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LEAD WHAT'S NEXT

Customer Case Studies on Accelerating Their Path to Hybrid Cloud

Hitachi and VMware: Global Strategic Partners
Committed to Success

Sunny Sahajpal

EMEA Strategic Alliances and OEM Manager



VMware Partner Leadership Summit Award Hitachi Innovation OEM Partner of the Year

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The slide features a background of financial charts and data points. The text reads: HITACHI Inspire the Next How Does VMware Spell Innovation? H-I-T-A-C-H-I Yes, Hitachi Data Systems is the Global and EMEA Winner of VMware's Innovation OEM Award.

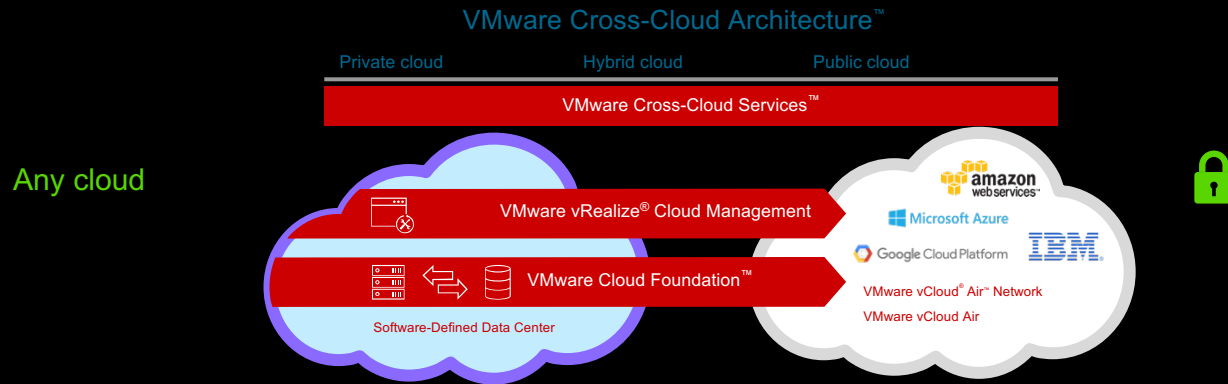
The Business Challenges

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1. It is a constant struggle to keep up with the demands of the business and avoid “shadow IT”
2. Today’s application owners expect agile, public cloud-like infrastructure services
3. Responding to this challenge through the design, construction and testing of new IT infrastructure can take too long and cost too much – agility is the key

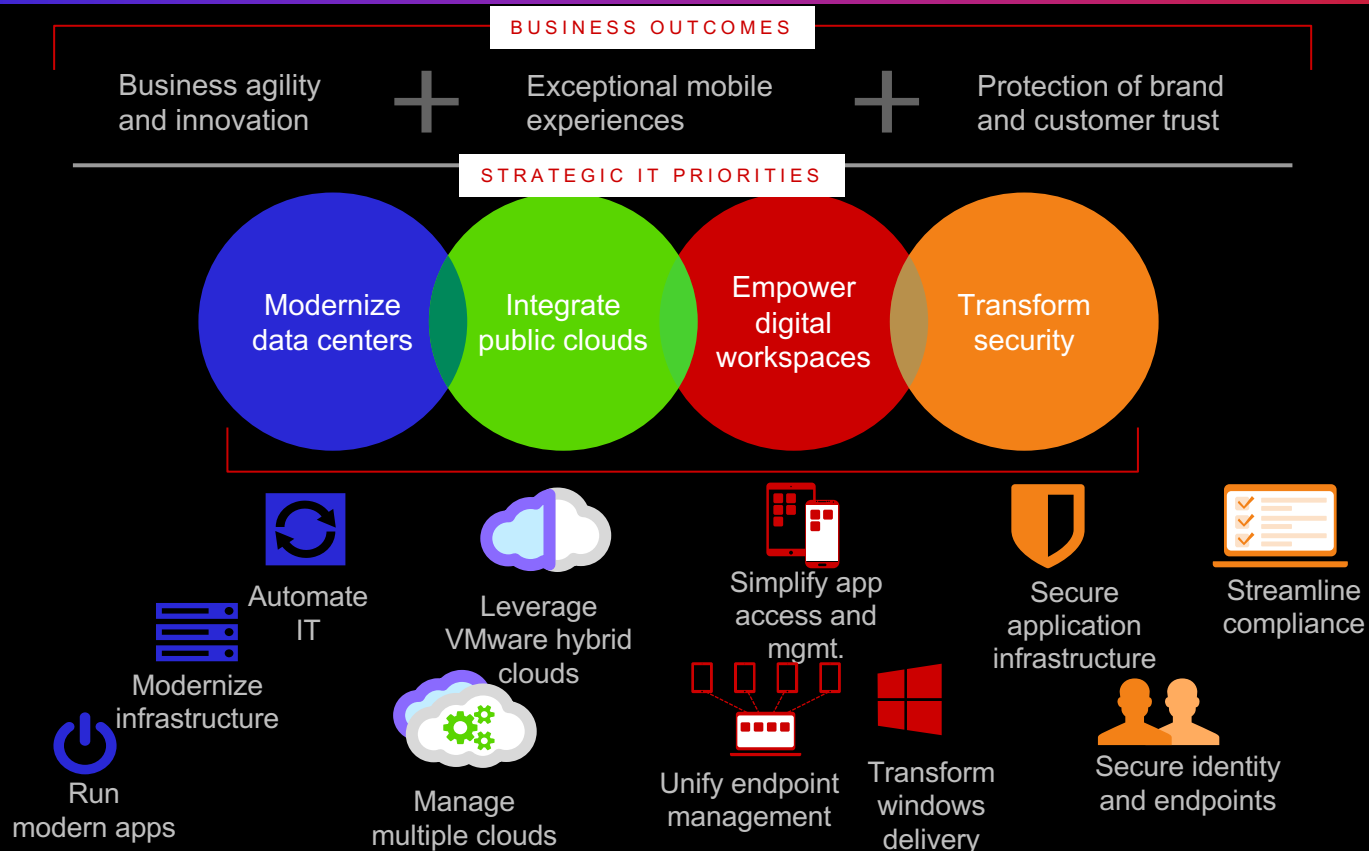
Digital Transformation – VMware Integrated Architecture

