

SOLUTION PROFILE

# Hybrid Cloud Storage with Hitachi Content Platform

## Hitachi Content Portfolio

# Combining the best of public and private cloud to achieve your business outcomes.

### More important than just storing data

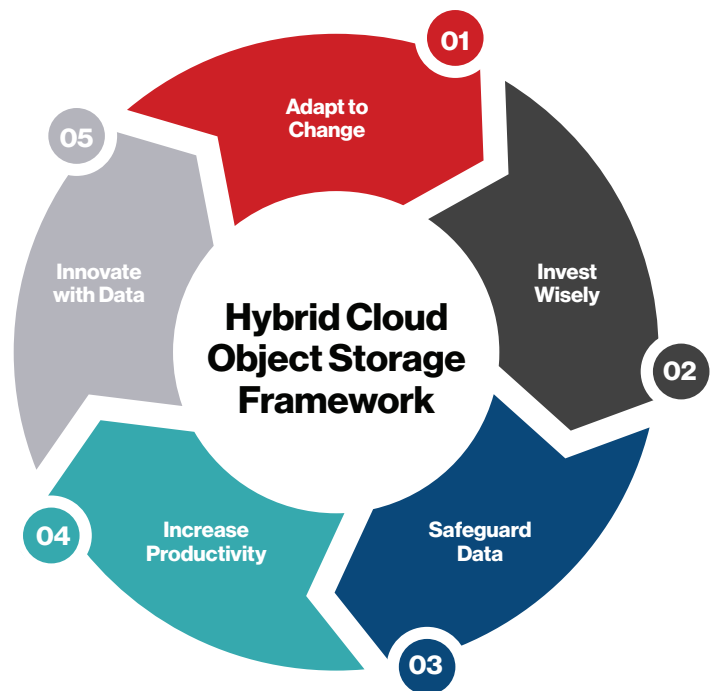
Industries are generating vast amounts of data, generally unstructured, and incredibly varied from sensors, machines, and mobile devices. How are you getting value from all of the data that you are capturing? How do you plan to use it to accelerate innovation and business strategies? Your data and its 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.



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

### Adapt to Change

- Avoid cloud or vendor lock-in
- Take advantage of new applications
- Incorporate new technology in-place

### Invest Wisely

- Optimize costs according to data value
- Gain predictable expenses
- Work with trusted, reliable vendors

### Safeguard Data

- Meet compliance and governance regulations
- Enforce data security, privacy and integrity
- Enhance cyber resiliency

### Increase Productivity

- Transform how you work
- "Always-on" IT and responsive apps
- Data available when and where you need it

### Innovate with Data

- 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 HCP to perform real-time data classification or move data based on value and workflow.

Data is ingested to identify sensitive information inside of unstructured data, as well as execute actions based on user-designed workflows for business, governance, or other objectives. For more complex data pipelines, HCP 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.

## ABOUT HITACHI VANTARA

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. To learn more, visit [hitachivantara.com](http://hitachivantara.com).

## Safeguard data

HCP has been providing unequalled 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.

**Learn More** →

Hybrid Cloud Storage  
with Hitachi Content Platform



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