology transformation, drawing the best talent into the business.

### **Open for business.**

As APIs kick away borders between businesses and even nations, a culture of openness and collaboration will flourish. A virtuous circle of understanding, trust and sharing will allow value to move more freely through the global economy, bringing better quality of life to more people. Open, intelligent, software-defined infrastructures will unlock this free flow of currency in all its forms, and will adapt rapidly and continuously to the accelerating rate of change and innovation.

### **A future together.**

Hitachi Vantara's expertise in the data center, the cloud, in analytics and the internet of things are closely aligned with Visa's focus on digital and technology transformation. The outcomes shown here are just a few of the scenarios made possible by the alliance of two innovative, agile and customer-driven global giants.

# Making your vision a reality

Hitachi Vantara was established to meet the needs of organizations like Visa.



We recognize that your focus on security, fast digital payments and tech transformation is driven by your key goal: to connect the world through the most innovative, reliable and secure payment network.

Hitachi Vantara is a world leader in the development and continuous innovation of data center, analytics and secure infrastructure technologies. The combination of your purpose and the platforms and solutions that we can offer creates a unique blend of possibilities.

We're already working closely together, but there is more that can be done to help you reach your strategic goals.

But the big opportunity for our partnership lies in the vision and values that both companies share. A dedication to game-changing innovation, a focus on applying data for the achievement of great outcomes and a drive for better data protection.

When the best brains from two world-leading organizations work together for the achievement of a shared bold vision, the possibilities are limitless. Hitachi Vantara was established to change the way the world works. It is a goal in perfect harmony with Visa's vision of a network that connects the world.



## Achieve your strategic goals with four changes

1



### Unifying data structures

Hitachi Content Intelligence unlocks innovation and efficiency to create complete and comprehensive flows of meaningful data that reach the right people (and the right machines) at the right time.

- Unifies multistructured data no matter how or where it's held.
- Adds value to data by customizing existing data, augmenting content and creating new metadata descriptors.
- Creates detailed analytics and graphical visualizations that are easy to understand.



2



### Save your data

It's time to go beyond core infrastructure. To analytics and integration – the technologies that feed into key areas like data protection. The Anonos Save Your Data solution can be used for pseudonymisation, removing the risk of storing data post-GDPR.

- A data-centric approach to security will help you to lawfully store and share data whilst maximizing value from data insights.
- Fast-track your ability to unlock data-driven insights for better decision making.
- Create individualized customer experiences, creating complete and comprehensive flows of meaningful data that reach the right people and the right machines, at the right time.



3



## Infrastructure: a planned evolution

We're dedicated to working with you on your transformation journey, with infrastructure audits, transition planning and the assessment of strategic alternatives.

- Define, analyze and plan a virtualized, dynamic, resilient and integrated compute and storage infrastructure environment.
- Manage the lifecycle of structured and unstructured content, with services that help search, discover and integrate content.
- Convert data centers into agile information centers with low-risk, rapid, nondisruptive and accurate deployments of our robust infrastructure.



4



## Accelerate cloud adoption

REAN cloud enables you to increase security and drive agility to accelerate cloud adoption. The REAN cloud platform acts as a catalyst for enterprise digital transformation reducing transformation timelines from years down to a few months.

- Migrate applications to the cloud at a lower cost and a faster speed.
- Deploy and configure environments in the cloud reliably and simply.
- Unlock a major competitive advantage with the ability to test in complex environments.
- Identify underlying issues to boost operational efficiency and improve customer satisfaction.



# TOMORROW

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## The big results

1



### Fast, intuitive analytics everywhere

Pentaho Data Integration and Business Analytics allow you to access, blend, analyze and visualize all types and sizes of data across multiple dimensions, with minimal IT support, as well as embedding analytics into existing applications.

- Easily ingest, manage, blend and prepare any data from any source.
- Speed design and deployment of big data analytics by up to 15 times, compared to hand coding.
- Instantly analyze and visualize data across multiple dimensions.
- Uncover insights easily with reports, visualizations and dashboards without depending on IT.



2



### Beyond cards with blockchain

We get that you want to stand for more than just a plastic credit card. Your IBM Watson\* partnership and your commitment to blockchain point to a future of innovation that will allow secure payment from almost any device.

- As members of the Hyperledger Project, along with companies like JPMC, IBM and Cisco, we're as committed as you are to exploring the possibilities of blockchain.
- Let's talk about our focus on enhancing blockchain smart contracts with enterprise security features.
- We can enable multiple contract types in the same private blockchain network.





3



## Collaborating for the future

With our joint commitment to blockchain, a shared approach will give momentum to the development of blockchain-driven innovation.

- Physical vouchers and e-vouchers will be a thing of the past. With fingerprint authentication for payments, customers' experiences will be faster than ever.
- Begin to reduce costs and credit risk for transferring funds between banks, both domestically and internationally, with guidance from our expert specialists.
- Pentaho will allow you to extract, analyze and understand blockchain data.



4



## A stable, scalable foundation for IoT

As you bring IoT data into the heart of your analytics strategy, we can provide the intelligent governance and data-driven insights you need to extract full value from rich new sources of information.

- Edge gateway solutions collect, aggregate, analyze, cache and filter data, as well as provide a network security boundary.
- Rapid onboarding and integration of new data feeds.
- Analytics can be embedded in business applications to automate and accelerate decision making.