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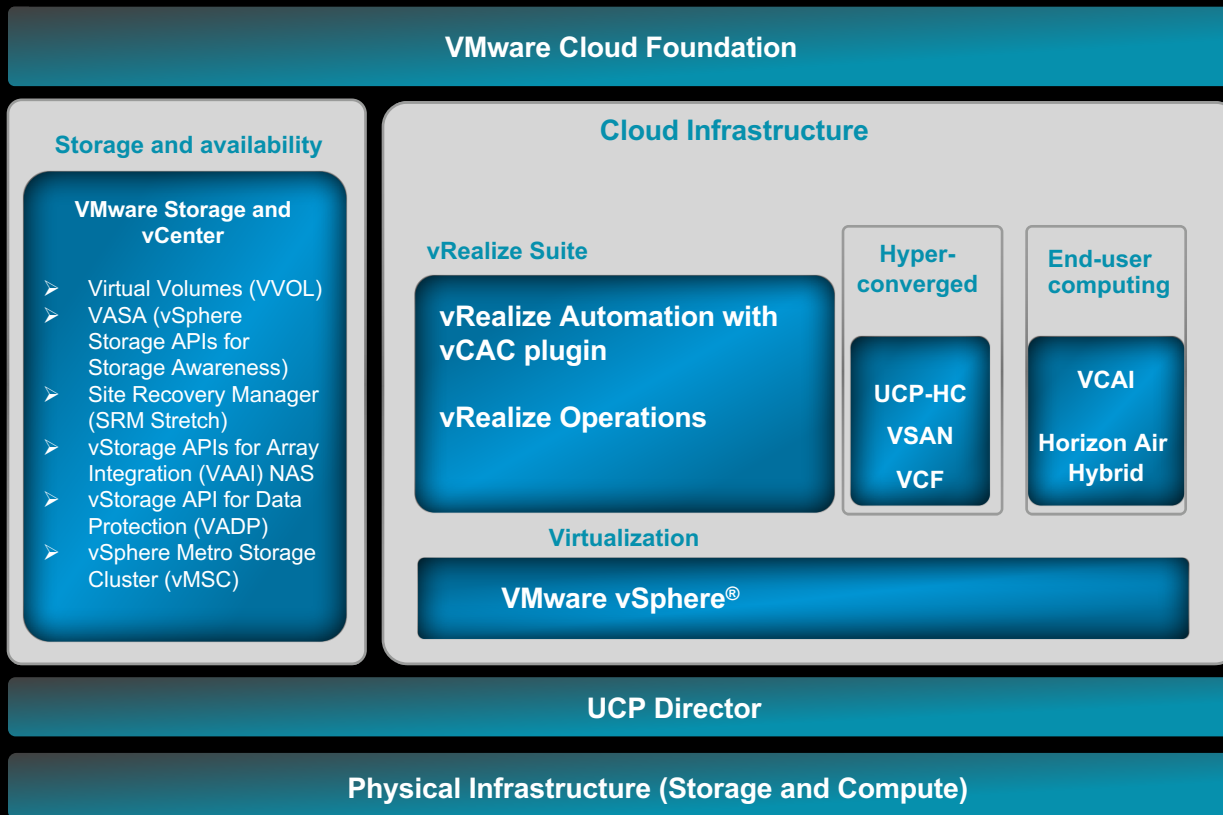
2017 Digital Transformation

