Customer Case Studies on Accelerating Their Path to Hybrid Cloud

Hitachi and VMware: Global Strategic Partners Committed to Success

Sunny Sahajpal
EMEA Strategic Alliances and OEM Manager
VMware Partner Leadership Summit Award
Hitachi Innovation OEM Partner of the Year

How Does VMware Spell Innovation?
H-I-T-A-C-H-I

Yes, Hitachi Data Systems is the Global and EMEA Winner of VMware’s Innovation OEM Award.
The Business Challenges

1. It is a constant struggle to keep up with the demands of the business and avoid “shadow IT”

2. Today’s application owners expect agile, public cloud-like infrastructure services

3. Responding to this challenge through the design, construction and testing of new IT infrastructure can take too long and cost too much – agility is the key
Modernize infrastructure

Automate IT

Business agility and innovation

Exceptional mobile experiences

Protection of brand and customer trust

BUSINESS OUTCOMES

Modernize data centers

Integrate public clouds

Empower digital workspaces

Transform security

STRATEGIC IT PRIORITIES

Run modern apps

Leverage VMware hybrid clouds

Manage multiple clouds

Simplify app access and mgmt.

Unify endpoint management

Secure application infrastructure

Transform windows delivery

Streamline compliance

Secure identity and endpoints

2017 Digital Transformation

© Hitachi, Ltd. 2017. All rights reserved.
HDS/VMware Technology and Integrations

**Storage and availability**

- **VMware Storage and vCenter**
  - Virtual Volumes (VVOL)
  - VASA (vSphere Storage APIs for Storage Awareness)
  - Site Recovery Manager (SRM Stretch)
  - vStorage APIs for Array Integration (VAAI) NAS
  - vStorage API for Data Protection (VADP)
  - vSphere Metro Storage Cluster (vMSC)

**Cloud Infrastructure**

- vRealize Suite
  - vRealize Automation with vCAC plugin
  - vRealize Operations

- Hyper-converged
  - UCP-HC
  - VSAN
  - VCF

- End-user computing
  - VCAI
  - Horizon Air
  - Hybrid

**Virtualization**

- VMware vSphere®

**UCP Director**

**Physical Infrastructure (Storage and Compute)**

© Hitachi, Ltd. 2017. All rights reserved.
Evolve

Application
Operating system
Hypervisor
Compute
Network
Storage

Transform

Appliance
Appliance
Appliance
Appliance
Appliance
Appliance
Appliance

…………

Hyper-converged
Server, network and storage in one!

Software connects each server to the cluster
Hitachi Enterprise Cloud
A Flexible and Fully Integrated Hybrid Cloud Offer

A fully managed and secure private cloud environment

- Enterprise class SLAs to guarantee availability of your services
- Utility pricing, enabling low-cost entry and flexible, elastic consumption for your business

with all the advantages of a public cloud experience
HDS Cloud Strategy and Portfolio

**PRODUCTS**
- Industry-leading foundational infrastructure technology
  - Hitachi Content Platform (HCP)
  - Unified Compute Platform (UCP)
  - Virtual Storage Platform (VSP)
  - Hitachi Scale Out Platform (HSP)

**SOLUTIONS**
- Pre-engineered business solutions delivering fast value
  - UCP with VMware Private Cloud
  - UCP with Microsoft Private Cloud
  - UCP for SAP
  - UCP for Oracle
  - Hitachi Scale Out Platform for Big Data

**AS A SERVICE**
- Outcome-based, SLA-assured pay-as-you-go services
  - Hitachi Enterprise Cloud with VMware vRealize and others
  - Storage as a Service
  - Backup as a Service

Enabling the public cloud experience in the enterprise data center
You’re in Good Company
Enabling Customer’s Digital Transformation

“UCP HC’s all-in-one, single vendor solution, with native VMware integration, made it easy to meet our performance and availability needs.”

“UCP HC enabled us to meet business timelines and delivered a robust platform to support new initiatives, without requiring a dedicated team.”

