

Quick Reference Guide

Hitachi Storage Economics

HITACHI Distributor Partner
 Inspire the Next Hitachi Data Systems
 Storage and IT Operations Solutions

Reducing the cost of storage infrastructure investments.

Difficult economic times require new approaches and strategies for reducing spend on IT. With a squeeze on capital and credit, many organisations are faced with increased demand to get more from existing investments.

Storage Economics is a proven methodology consisting of a series of tools and services which are designed to identify and significantly reduce both capital and operational expenditure across a storage environment. Using Storage Economics, Hitachi Data Systems and accredited partners can analyse the total cost of storage and provide strategies to help create economically superior storage architectures, free from capital waste and under utilised systems. Understanding storage requirements from a business perspective and its true costs is the first step towards creating a lean, dynamic and cost-efficient storage environment.

Hitachi Data Systems can help customers realise that there are many costs involved with owning and operating the storage portion of their datacentre. For example, one vendor solution may enter with the best £/MB but might be very expensive to own, which is why £/MB should not be the only metric used. The purpose of Storage Economics is to help customers appreciate the total costs involved with their storage and make informed choices for its evolution.

What's in it for you?

A holistic solution: Deliver a storage solution that touches every aspect of the customers infrastructure

Get a granular view: Storage Economics uses extremely granular cost categories in its analysis, spanning a greater breadth of the environment than competitors

Enhance your supplier status: by delivering a cost-saving solution that provides measurable ROI and business benefit. **Create a skills transfer opportunity** with Avnet to build your own Hitachi Data Systems storage practice in house.

What's in it for your customer?

Deliver meaningful reductions in storage OPEX: Hitachi Data Systems have identified 33 key drivers behind storage operating costs which this solution targets specifically, with measurable results

Take a long-term view: strategic architectures can be shown to provide the best cost over time, in that the cost of growth, cost of management, cost of outages, etc., can yield the best TCO

The green perspective: Storage Economics delivers Eco-friendly solutions that maximise TB per kilowatt (kW), British thermal unit (BTU), and TB per sq m of floor space.

What's the ROI?

Find and eliminate costs: Hitachi Data Systems has discovered that for every 12 terabytes (TB) of installed and used storage, the average customer is likely to find \$1M U.S. dollars worth of operating expense costs that can be defined and eliminated

This can be realised over a three-year period with a balanced investment in people, processes and products.