# To connect the world through payment, Visa needs the currency of data

Trade and ideas of value have defined the evolution of humanity. They are at the heart of almost every civilization.

As a world-leading provider of payment systems, Visa has the ability to connect the world by facilitating the exchange of value between individuals, between organizations and even between nations.

This is why you are committed to a path of continual investment and innovation, underpinned by data-driven analytics. Through our work with you, we know that technology transformation, digital payment and payment security are among the seven pillars of your strategic plan. Data is the enabling asset on which the plan depends.

The challenge now is to adapt quickly to the accelerating nature of change in the way people pay for things, and to lead the way in bringing innovation to the exchange of value.

With 100 years of operational technology experience and 60 years of IT experience, we understand what it means to be a large-scale organization with a global footprint. We're experts in turning data into meaningful intelligence to connect business, human and machine data, in the data center, the public cloud and across applications, to create an asset that grows in value.

Our solutions offer the capabilities you need to turn data into value. Analytics, the internet of things, security and the integrity of the IT infrastructure are shaping Visa's path to the future. Data is the business-enabling asset that will light the way.



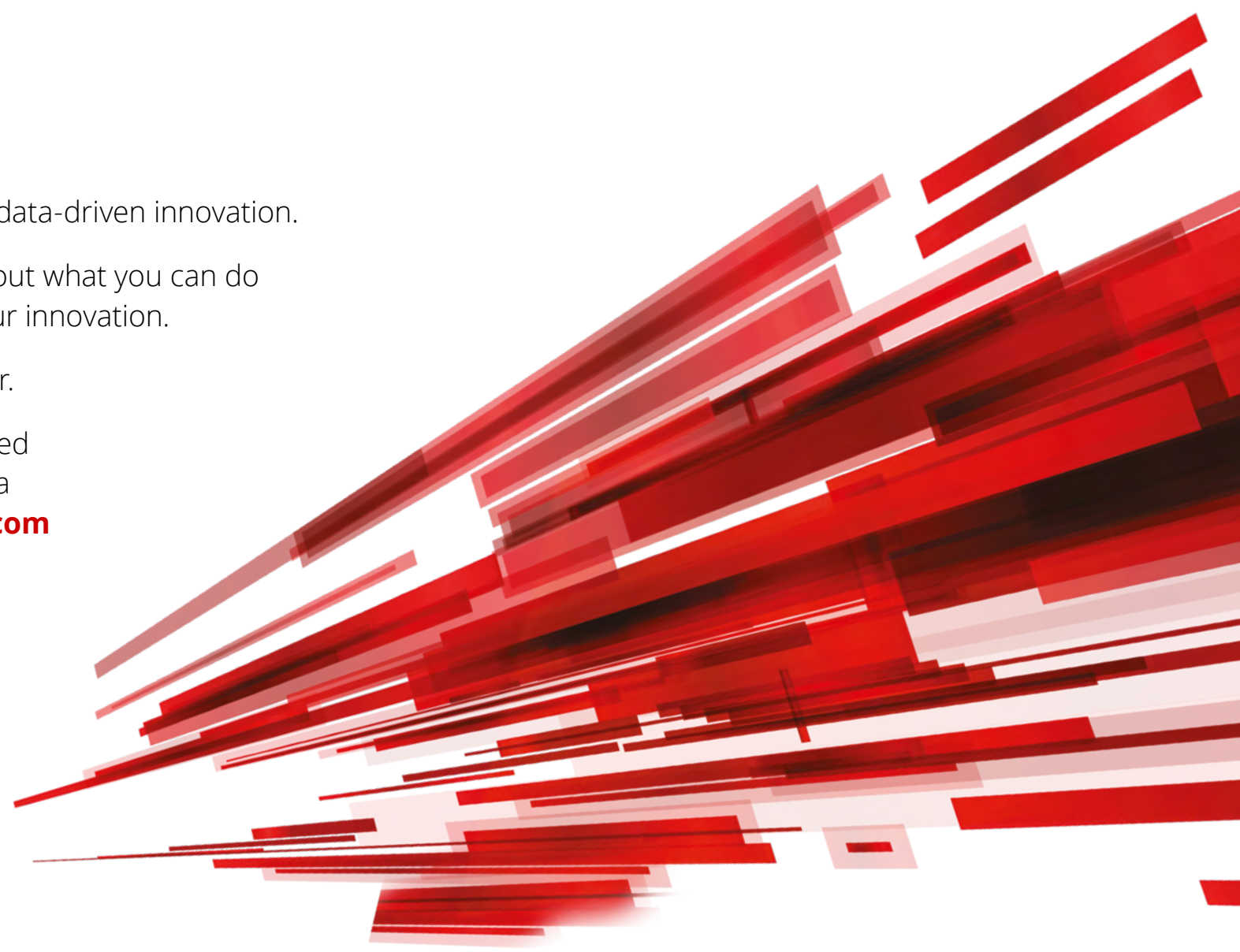
## Get in touch

We share your commitment to data-driven innovation.

Take the time to learn more about what you can do when data is at the heart of your innovation.

Let's shape your future together.

Talk to Alex Webb, your dedicated Visa Global Account Director, via **[alex.webb@hitachivantara.com](mailto:alex.webb@hitachivantara.com)** to discover how to get started.







Visit your dedicated landing page  
to find out more

**[HitachiVantara.com/go/Visa](https://HitachiVantara.com/go/Visa)**