Unlock the Value in Your **Unstructured Data**

Unstructured Data Is the Largest Untapped Source of Value in Your Organization

2803

80%

of data is unstructured (growing at an exponential rate)

<1% of unstructured data is used

Why all this unused data?

Without an efficient way to make use of it, object storage was viewed as a cost burden for compliant, archive, Tier 2 or cold data. But not anymore.

New Uses of Unstructured Data Create **Opportunity and Value**

Make Better Decisions Faster

Technology advancements create new ways to access data for better decision making.

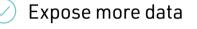
Drive More Revenue

Greater, faster access to data can turn unstructured data into a revenue driver.





Enable new applications



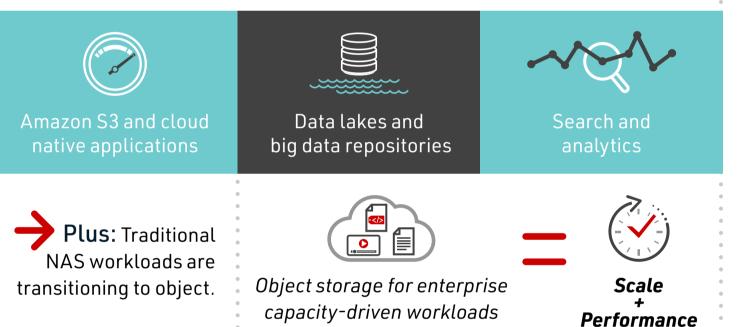
- Layer wider range of tools
- Use data locked in inactive applications

10% increase in unstructured accessibility

\$65M in income through new revenue streams¹¹

To Unlock This Value, You Need To Support New Workloads

Your object storage solution will need to handle scale and performance for new workloads.



Next-Generation Unstructured Data Solutions From Hitachi Vantara Drive More Value

Hitachi Content Platform object storage from Hitachi Vantara enables the performance and scale you need to access and drive value from unstructured data at the speed of business.

Accelerate

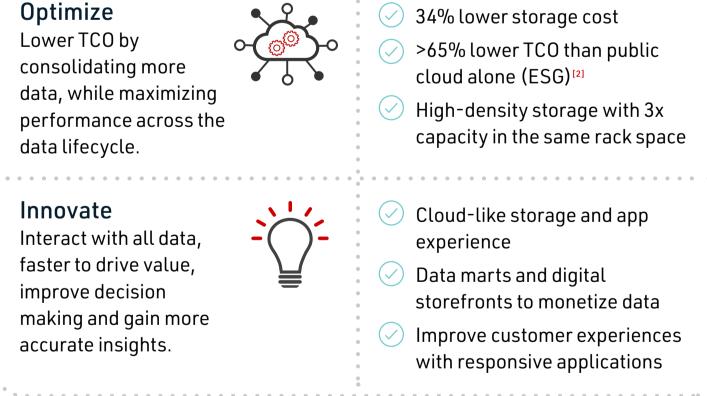
Speed business with responsive applications that demand low latency and high throughput.



Increase performance to support Tier 1 applications with 3x higher object storage performance

Speed application integration with industry standard S3 APIs

Optimize



With new revenue-generating opportunities and workloads reliant on unstructured data, it's time to maximize your infrastructure advantage with object storage.



Access the Full Potential of Your Unstructured Data With Hitachi Vantara

Learn more about how the latest object storage solutions from Hitachi Vantara deliver the speed and performance you need to unlock the value of unstructured data.

EXPLORE SOLUTIONS >

Hitachi Vantara

Corporate Headquarters 2535 Augustine Drive Santa Clara, CA 95054 USA hitachivantara.com | community.hitachivantara.com

Contact Information USA: 1-800-446-0744 Global: 1-858-547-4526 hitachivantara.com/contact

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