

Hitachi Data Systems Services Oriented Storage Addresses Storage Growth

Hu Yoshida, Vice President and CTO, Hitachi Data Systems Speaks At Hitachi uVALUE Convention on Storage Industry Challenges and Solutions

Bangalore, Karnataka, IND, 2008-07-17 16:49:35 (IndiaPRwire.com)

Highlighting the need for flexibility and optimization in storage, Hitachi Data Systems Corporation, a wholly-owned subsidiary of Hitachi, Ltd. (NYSE: HIT) and the only provider of Services Oriented Storage Solutions, noted that a services oriented approach makes it easier for organizations to get the most value out of their existing storage resources.

Hu Yoshida, Vice President and CTO, Hitachi Data Systems, today spoke at a seminar at the Hitachi uVALUE CONVENTION 2008 - the largest annual corporate event hosted by the Information Telecommunication and Systems Group of Hitachi, Ltd. in Tokyo International Forum, Japan on July 17 and 18.

The amount of digital data created and stored continues to grow at an unabated pace in Asia Pacific. New regulatory and compliance requirements are driving organizations to store more data for longer periods of time and retrieval of archive data. A services oriented approach to storage provides customers the agility to align with changing business requirements by leveraging current investments.

'Consolidation, increasing utilization, eliminating redundancies, and archiving of stale data are some of the fundamental ways to address the issue of exploding data and storage growth. Innovation in key Hitachi technologies like controller-based storage virtualization, dynamic provisioning and active archive enables Hitachi Data Systems to offer best-in-class storage services that have tangible customer benefits like cost effectiveness, maximum utilization of existing resources, and business agility to mention a few,' said Hu Yoshida.

Hitachi's services oriented approach to storage built on a market-proven storage platform, which when combined with Hitachi's controller-based storage virtualization technology, can be easily deployed to externally attached, multi-vendor storage devices. Customers gain many measurable benefits including storage consolidation, improved utilization of assets, reduced TCO, and a lower environmental footprint, across the enterprise.

Hitachi Data Systems leverages Hitachi's vast resource pool and as a result of its unique and industry-leading R&D capabilities, it is able to introduce storage products and services that effectively enable customers to do more with less especially in the high-end storage market and in economies of scale.

'In the last couple of years, Hitachi Data Systems has made great strides in expanding into high-growth markets and tapping new revenue streams in Asia Pacific. Much of it has been possible due to the organization's focus on producing leading-edge technology with the help of its R&D expertise and the services oriented approach that has been extremely successful in solving customer challenges associated with managing the explosive growth of structured and unstructured data in Asia Pacific,' said Hu.

The Hitachi uVALUE CONVENTION 2008 features 85 seminars and panel discussions with themes that most attract attention today such as Green IT, security and next generation networking technologies. The theme for this year 'Information Society Renaissance with renewed collaboration; aiming for the realization of a more knowledge-focused, secure and sustainable world' extends to all aspects of Hitachi's IT business including storage. It exhibits over 100 products and solutions from Hitachi, Ltd., including a world-class, environmentally friendly mini-data center which is achieved by Hitachi's Harmonious Green Plan and Project CoolCenter50 corporate initiatives aimed at reducing 330,000 tons of carbon emissions and slashing power consumption by as much as 50 percent by 2012.

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About Hitachi Data Systems

Hitachi Data Systems Corporation provides Services Oriented Storage Solutions that enable heterogeneous storage to be dynamically provisioned according to business needs and centrally managed via industry-leading Hitachi storage virtualization software. As an integral part of the Hitachi Storage Solutions Group, Hitachi Data Systems delivers storage infrastructure platforms, storage management software, and storage consulting services through direct and indirect channels in over 170 countries and regions. Its customers include nearly 60-percent of Fortune 100 companies. For more information, visit the company's Web site at <http://www.hds.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (US\$112.2 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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