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HDS/VMware Technology and Integrations

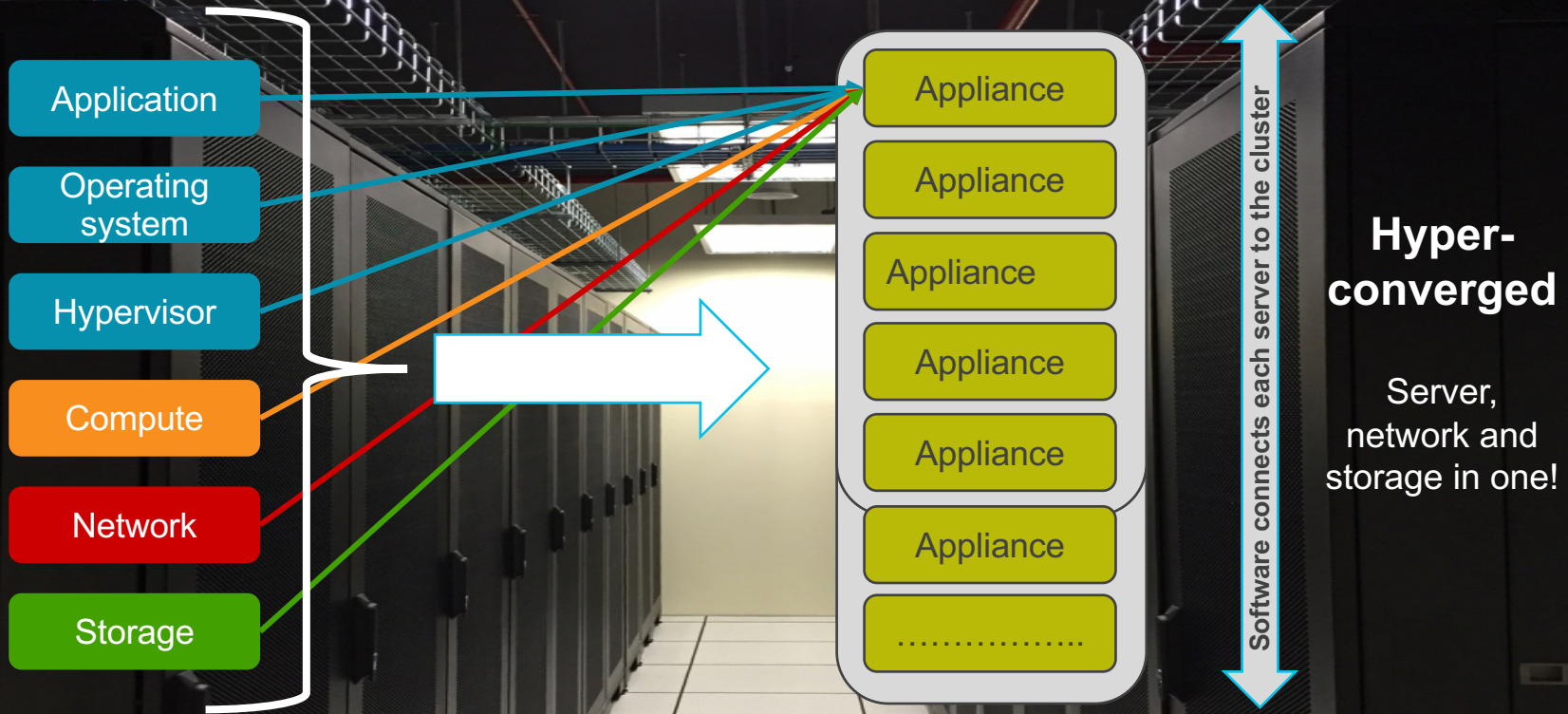
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Evolve

Transform

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Hitachi Enterprise Cloud

A Flexible and Fully Integrated Hybrid Cloud Offer

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A fully managed and secure private cloud environment

Enterprise class SLAs to guarantee availability of your services

Utility pricing, enabling low-cost entry and flexible, elastic consumption for your business

with all the advantages of a public cloud experience

PRODUCTS

*Industry-leading
foundational infrastructure
technology*

- Hitachi Content Platform (HCP)
- Unified Compute Platform (UCP)
- Virtual Storage Platform (VSP)
- Hitachi Scale Out Platform (HSP)

