

## QUICK FACTS

# Hitachi Data Systems — Quick Facts

### About Hitachi Data Systems

- One of the top three storage vendors in the world
- 3,400 employees in 170 countries and regions
- Customers include nearly 60 percent of the top 100 companies on the FORTUNE 500®
- Wholly owned subsidiary of Hitachi, Ltd.

### Our Parent Company, Hitachi, Ltd.

- 355,000 employees worldwide, 932 subsidiaries
- US\$86.8 billion revenues (FY06)
- Japan's largest electronics company
- Number 48 on the 2007 FORTUNE Global 500
- Number 3 on the 2007 FORTUNE Global 500 for the Electronics Industry Sector
- Manufactures over 20,000 products, ranging from electrical power tools and cameras to components of the Japanese bullet train and Toyota hybrid cars

### We Help Organizations:

- Reduce IT cost and complexity
- Identify and mitigate risk
- Improve control and reporting of service levels
- Design, build and manage their own storage environments
- Address corporate governance requirements and reduce corporate risk
- Increase operational efficiency
- Improve availability, performance, productivity and storage utilization
- Simplify infrastructure and its management

### How Are We Different?

- While many storage vendors may claim to have business-centric strategies, only Hitachi Data Systems can deliver because Services Oriented Storage Solutions is the only strategy built upon a dynamic, flexible platform of integrated storage services, enabling customers to optimize storage infrastructure while reducing cost and complexity. The architecture is both powerful and simple.
- While other vendors may offer individual pieces of the puzzle, only Hitachi Data Systems offers an integrated strategy of block, file and content services, providing intelligent tiered storage, common management, data protection and performance optimization.
- Hitachi Data Systems is the only company that can scale storage from very small to very large, with a storage approach using a "single pane of glass" management strategy.
- Hitachi Data Systems is the only vendor that, with solutions based upon a single integrated platform, can address all of our customers' storage requirements.
- The Hitachi Universal Storage Platform™ is the only storage platform in the market that manages heterogeneous (multivendor) storage assets.
- The Hitachi virtualization capability provides a rich set of common storage services for application platforms within a heterogeneous pool of storage.

### What Solutions and Services Do We Provide?

Hitachi Data Systems provides solutions and services that incorporate the industry's best people, products, tools and methodologies to maximize the return on our customers' IT investments.

- **Archiving solutions:** Provide users with an intelligent, scalable, high-performance active archive; based on industry standards and an open architecture, it is easily managed — protecting and preserving content from multiple applications in a common multi-purpose organization-wide repository.
- **Business Continuity and Data Protection solutions:** In the event of a disaster, our Disaster Recovery, Backup, and Virtual Tape Library solutions enable users to continue with their IT applications in the shortest possible time with minimal business risk.
- **NAS solutions:** Deliver ultra-scalable and performance-oriented file serving via the Hitachi High-performance NAS Platform, powered by BlueArc®. Designed for large-scale consolidations and performance applications, it exceeds expectations by delivering both cost-effectiveness and increased productivity.
- **Regulatory Compliance solutions:** Assist users in the deployment of a future-proof, standards-based solution to mitigate risk and enhance corporate governance.
- **Storage Consolidation solutions:** Enable users to reduce management complexity, cut operational cost and improve availability, performance and storage utilization, increasing the amount of storage that administrators can manage.

- **Storage Management solutions:**  
Enable IT to meet application service levels and reduce costs of managing ever-growing data volumes by improving control and efficiency.
- **Tiered Storage and Virtualization solutions:** Allow users to simplify infrastructure and reduce cost throughout the entire enterprise storage network while placing application data on the most appropriate class of storage.
- **Services:** Our services team helps users identify potential risks, plan the right storage architecture, optimize storage performance and manage their storage environment.

### Who Are Our Customers?

- **Banking/Finance:** ABNAMro, Bank Netherlands, Basler Kantonalbank, BAWAG, Bre Bank, B-Source, Casden
- **Education:** Bishop Burton College, City College Manchester
- **Government:** Aa en Maas Water Board, Austrian Federal Computing Center (BRZ), National Libraries of Scotland
- **Health Care:** Amphia Ziekenhuis, AOK, Atos Origin, Düsseldorf University Clinic, Hopital de la Tour, Sykehuset Ostfold SF
- **Insurance:** AOK, Folksam, HUK-Coburg, Maaf, Ressources Mutuelles
- **Manufacturing:** Aarhus United, Bitburger Brauerei, Efaflex, L + L Lieferservice und Logistik, MAN Nutzfahrzeuge AG, Nissan
- **Retail/Wholesale:** Eldorado S.A., Ted Baker, Villeroy & Boch
- **Services and Leisure:** La Française Des Jeux, eBay, Hatrick, ME-BIT, TUI InfoTec

- **IT Services and Service Providers:**  
Atos Origin, Easynet Group, ESG, GRZ IT Center Linz, Nielsen/NetRatings
- **Telecommunications:** BT, Casema, Telefonica, Vodafone, Nokia, Telecom Italia
- **Utilities and Energy:** Aa en Maas Water Board, Delta NV, ENSO Strom AG, Teboil

### Who Do We Partner With?

- **Alliance Partners:** Microsoft, Oracle, SAP, VMware
- **Strategic Partners:** Sun, IBM, HP, CommVault, Diligent, Aptare
- **Technology Partners:** Brocade, Cisco, Emulex, QLogic
- **ISV Partners:** CA, CommVault, Open Text, Princeton Softech, Symantec

### What Our Customers Say:

- **ABN AMRO Hypotheken Group — Netherlands (Hitachi Content Archive Platform)** “The Content Archive Platform sees to it that we store exactly the right amount of data, neither too much nor too little.” — Koen Teeuwisse, IT Administration Manager

- **Bank Nederlandse Gemeenten — Netherlands (Business Continuity/ Disaster Recovery)** “A bank is really just one big information system: IT is its operational core. A bank that doesn't have access to its IT for three days will be bankrupt. We were nearing the capacity limit. Hitachi Data Systems saw this coming, too.” — Fred Apon, IT Infrastructure Specialist

### What the Analysts Say:

- **Services Oriented Storage Solutions from Hitachi Data Systems:** “IT managers can use capabilities like those included in Hitachi's Services Oriented Storage Solutions to change the interaction between IT departments and their business.” — IDC
- **Hitachi Universal Storage Platform™ V:** “Storage virtualization is the key technology that enables a large-scale consolidation of heterogeneous storage environments ... the Hitachi USP V has no present equal.” — Illuminata

For more information on Hitachi Data Systems, please visit the company's Web site at [www.hds.com](http://www.hds.com)

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