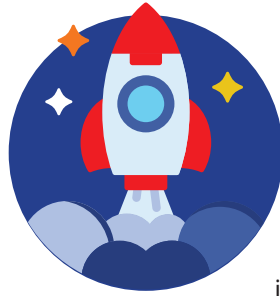




The New Data Economy

Data leaders are taking victory laps after quickly outperforming data laggards. Data unlocks insights that deliver memorable customer experiences, accelerate business innovation, uncover new revenue opportunities and proactively detect problems.



Data Gives Enterprises a Competitive Edge

58% of analytics leaders see a correlation between analytics initiatives and a "significant improvement" in their competitive positions.¹

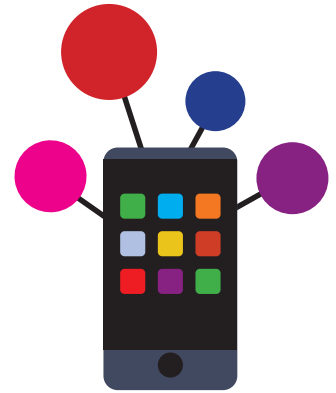
71% of enterprises globally predict their investments in data and analytics will accelerate in the next three years and beyond.²

IoT Projects Require Expertise

72% of companies will increase their IoT spending during next two years.³

Companies Want IoT Support

>50% are strongly involved with IT services companies and consulting firms that provide expertise in solution delivery and business advice.⁴



Smart Cities Get Smart Funding

The US Department of Transportation Smart City Challenge attracted

\$54M for participating cities. This opportunity represents **1 among 100s** of smart city initiatives worldwide.⁵



Are you ready to help your customers advance innovation and unlock the power of data? There's never been a better time to partner with Hitachi Vantara.

Learn more at hitachivantara.com/partners

Data Explosion Spirals Up, Up, Up

Enterprises generate more and more data as they digitalize their business processes, products and services, and a huge amount is unstructured.

163 zettabytes of data by 2025.⁶



1. "Advanced Analytics are the Key to a Data Driven Enterprise," Cisco
2. "Global State of Enterprise Analytics," Forbes
3. "Digital Transformation with the Internet of Things," Accenture
4. "Digital Transformation with the Internet of Things," Accenture
5. "Smart City Challenge," US Department of Transportation
6. "Digitalization of the Business with Object Storage," IDC