SOLUTIONS

*Pre-engineered business
solutions delivering fast
value*

- UCP with VMware Private Cloud
- UCP with Microsoft Private Cloud
- UCP for SAP
- UCP for Oracle
- Hitachi Scale Out Platform for Big Data

AS A SERVICE

*Outcome-based, SLA-
assured pay-as-you-go
services*

- **Hitachi Enterprise Cloud with VMware vRealize and others**
- Storage as a Service
- Backup as a Service

Enabling the public cloud experience in the enterprise data center

You're in Good Company

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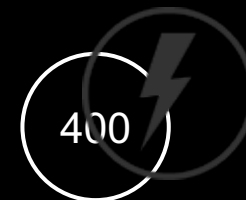


Enabling Customer's Digital Transformation

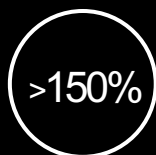
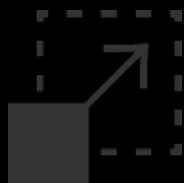
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“UCP HC’s all-in-one, single vendor solution, with native VMware integration, made it easy to meet our performance and availability needs.”



“UCP HC enabled us to meet business timelines and delivered a robust platform to support new initiatives, without requiring a dedicated team.”



SPAR

A New Service Delivery Platform That Will Allow Spar to Consume Services On-Demand Within the Security of a Private Cloud

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Overview

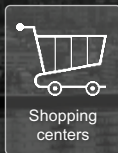
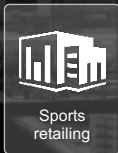
Founded in
1954

16
countries

73,000
employees

2,700
supermarkets

€13bn
revenue



Retail Challenges

Optimization
and
automation

New
business
models

New
analytical
processes
and
business
intelligence

Digital
customer
experience

IT Goals

Develop
digital
strategy

Implement
digital
governance

Introduce
digital
operations

Outcomes

IaaS bought off of a service catalog



Increased scalability to grow new online storefronts



Faster time to market through enhanced agility



Reduced costs by centralized services for all retail outlets



More time for building innovative services to support the business

Self-
service
portal

Compute
as a
service

Storage as
a service

SPAR Finds Fresh Business Agility With Private Cloud

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- SPAR Austria AG is a 100% privately owned Austrian company SPAR has grown into a food-retail giant, generating €5.68 billion in food sales
- The group also owns the Hervis sports fashion brand that sells a further €490 million and a shopping center business with revenues of €2.85 billion



SPAR Background

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At SPAR, customers can choose between several specifically positioned store formats.



SPAR-Supermarkets are local stores with a full product range and aggressive pricing with a large fresh produce area. The store surface area reaches up to 1,000 m².



SPAR express forecourt stores offer food at supermarket prices seven days a week on a store surface area of 80 m².



EUROSPAR-Superstores offer a range of fresh foods and non-food products at attractive prices on a surface area between 1,000 and 2,000 m².



SPAR-Gourmet-Stores are up-scale supermarkets and have a focus on speciality foods and provide a wide range of high-quality food (in Vienna and Lower Austria).



INTERSPAR-Hypermarkets provide a unique combination of up to 50,000 attractively priced food and non-food products on a store surface area of 2,500 to 5,000 m².



Maximärkte are operated in Upper Austria and Salzburg and feature a surface area of up to 5,000 m². They are characterized by their regional as well as cosmopolitan product range.

- In addition to Austria, SPAR runs 1,168 locations in Northeast Italy, Slovenia, Hungary and Croatia

SPAR Business Services - ICS

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- To support existing business operations and develop new services, SPAR in Austria created its own IT services division, SPAR Information & Communication Services (ICS).
- 400 employees
- 85 million Euro budget
- 25,000 devices
- 22,000 project days
- 1.7 petabytes storage
- “Our business users are able to consume new services in a cloud-like model. Applications and data are fully secured within what is effectively our private cloud.”



