

Transforming Data Management Strategies

With the Veritas and Hitachi Vantara Alliance

PARTNERSHIP OVERVIEW

Many organizations base their IT budgets on the volume of their stored data, rather than on its value, because they lack visibility into their ever-growing mountains of data. Without knowing what information it holds, enterprises are forced to expend time and money storing, protecting, backing up, and managing data that costs more than it's worth. And unfortunately, this is most data – we estimate that for the typical enterprise, the majority of their data holds no value.

Veritas and Hitachi Vantara offer a better approach by solving the fundamental problem of data visibility, they provide a range of data protection and management solutions to help customers reduce risk, save money, and increase efficiency.

Why Choose Veritas and Hitachi Vantara

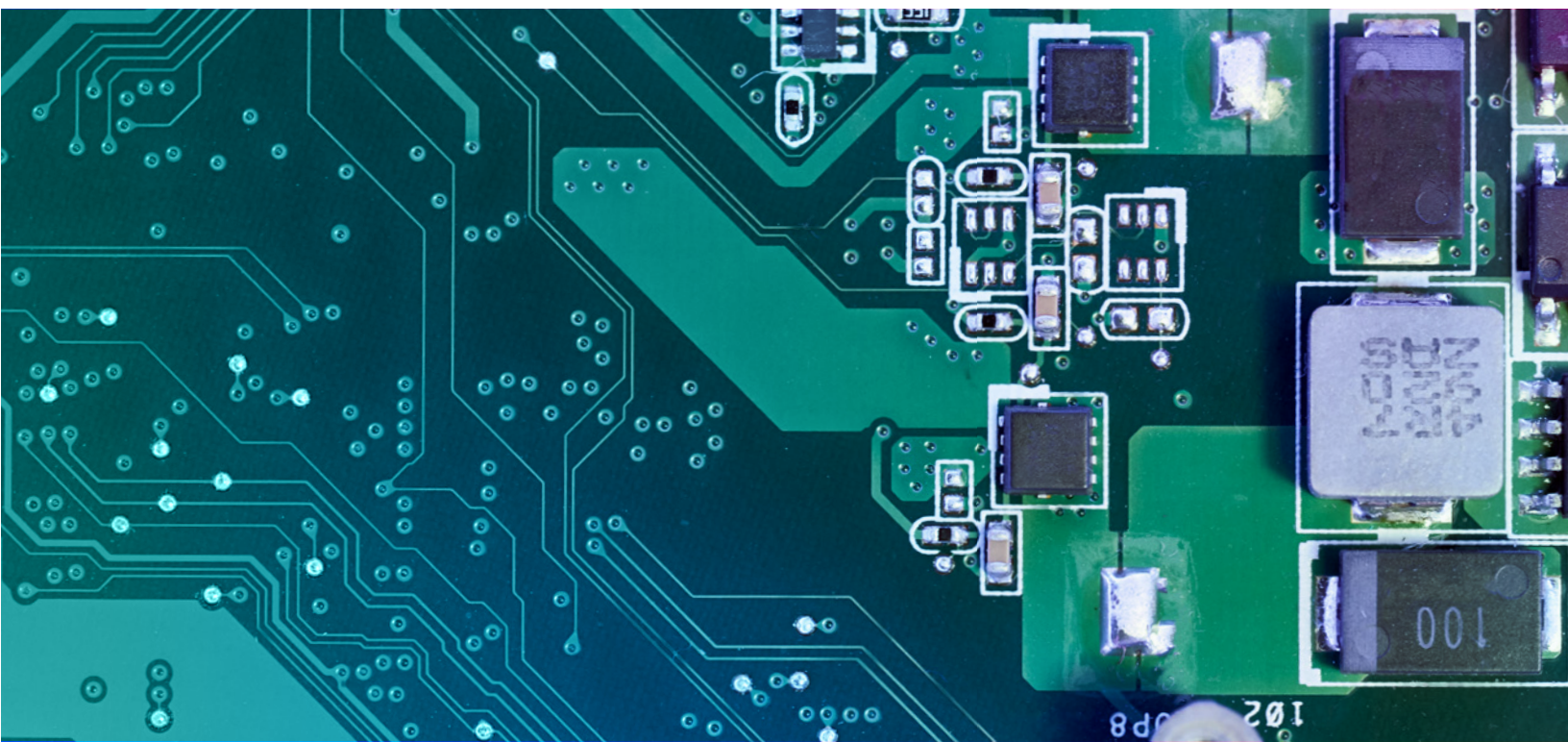
Veritas and Hitachi offer a range of products and capabilities to deliver comprehensive – yet easily managed – solutions to store, backup, and archive massive amounts of data. With powerful, flexible storage options that range from the all-flash [Hitachi Virtual Storage Platform \(VSP\)](#) to the cloud-object storage solution, [Hitachi Content Platform \(HCP\)](#), Hitachi is a global leader in data storage and management. Likewise, Veritas is a global leader in data protection and management with flagship solutions such as [NetBackup](#) and [Enterprise Vault](#). The two companies' commitment to helping clients maximize the value of data makes them natural partners. Together, Veritas and Hitachi offer complementary, compatible solutions that span on premise data centers, private cloud, and public cloud to ensure consistency and efficiency throughout the data lifecycle – from ingress to short-term storage, to backup and long-term archiving.

About Veritas

Veritas Technologies is a global leader in data protection, availability and insights. Over 80,000 customers – including 87 percent of the Fortune Global 500 – rely on Veritas to abstract IT complexity and simplify data management. The Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations.

