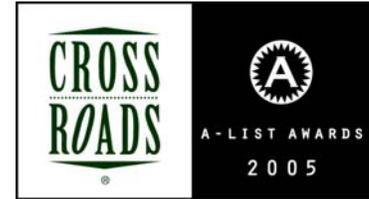


Hitachi Data Systems

Santa Clara, CA

TagmaStore Universal Storage Platform

➤ IT Infrastructure



CUSTOMERS AT WORK

A business services provider, two major financial institutions and a large university hospital system served as reference customers for Hitachi Data Systems (HDS). Common objectives included:

- Maximizing storage price/performance and scalability within a given floor-space and power envelope
- Achieving business continuity and disaster tolerance
- Lowering total cost of operation and improving flexibility of a multivendor, multigenerational storage environment

WHY HITACHI DATA SYSTEMS?

The TagmaStore Universal Storage Platform is a next-generation architecture that enables user organizations to add leap-frog technology in simple steps, not costly bounds. A patented switch enables TagmaStore to aggregate internal and external storage into one logical pool independent of technology generations and vendor differences. Removing older systems is not required for adopting TagmaStore, saving customers big up-front money. Its virtualization capability enables users to partition storage resources to maximize application quality of service, move data across tiers of storage to match business needs, and achieve business continuity. The whole system can be managed efficiently via common tools on a single pane of glass.

COMPANY INFO

Hitachi Data Systems is a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HITP). The \$2.5B unit employs about 2,900 people worldwide.

☎ 1-888-234-5601

www.hds.com

BUSINESS IMPACT

Near-term value: Reference customers are a sophisticated group of storage buyers in conservative industries. After considerable testing, they are moving the TagmaStore into production with enthusiasm. Why? First, TagmaStore stands on its merits as a large storage platform, delivering up to twice the speed for less money than the previous technology generation. Calculating on hardware costs alone, customers have achieved pay-back in 12 months. Because its control unit frames can pack a huge storage capability into a small footprint without losing performance, TagmaStore has enabled one customer to implement a disaster tolerance scheme without building a new data center. So not only do reference customers say TagmaStore is faster, cheaper, logically larger and physically smaller than its rivals, but also they say it's better at playing with others. Stranded storage can be roped back into active duty. And because older generations of storage can interoperate with TagmaStore Universal Storage Platform, they can be handed down to less demanding apps. Thus, everything does not have to be replaced at once, yet less labor is required to manage the whole environment.

Enterprise innovation: The ability to mix storage price/performance characteristics and match them to application needs is opening up new business opportunities for HDS reference customers. Serial ATA storage, for example, is ideal for certain consumer Internet services.

Technology gains: Customers see the Universal Storage Platform as a foundation for virtual integration across disparate platforms. As they bring the Tagmastores online, multivendor shops are preparing to take the next step, managing heterogeneous storage environments more efficiently with consistent, repeatable management processes.

SUCCESS FACTORS

Project strategy: Combining new technology with massive scale and potential business risk? The usual cautions apply. Successful reference customers applied their best technical teams and project managers to a collaborative implementation with HDS.

Resources: Financial justification of the TagmaStore Universal Storage Platform has new and welcome avenues to explore: real estate cost savings and redeployment of existing storage.

Skills: Storage virtualization is a new paradigm that requires a skills upgrade. Schedule training for operators before the implementation starts so they can work effectively with Hitachi during shake-down.

Fit: Customers recommend HDS TagmaStore for enterprises planning large-scale storage consolidation and aggregation.

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ABOUT THE 12th ANNUAL CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.