APPLICATION LANDSCAPE				
CORE PROCESSES	MERCHANDISE	FOOD RETAIL MERCHANDISING SYSTEM	FASHION RETAIL MERCHANDISING SYSTEM	
	MARKETING	DIGITAL MARKETING ADVERTISEMENT CRM	DIGITAL MARKETING ADVERTISEMENT CRM	DIGITAL MARKETING ADVERTISEMENT CRM
	MANUFACTURING	MEAT SOLUTIONS BAKERY SOLUTION WINE, COFFEE & TEA		
	DISTRIBUTION & FULFILLMENT	ORDER MANAGEMENT WAREHOUSE MANAGEMENT TRANSPORTATION MGMT	ORDER MANAGEMENT	
	STORE/RETAILING	ORDER MANAGEMENT WAREHOUSE MANAGEMENT TRANSPORTATION MGMT	ORDER MANAGEMENT	
	ECOMMERCE	COMPANY WEB-SITES WINE & NON-FOOD MOBILE APPS	COMPANY WEB-SITE FASHION SHOP MOBILE COMMERCE	COMPANY WEB-SITE
SUPPORT & MANAGEMENT	ADMIN	DOCUMENT MANAGEMENT COMMUNICATION PORTALS	DOCUMENT MANAGEMENT COMMUNICATION PORTALS	DOCUMENT MANAGEMENT COMMUNICATION PORTALS
	BUSINESS INTELLIGENCE	REPORTING SOLUTIONS DATA WAREHOUSE PLANNING SOLUTION	REPORTING SOLUTIONS DATA WAREHOUSE	REPORTING SOLUTIONS DATA WAREHOUSE
	HRM	IT RECRUITING PAYROLL & TIME MGMT STAFF DEVELOPMENT	PAYROLL & TIME MGMT STAFF DEVELOPMENT	PAYROLL & TIME MGMT STAFF DEVELOPMENT
	REAL ESTATE	PORTFOLIO MANAGEMENT PROJECT MANAGEMENT FACILITY MANAGEMENT	PORTFOLIO MANAGEMENT PROJECT MANAGEMENT FACILITY MANAGEMENT	PORTFOLIO MANAGEMENT PROJECT MANAGEMENT FACILITY MANAGEMENT
	FINANCE	ACCOUNTING TREASURY CONTROLLING	ACCOUNTING TREASURY CONTROLLING	ACCOUNTING TREASURY CONTROLLING

SPAR's Solution

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Challenges



Develop new services to meet customer demand for flexibility across mobile apps, website, physical stores and home delivery.



Complex environment with different SPAR companies at different stages of their technology journeys.



Staff locked into repetitive cycle of deployment, maintenance and replacement.



Data increasing with business growth.



Need to extend VMware capabilities.

Solutions

Transform Work Operations With Private Cloud and Managed Services

Hitachi Unified Compute Platform (UCP) for VMware vSphere



Hitachi Virtual Storage Platform G1000, Hitachi Compute Blade (CB) 500 and CB 2500



Hitachi Storage Virtualization Operating System with Global-Active Device, Hitachi Data Mobility, Hitachi Command Suite Analytics



Brocade Fibre Channel Switches for Scalable Enterprise-Class SAN

Outcomes



Can respond to business requirements **more rapidly**



Eliminate capex by paying for infrastructure as opex



Deployment of new business applications reduced from 10 weeks to **two days**



Greater flexibility to: create additional test and development instances, retire them or join them to production.



Reduced complexity means teams are now free to focus business units on developing innovative retail solutions



