

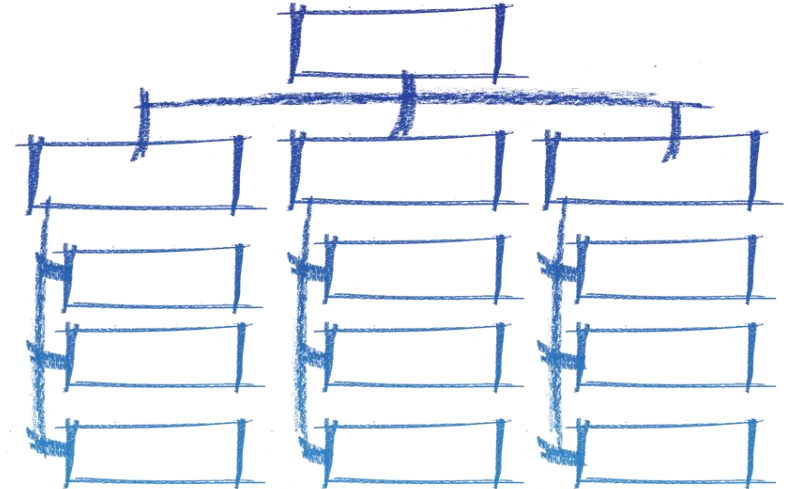
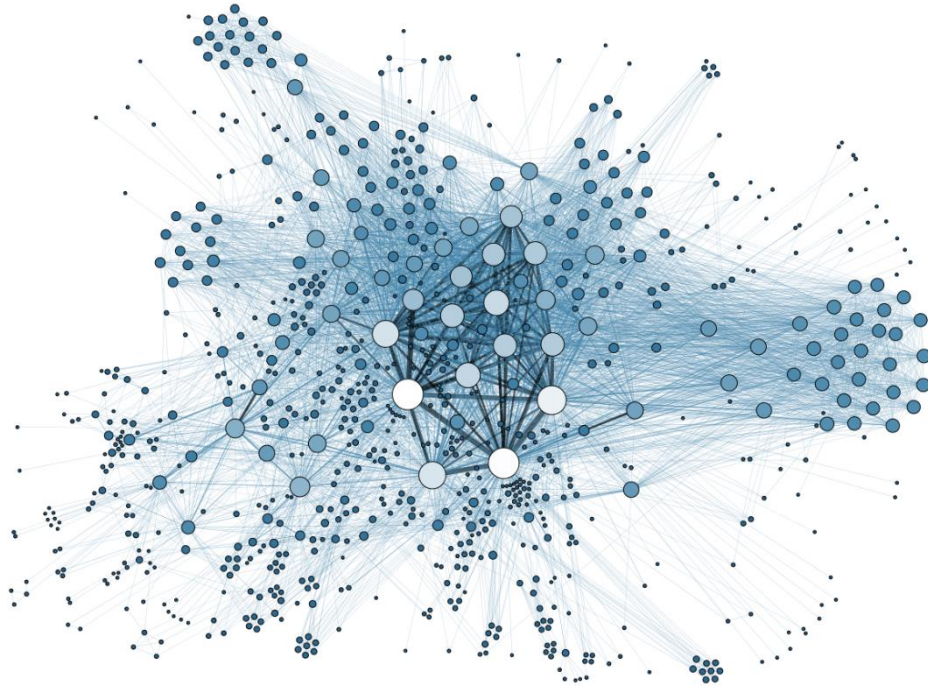
Unlock Your Data to Deliver More Valuable Insights

JP SMITH
PRE SALES DIRECTOR, Emerging EMEA
Hitachi Vantara

**“No matter who you are, most of the
smartest people work for someone else.”**

**“No matter who you are, most of the best technology
and important information resides somewhere else.”**

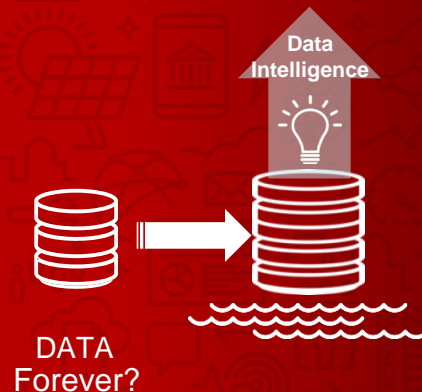
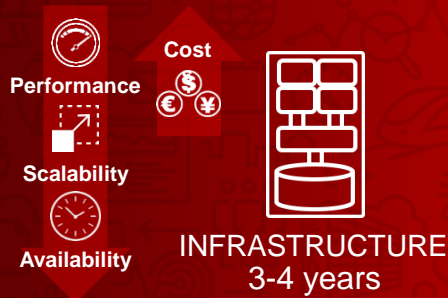
Digital Transformation: More versus Better

