



The Top 7 Reasons to Choose Hitachi Storage Virtualization

TOP 7 REASONS

1. Consolidate, simplify and scale.
2. Create agile, software-defined services.
3. Automate to streamline operations.
4. Leverage current assets.
5. Simplify online data mobility and migrations.
6. Reduce vendor dependence.
7. Ensure reliability across the storage infrastructure.

Address Growth Demands, Optimize Existing Resources and Reduce Costs With Hitachi Storage Virtualization

Storage virtualization is used throughout today's enterprise IT environments. In fact, Gartner estimates 82% of enterprise workloads will operate in virtualized environments by 2016. Yet many organizations fail to capitalize on storage virtualization's manageability and economic benefits, including its foundation for the software-defined data center.

As an industry leader in proven, cost-efficient storage virtualization platforms, Hitachi Data Systems has a long history of helping organizations design, deploy and leverage economically superior storage architectures across the data center.

SOLUTION PROFILE

Here are the top seven reasons companies choose Hitachi for storage virtualization.

1. Consolidate, Simplify and Scale

BACKGROUND

By consolidating storage through virtualization, administrators can rapidly reduce the clutter of disparate or stranded systems and simplify the storage infrastructure. When data storage infrastructure is unified with a single management interface, IT can take advantage of higher-level features to enhance efficiency. Unified storage enables organizations to deliver a shared stored services model for multiple applications across the SAN for increased storage utilization, flexible scalability, improved performance and data availability.

INDUSTRY PROOF

“Virtualized tiered storage architectures consolidate heterogeneous storage into a single managed set of tiered pools, providing external capacity with a common set of capabilities—and extending new functionality to older assets. Storage virtualization is an efficiency technique. It can optimize the cost, performance, reliability, and availability characteristics of storage systems from different vendors, matched to application requirements as needed.”

— *Enterprise Strategy Group*

2. Create Agile, Software-Defined Services

BACKGROUND

In the new software-defined data center (SDDC), infrastructure is virtualized and delivered as a service, and control of the data center is entirely automated by software. Virtualization and consolidation provide the agility to enable new applications and controlled services levels that respond to changes in business needs and integrate into current environments.

INDUSTRY PROOF

“Storage infrastructures will have to accommodate the need for agility, supporting dynamic storage resource provisioning and retirement. Software-defined storage promises to provide this flexibility, allowing storage resources to be allocated without physical restrictions and storage operations to be performed quickly and easily.”

— *Eric Burgener, IDC Research Director*

3. Automate to Streamline Operations

BACKGROUND

With a software-defined infrastructure, virtualization drives automated efficiency throughout the entire data center environment. Automation enables companies to achieve optimal service levels, simplify provisioning, performance, capacity utilization and protection. And automated operations are critical for administrators to reliably manage more applications, servers and storage.

INDUSTRY PROOF

“The need for automation is clear: 29% of time spent [on] lower-value administration and provisioning and 39% of storage outages [are] caused by human error.”

— *451 Research*

4. Leverage Current Assets

BACKGROUND

With storage virtualization, companies can extend the life of existing storage systems by giving them new capabilities, such as thin provisioning, dynamic tiering and updated VMware compatibility. They can also reclaim capacity, increase utilization on their current storage systems and reduce



software maintenance costs. Reclamation technologies return unused storage to the virtualized pool as free space, helping to recoup capacity on existing storage resources and improve operating expenditures to manage utilization.

INDUSTRY PROOF

“Nearly 90% of IT organizations using Hitachi enterprise storage systems were able to increase storage utilization by 11% to 25% with virtual storage. Financial services companies with database- and online-intensive applications saw increases between 26% and 40%.”

— *TechValidate Survey*

5. Simplify Online Data Mobility and Migrations

BACKGROUND

Online data mobility makes it easy to move data, bolsters business continuity, reduces risk, lowers costs and simplifies data migration from old storage environments. Online migration is essential to scale large amounts of data, run higher throughputs and ensure flexibility for various outage windows. Automated data migration enables seamless movement between tiers and subsystems to boost application availability and reduce IT and business risk.

INDUSTRY PROOF

“We’ve reduced data migration-related downtime from several hours to less than 30 minutes. Overall, by using Hitachi virtualization, dynamic provisioning and tiered storage, we’ve reduced our capital and operating costs for an improved return on our storage investment.”

— *Carter Lee, VP Technology Operations, Overstock.com*



6. Reduce Vendor Dependence

BACKGROUND

For storage virtualized behind a storage controller, a dual-vendor strategy for storage enables organizations to retain their freedom of choice. They realize lower costs in the critical high-growth area of Tier 2 and 3, and lower-tiered storage. Deployment of dual-vendor strategies can reduce costs and increase innovation, flexibility and choice. Vendors should meet certain criteria, such as open standards, unified interfaces and flexibility, which deliver the greatest interoperability, availability and ability to seamlessly virtualize storage.

INDUSTRY PROOF

“Dual vendor tactics can lower storage acquisition costs by 25% or more, as compared with organizations maintaining a single-source storage infrastructure.”

— *Stanley Zaffos, Adam W. Couture and Stewart Buchanan, Gartner*

7. Ensure Reliability Across the Storage Infrastructure

BACKGROUND

When heterogeneous storage systems are involved, data protection and compliance with government and internal regulations can be difficult to manage for IT teams with a variety of different systems. Virtualization technologies provide the foundation for a simplified storage architecture that ensures cost-effective reliability and systemwide compliance. Data consolidated into a unified pool environment allows organizations to deliver a single data protection and compliance strategy that reduces risk of outages, minimizes the impact on business operations and lowers total cost of ownership.

INDUSTRY PROOF

“Storage virtualization creates fewer opportunities for error. Administrators don’t have to learn multiple ways to execute the same task. Provisioning, tuning, load balancing, troubleshooting and upgrades happen centrally instead of individually by silo.”

— *Mark Peters, Jason Buffington and Monya Keane, Enterprise Strategy Group*



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