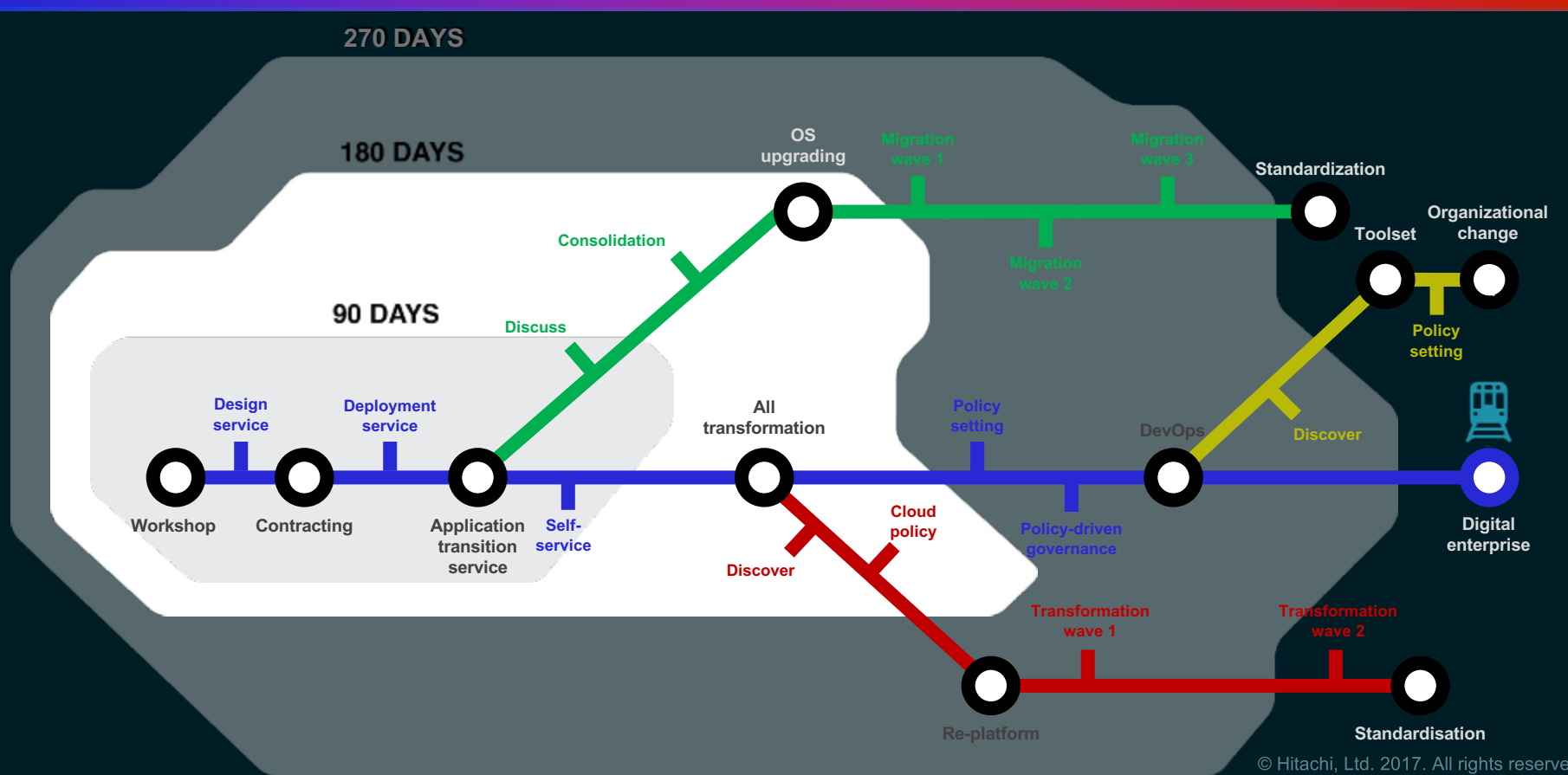
UCP for VMware vSphere also includes public cloud capability, allowing **future flexibility**

Managed Services

Move from capital expenditure to operating expenditure (capex to opex) with a completely managed infrastructure environment by partner Axians ICT Austria GmbH.

What Your Journey Could Look Like

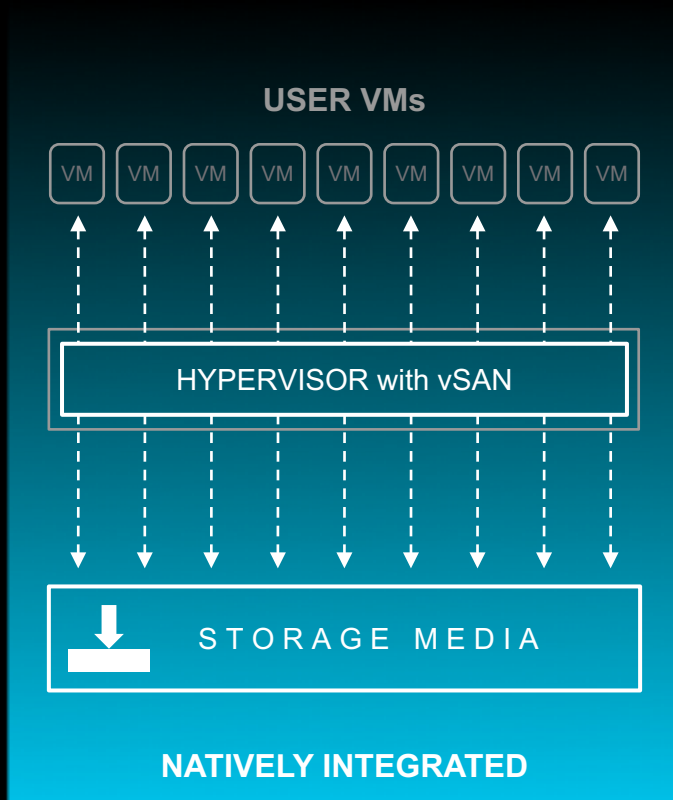
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The vSAN Advantage