© Hitachi, Ltd. 2017. All rights reserved.
## Overview

- Founded in **1954**
- In **16** countries
- **73,000** employees
- **2,700** supermarkets
- **€13bn** revenue

## Retail Challenges

- Optimization and automation
- New business models
- New analytical processes and business intelligence
- Digital customer experience

## IT Goals

- Develop digital strategy
- Implement digital governance
- Introduce digital operations

## Outcomes

- **IaaS bought off of a service catalog**
- Increased scalability to grow new online storefronts
- Faster time to market through enhanced agility
- Reduced costs by centralized services for all retail outlets
- More time for building innovative services to support the business
SPAR Finds Fresh Business Agility With Private Cloud

- SPAR Austria AG is a 100% privately owned Austrian company SPAR has grown into a food-retail giant, generating €5.68 billion in food sales

- The group also owns the Hervis sports fashion brand that sells a further €490 million and a shopping center business with revenues of €2.85 billion
In addition to Austria, SPAR runs 1,168 locations in Northeast Italy, Slovenia, Hungary and Croatia.
To support existing business operations and develop new services, SPAR in Austria created its own IT services division, SPAR Information & Communication Services (ICS).

- 400 employees
- 85 million Euro budget
- 25,000 devices
- 22,000 project days
- 1.7 petabytes storage

“Our business users are able to consume new services in a cloud-like model. Applications and data are fully secured within what is effectively our private cloud.”
Managed Services

*Move from capital expenditure to operating expenditure (capex to opex) with a completely managed infrastructure environment by partner Axians ICT Austria GmbH.*
The vSAN Advantage

- VSAN is integrated into Kernel of vSphere
  - More efficient and performant than a virtual storage appliance

- Storage policy-based management
  - Storage policies are directly embedded onto storage object
  - Data protection, performance/QoS, data reduction
  - Policies follow your virtual machine
  - Seamlessly integrated with vRealize
No Forklift Upgrades

ADD NEW APPLIANCE TO CLUSTER

VMOTION WORKLOAD TO NEW APPLIANCE

REMOVE OLD APPLIANCE NON-DISRUPTIVELY
UCP HC with UCP Advisor – The Value Added

- **UCP HC with UCP Advisor** accelerates time-to-value with rapid deployment; from power-on to VM creation in minutes.

- **UCP HC with UCP Advisor** delivers automated provisioning and orchestration, simplified installation, management, patch management and firmware upgrades.

- **UCP Advisor** includes pre-defined automated workflows for common tasks and is a foundation for customers to enhance the system with their own workflows (e.g., orchestration).

- **UCP Advisor** includes automation of the network infrastructure - Nutanix and SimpliVity do not deliver network infrastructure with their appliances.

### USE CASES

<table>
<thead>
<tr>
<th>Business Applications</th>
<th>Business Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote office</td>
<td>Cloud hosting</td>
</tr>
<tr>
<td>VDI</td>
<td>Test and QA</td>
</tr>
<tr>
<td>Analytics (eg Pentaho)</td>
<td>DMZ (decoupled environments)</td>
</tr>
<tr>
<td>Business applications</td>
<td>SoHo environments</td>
</tr>
<tr>
<td>DevOps</td>
<td></td>
</tr>
</tbody>
</table>
Protect With BACKUP and Recovery

Hitachi Data Instance Director Hitachi Virtual Infrastructure Integrator
- Easily protect every application or VM
- One-step recovery with verification
- Built into vSphere
- Faster recovery by 30% from disk

Cloud is just the beginning!
Our Credentials

Founded in 1910

US$104B FY14

950 subsidiaries

320,000 employees

#1 worldwide for patents in big data analysis

10th largest global software developer

#78 in the 2014 FORTUNE® Global 500

$1B IoT and big data R&D

500+ data scientists and researchers worldwide

HITACHI
Inspire the Next

US$3.4B INNOVATION BUDGET

SOCIAL INNOVATION

Big data
Infrastructure
Mobility
Cloud

8,000 EMPLOYEES 100+ COUNTRIES

83% of FORTUNE Global 100
Thank You