Solution Profile

Hybrid Cloud Storage for S3 Native Applications

Hitachi Object Storage Solutions

Combining the best of public and private cloud to achieve your business outcomes.
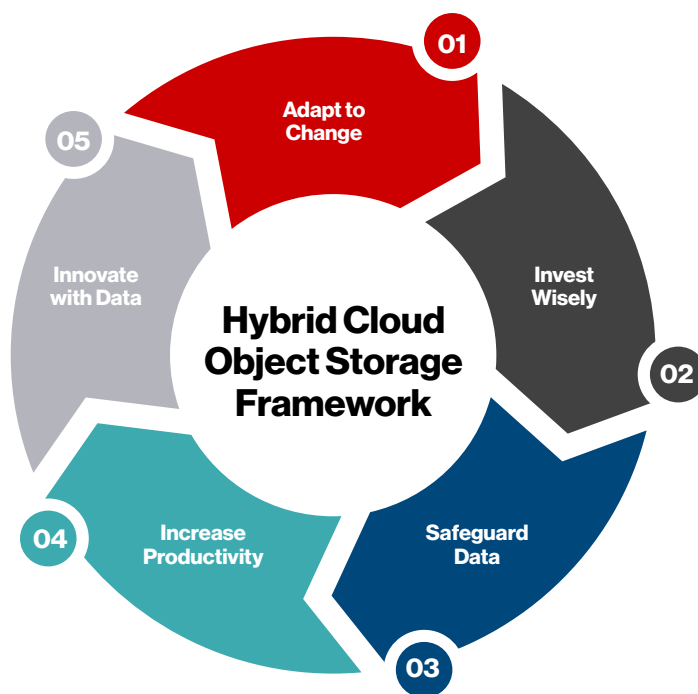
More important than just storing data

Industries are generating immense amounts of data, generally unstructured, and incredibly varied from sensors, machines, and mobile devices. Is your data stored in multiple silos, making it difficult to correlate and analyze effectively? How are you getting value from all of the data that you are capturing? How do you plan to use it to accelerate innovation and business strategies? Your data and its underlying foundation is the determining factor to what's possible with new technology and analytics.

Most organizations do not know the data they have, leaving it unused, unclassified, and inactive. According to McKinsey's *The Data Divide: Fueling Generative AI,* "72 percent of leading organizations note that managing data is one of the top challenges preventing them from scaling AI use cases."

A cloud-only strategy comes with risks

Doing everything in the cloud comes with its limitations. There is latency between workers and the cloud, impacting the efficiency to operate on user data. Organizations can accidentally replicate data outside of data sovereignty and governance rather than adhering to global regulations around privacy and protection.

It is pricey to turn 2¢ per GB cloud storage into an enterprise-level solution from a service, reliability, and security standpoint. Hidden fees and extra charges can add up fast, making it difficult to deliver quality storage in the cloud. A cloud-only data strategy becomes just as expensive, if not more so, than doing it yourself on premises. This is why hybrid cloud storage is important now.

Hybrid Cloud Object Storage Framework

- 01 Adapt to Change
- 02 Invest Wisely
- 03 Safeguard Data
- 04 Increase Productivity
- 05 Innovate with Data

Hitachi Hybrid Cloud Storage Framework protects your investment over the long term

Adapt to Change	Invest Wisely	Safeguard Data	Increase Productivity	Innovate with Data
• Avoid cloud or vendor lock-in • Take advantage of new applications • Incorporate new technology in-place	• Optimize costs according to data value • Gain predictable expenses • Work with trusted, reliable vendors	• Meet compliance and governance regulations • Enforce data security, privacy and integrity • Enhance cyber resiliency	• Transform how you work • "Always-on" IT and responsive apps • Data available when and where you need it	• Derive insights from your data • Identify new revenue opportunities • Speed outcomes

Private / Hybrid Cloud Storage

Cloud Storage Gateway

File Sync and Share

Analytics and Data Quality

← **Traditional** — **Use Cases** — **Modern** →

| Archiving & Compliance | Backup Reduction | File Services Modernization | Cloud Storage & Data Lake | Cloud App Development | Search & Analytics | Performant Workloads |

| Data Protection | Application Optimization | Ransomware Protection | Hybrid Cloud Multicloud | Metadata Enrichment | Hadoop Optimization |

Flexibility to get the best of both worlds

Hybrid cloud is about getting the best of both private data and public cloud. By spanning on-premises resources with cloud storage, organizations are turning data into intelligence no matter where it resides. This leads to being able to quickly deliver new products from investments in machine learning and artificial intelligence which all require massive amounts of data to function properly.

Hybrid cloud, multi-cloud approach

The landscape is rapidly shifting. Working with customers, we have identified five key areas that businesses and technology leaders should consider as they move from a cloud-only model to a hybrid cloud or multi-cloud strategy.

Will you be taking advantage of new cloud services and analytics? Do you need the high performance of a distributed file system in conjunction with an object store? Will you be sending massive amounts of data to a lakehouse? How are you gaining value from the data you have been retaining over the last several years?

Automation sets you free

Organizations use Hitachi Content Intelligence (HCI) in conjunction with intelligent, policy-based tiering inherent in Hitachi Vantara's object storage to perform real-time data classification or move data based on value and workflow.

The need to identify sensitive information within your unstructured data set and make decisions based on the data and metadata enables business, compliance and governance workflow decisions to be made automatically. For more complex data pipelines, Hitachi object storage integrates with message brokers like Apache Kafka, RabbitMQ, and AWS SNS. Hybrid cloud for object storage addresses the challenges of higher than expected costs simultaneously leveraging multiple storage targets and cloud services.

Safeguard data

HCP has been providing unequaled data protection capabilities for more than a decade in the toughest real-world scenarios. With built in security, customers maintain resiliency in the age of persistent and sophisticated cyber attacks.

HCP offers a wide range of replication options and versioning for high availability and accessibility. Data can be erasure coded with infinite scalability and industry leading rack density. By using a hybrid cloud approach to your backup and recovery environments, you can balance recover point (RPO) and recovery time objectives (RTO) with cost and data value.

Hitachi's large partner ecosystem creates an opportunity to augment whatever data protection solution you may have in place today. Hitachi's comprehensive compatibility guide provides a complete list of certified independent software vendors (ISVs).

Easily manage data from the edge

HCP Anywhere Enterprise offers secure edge to cloud file services spanning your data centers, remote and branch offices, and IoT far edge sites. Data is managed and orchestrated through a single namespace, returning it to a location to get insights from your data.

The benefits are real

Customers are experiencing impactful ROI, including 90% increase in big data processing, 75% reduction in underutilized resources, and 65% savings in shared storage vs. traditional high-performance computing.

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