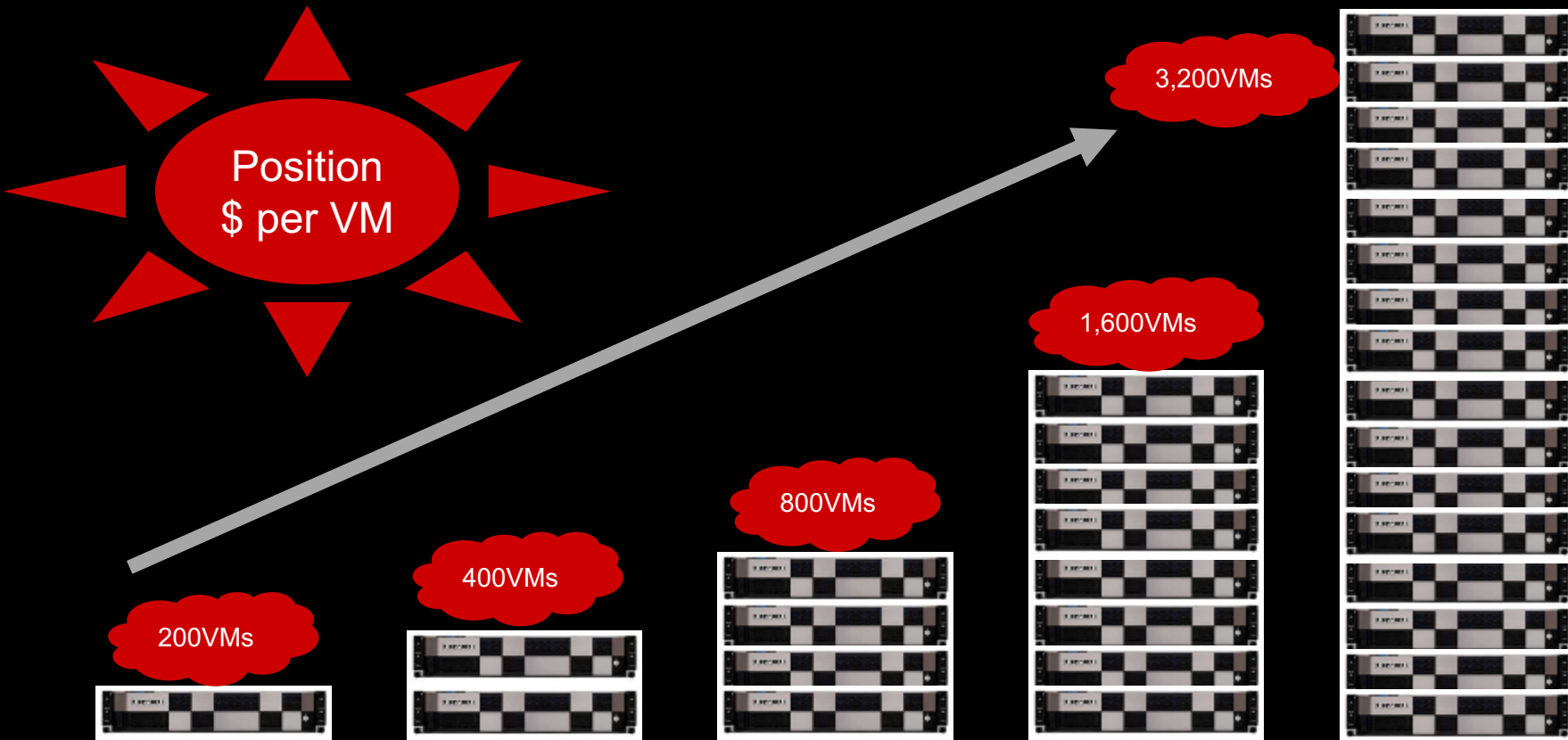
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- VSAN is integrated into Kernel of vSphere
 - More efficient and performant than a virtual storage appliance
- Storage policy-based management
 - Storage policies are directly embedded onto storage object
 - Data protection, performance/QoS, data reduction
 - Policies follow your virtual machine
 - Seamlessly integrated with vRealize