About Hitachi Vantara

Hitachi Vantara guides customers from what's now to what's next by solving their digital challenges. Working alongside each customer, Hitachi Vantara apply their unmatched industrial and digital capabilities to their data and applications to benefit both business and society. More than 80% of the Fortune 100 trust Hitachi Vantara to help them develop new revenue streams, unlock competitive advantages, lower costs, enhance customer experiences, and deliver social and environmental value.



When used optimally, data is more than just data, it is valuable information that enables organizations to boost productivity, improve efficiency, inspire innovation, and become more competitive. But as today's organizations are challenged to simply remain compliant with ever-changing rules and regulations, the instinct is to hoard everything out of fear that a deleted file might be needed by somebody, somewhere, at some future time.

While it may be the simpler route, continually adding expensive storage to your data center so you can back up and store everything is not the best long-term solution. "In fact, recent research shows organizations estimate they lose over \$2 million per year as they struggle with data management challenges. Additionally, 36% of IT leaders say employees are less efficient due to siloed data management processes, while 38% say their organization's strategic decision making is slowed because of ineffective data management processes." (Source: Research conducted by Vanson Bourne for Veritas, 2019.)

Veritas and Hitachi Vantara work together to help our customers immediately deal with the 32% of stored data that could be freed up right away, bringing fast, positive impact to their budgets. Then we can help them see what's in the 54% of data that currently has a question mark over it, identifying what can be thrown out (more savings) and discovering what can be learned from the rest (more value).

Customer Benefits

Veritas and Hitachi Vantara offer solutions to protect valuable data; ensure anytime, anywhere access; and to recover quickly in event of a disaster. At the same time, these solutions provide the insight to transform data into valuable information and shape it into an integral, cost-effective source of business intelligence.

Save money:

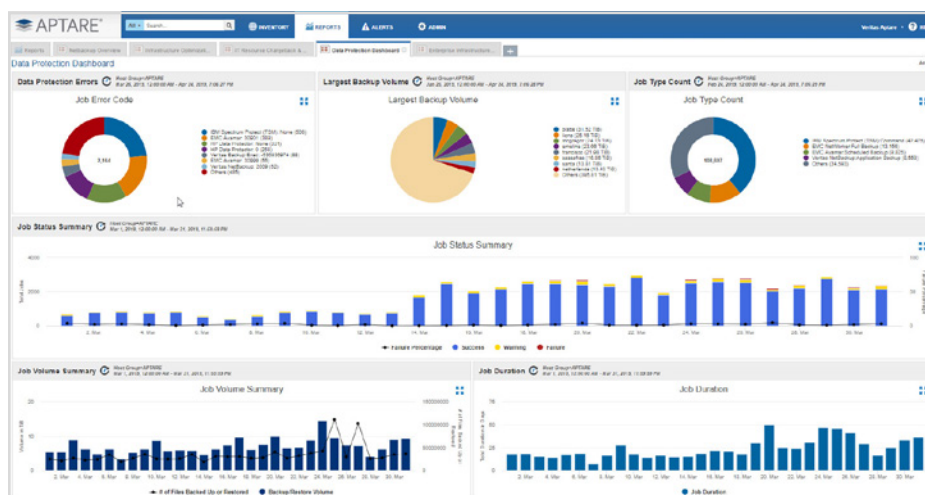
Stored data is an incremental expense; store only what is needed.

Save resources:

Save time and effort when there is less information to manage and it is organized effectively.

Save risk:

An understanding of what is in data helps ensure compliance and improves response time to critical inquiries.



A clear view of the data landscape is the first step to knowing what data has real value.

Example Joint Solutions

Veritas and Hitachi Vantara collaborate to deliver end-to-end solutions that protect and manage business-critical information. Our global partnership enables enterprises to acquire a complete hardware, software, and services solution from one place, making it easier to deploy quickly and with less risk. Contact a regional sales representative to get started. Below are some potential combinations, designed around four common market requirements:

Data Protection

Minimize high performance appliance costs, reduce backup sprawl and increase lower-cost Hitachi Content Platform footprints with tested and proven solutions including global deduplication and disaster recovery.

Data Protection as-a-Service

Gain holistic insights across all organizational data protection activities, reduce administrative costs and complexity, and scale your business with multi-cloud enabled data protection services.

Data Archival With Enterprise Vault

Reduce the costs of data sprawl, applications and file storage with a scalable archive platform that provides immutability, expert integration and reliable migration services.

Reporting and Analytics With APTARE IT Analytics

Proactively and cost-effectively manage every data environment from a single platform with APTARE IT Analytics and receive comprehensive reporting, alerts, trends and chargeback functionality.

Availability Solutions With Veritas InfoScale

Ensure compliance across all data environments, automate recovery, and increase predictability, mobility and flexibility – all with an easily-accessible, enterprise-proven storage software solution.

Customers that already benefit from the Veritas and Hitachi Vantara partnership include:

European IT Services Co. Joint solutions significantly reduced costs and delivered end-to-end data storage, retention and protection.

Major Global Manufacturing Co. Modernized and tapeless backup infrastructural addressed all key data protection requirements and allowed for greater adherence to SLAs.

Major Global Financial Services Co. Trusted solutions from the partnership modernized infrastructure to meet new, stringent data security and compliance requirements.

For more information and to learn how Veritas and Hitachi Vantara can help you transform your data, visit transformingyourdata.com or contact transforming.yourdata@veritas.com



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