

Top 10 Reasons Why

# Object Storage for Hybrid Cloud

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

**Optimize costs, safeguard data, and increase productivity** with a flexible hybrid cloud strategy.

## 1. Flexibility

**Get the best ROI.** Any combination of configurations and deployment models – fully integrated appliance, SW-only, it can also be run in a VM, in a container, in the cloud and data can be stored on-premises in erasure coded storage, block storage, or in the cloud. Multi-protocol access, supporting a wide range of legacy to modern cloud applications all from a single solution. Scaling performance and capacity independently. Hitachi offers a wide range of financial models, consumption-based pricing, and managed services.

## 2. Linear Performance and Scale

**Put your data to work.** HCP's flexible architecture is highly performant, with fine and predictable cost. Policy-driven tiering and all-flash capabilities speed outcomes for cloud-native applications, analytics and data lakehouse environments.

## 3. Compliant

**Retain visibility and control.** Top financial and government agencies manage security, risk and privacy with HCP's robust compliance options. Hitachi's intelligent data services, deeper search, and automation ensure data is untouchable and undeletable until the right criteria is met. Hitachi helps customers manage SEC, FINRA, MiFID, and the compliance surge of new regulations - on-prem and in the cloud.

## 4. Intelligent

**Innovate with data.** Hitachi empowers analytics and workflows across data, regardless of type, location, user, or cloud. Apply metadata-driven policies, predictive and preventative actions, and artificial intelligence to optimize cost, risk/compliance, and productivity. We have robust custom metadata that enables more intelligent workflows to place, transform, dispose, and govern data.

## 5. Reliability

**Safeguard data.** Data protection and cyber resiliency. No single point of failure, highly resilient – variety of data protection levels, content validation, automatic object repair, and object versioning. Data

becomes unbreakable through erasure coding, immutable object-locking, multi-geo distribution, and multiple replication topologies.

## 6. Massive Eco-System

**Derive insights.** HCP ingests data using native, 100% compatible S3 API. Unlike public cloud storage alternatives, Hitachi ALSO provides native support for 5 additional industry-standard APIs. HCP's overall feature set tightly integrates with over 200 applications from an ecosystem of 80 ISVs for data protection, performance-related workloads, and data-driven insights.

## 7. Trusted

**Proven, reliable, and secure.** Hitachi partners with over 2500 customers globally, with 2.9 exabytes of data under management. Large customers have 100's of thousands and even millions of users. Whether you are just starting out or well into your data journey, Hitachi provides the expertise to digitally transform your business.

## 8. Sustainability

**Invest wisely.** Become more sustainable with HCP's single instancing, data compression, extremely dense storage, and highly-rated Energy star Power Distribution Units (PDUs). Compared to other leading object storage vendor based on 2500TB/\$0.13 per KWh, HCP delivered a total savings of 8% usable capacity, 46% Cost/TB, 51% power cost and power consumption, and 627 tons CO2 over 5 years.

## 9. Hybrid

**Adapt to change.** End-to-end governance regulatory compliance, all in one place, one set of policies, across hybrid, multi-cloud, and public cloud environments. Messaging and queueing capabilities are integrated between HCP and cloud instances. Data can be sent from on-prem to utilize a public cloud service for processing (like voice transcription of an audio file) and then the processed data can be retrieved back to on-prem and deleted from public cloud.

## 10. 100% Availability Guarantee

**Fast, reliable access.** HCP's self-protecting backup free storage provides built-in robust data protection, achieving data durability up to 15 nines and 10 nines of accessibility. Hitachi provides unrivaled data resiliency that is 1 Million times more available than AWS S3, enabling users to reduce or else completely eliminate traditional backup costs and burdens.