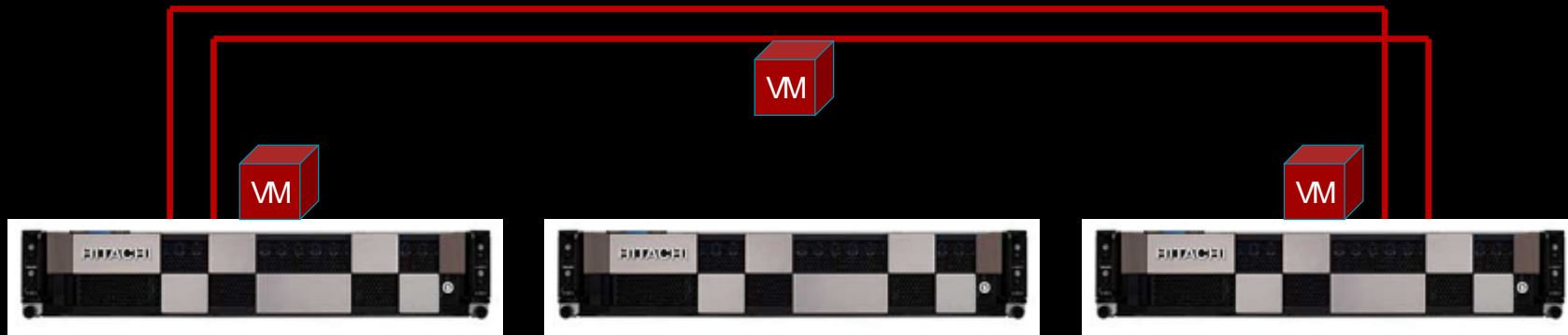
Scale on Demand

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No Forklift Upgrades

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ADD NEW APPLIANCE TO CLUSTER

VMOTION WORKLOAD TO NEW APPLIANCE

REMOVE OLD APPLIANCE

NON-DISRUPTIVELY

UCP HC with UCP Advisor – The Value Added

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- UCP HC ***with*** UCP Advisor **accelerates time-to-value** with rapid deployment; from **power-on to VM creation in minutes**
- UCP HC ***with*** UCP Advisor delivers **automated** provisioning and orchestration, simplified installation, management, patch management and firmware upgrades
- UCP Advisor **includes pre-defined automated workflows for common tasks** and is a foundation for customers to enhance the system with their own workflows (e.g., orchestration)
- UCP Advisor includes **automation of the network infrastructure** - Nutanix and SimpliVity do not deliver network infrastructure with their appliances



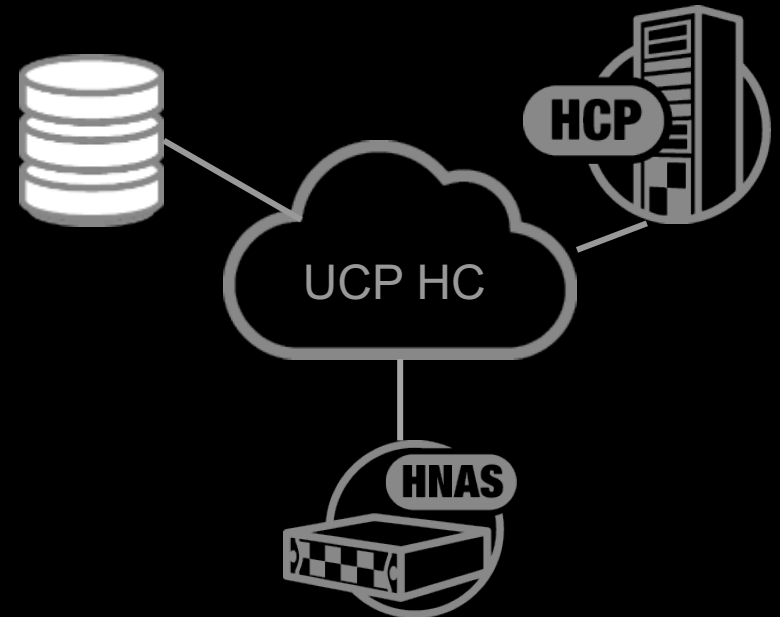
USE CASES

- Remote office
- VDI
- Analytics (eg Pentaho)
- Business applications
- DevOps
- Cloud hosting
- Test and QA
- DMZ (decoupled environments)
- SoHo environments

Hitachi Data Instance Director Hitachi Virtual Infrastructure Integrator

- Easily protect every application or VM
- One-step recovery with verification
- Built into vSphere
- Faster recovery by 30% from disk

Cloud is just the beginning!



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vmware®

Our Credentials

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Founded
in **1910**

US\$104B
FY14

950
subsidiaries
320,000
employees

#1 worldwide
for patents in
big data analysis
10th largest
global software
developer

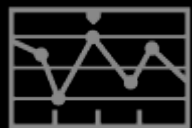
#78 in the
2014
FORTUNE®
Global 500

\$1B IoT and
big data R&D
500+ data
scientists and
researchers
worldwide

US\$3.4B
INNOVATION
BUDGET

HITACHI
Inspire the Next

**SOCIAL
INNOVATION**



Big data



Infrastructure



Mobility



8,000 EMPLOYEES **100+** COUNTRIES

83%

of FORTUNE Global 100



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HITACHI
Inspire the Next

Thank You

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