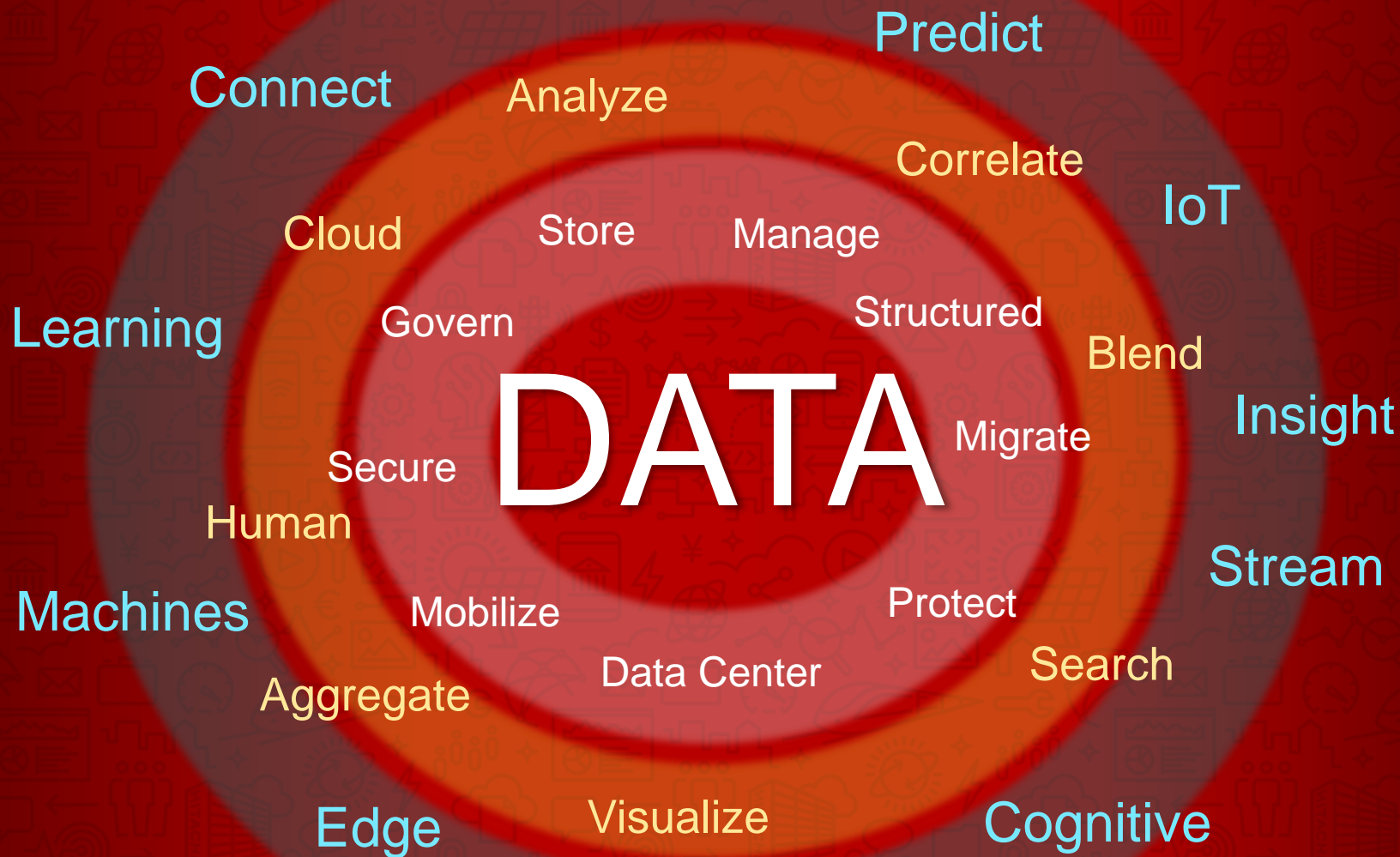


You exist to create digital business **BETTER**

You do this by solving critical challenges in
managing and deriving value from

DATA = VALUE
= BUSINESS INSIGHTS





Stairway to Value: Our Client's Data Strategy

Data is
YOUR Story

Monetize

Deliver outcomes that capture the full economic value of all my data inside my company and beyond

Activate

Integrate and orchestrate my data assets and leverage analytic to generate actionable insights for every interaction

Enrich

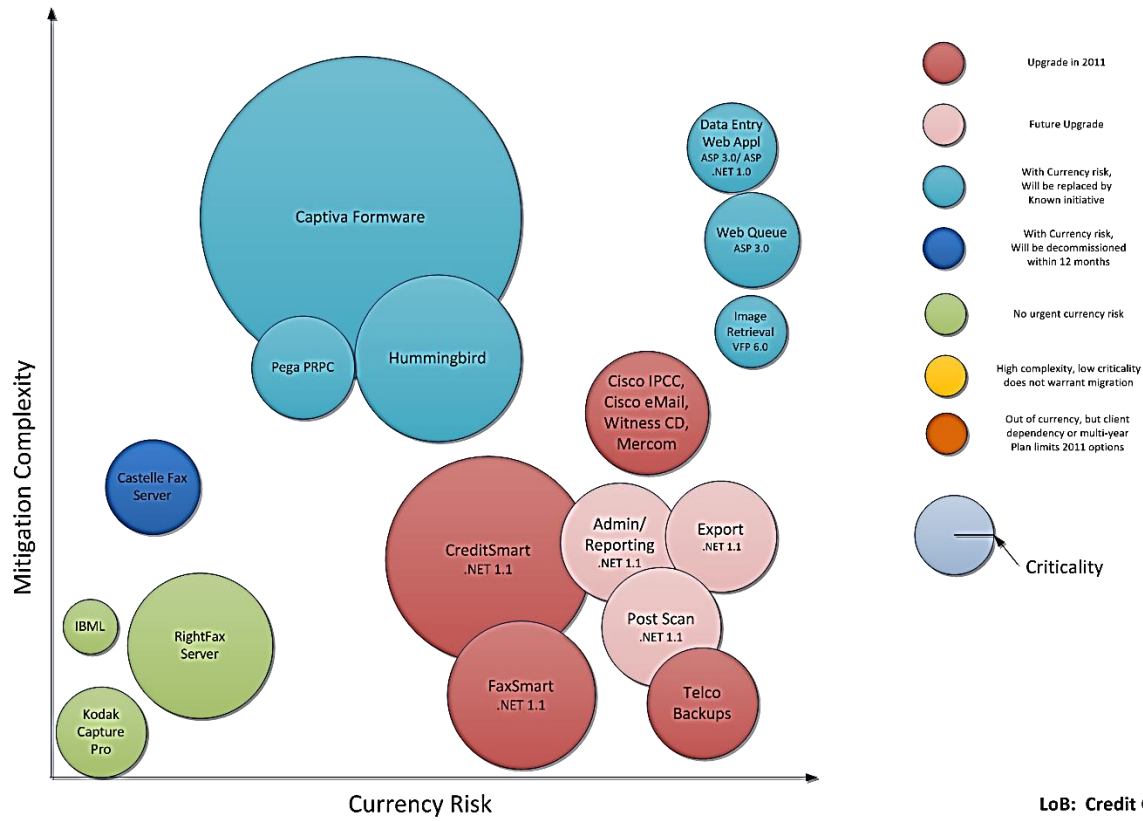
Leverage metadata and analytic insights to generate new “context” that makes my data more intelligent

Store

Create and manage data across edge, data center, cloud and third party with same level of protection, lifecycle and services levels

Data is
OUR Story

Application Portfolio: Decades of Constraint



LoB: Credit Card

Modernization is
YOUR Story

Monetize

Deliver outcomes specific to a **business application** like **Oracle, SAP and Industry Solutions** integrating IT and OT benefits

Activate

Integrate and orchestrate multiple applications **across multi-clouds and deployment options** to solve complex business problems, considering security and availability

Enrich

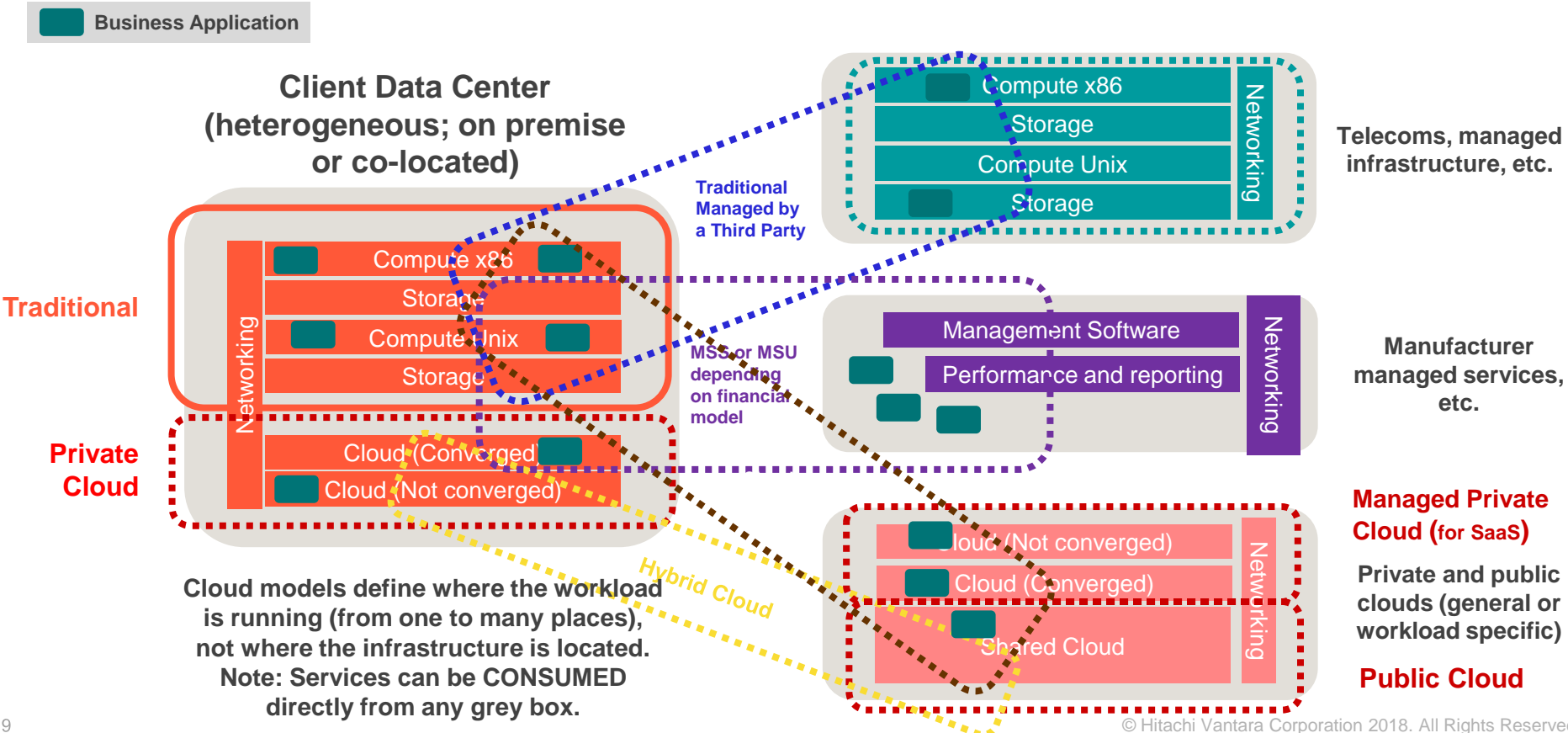
Architecting applications to use resources across the spectrum of core, edge and cloud services, **enrich application deployment and management capabilities**

Store

Applications exist to store and consume data, jointly delivering value to the business and must be considered equally when **developing, abstracting and mobilizing**

Modernization is
OUR Story

Diversification versus Standardization



Acceleration is
YOUR Story

Monetize

Deliver outcomes that capture the full economic value of all resources by XaaS and Managed Services to flip the buying cycle

Activate

Integrate and orchestrate infrastructure services, automate repeatable functions, and integrate physical resources such as power, cooling and network access

Enrich

Create context in your data center resources by creating application and line of business knowledgebases (CMDB), enriching infrastructure value across hybrid deployment options

Store

Store and protect my data at the lowest cost and right service levels across traditional and private/public cloud solutions

Acceleration is
OUR Story

Stairway to Value: 1) Acceleration of IT, 2) Modernization of Applications and 3) Creating Data Value is our Client's IT Strategy

Modernize Applications

Monetize

Deliver outcomes specific to a **business application** like Oracle, SAP and Industry Solutions integrating IT and OT benefits

Activate

Integrate and orchestrate multiple applications across multi-clouds and deployment options to solve complex business problems, considering security and availability

Enrich

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Create context in your data center resources by creating **application and line of business knowledgebases (CMDB)**, enriching infrastructure value across **hybrid deployment** options

Creating Value with Data

Accelerate IT

Leaders in Operational Technology

HITACHI
Inspire the Next

TRANSPORTATION



SMART CITY



ENERGY



INDUSTRIAL

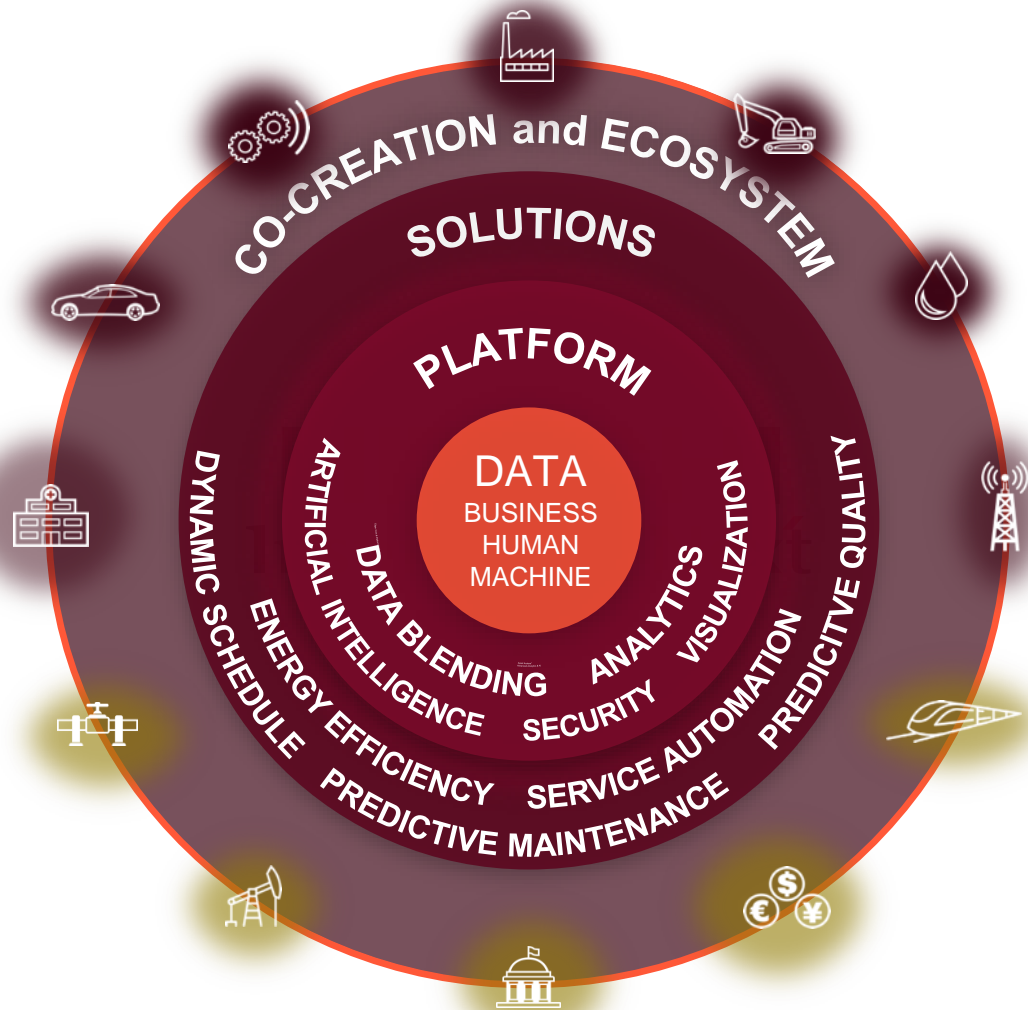


DATA-DRIVEN BUSINESS



HEALTHCARE





Innovating in the digital age is the ability to utilize platforms to access ecosystems of talent, technology, and information that reside outside our organizations.