

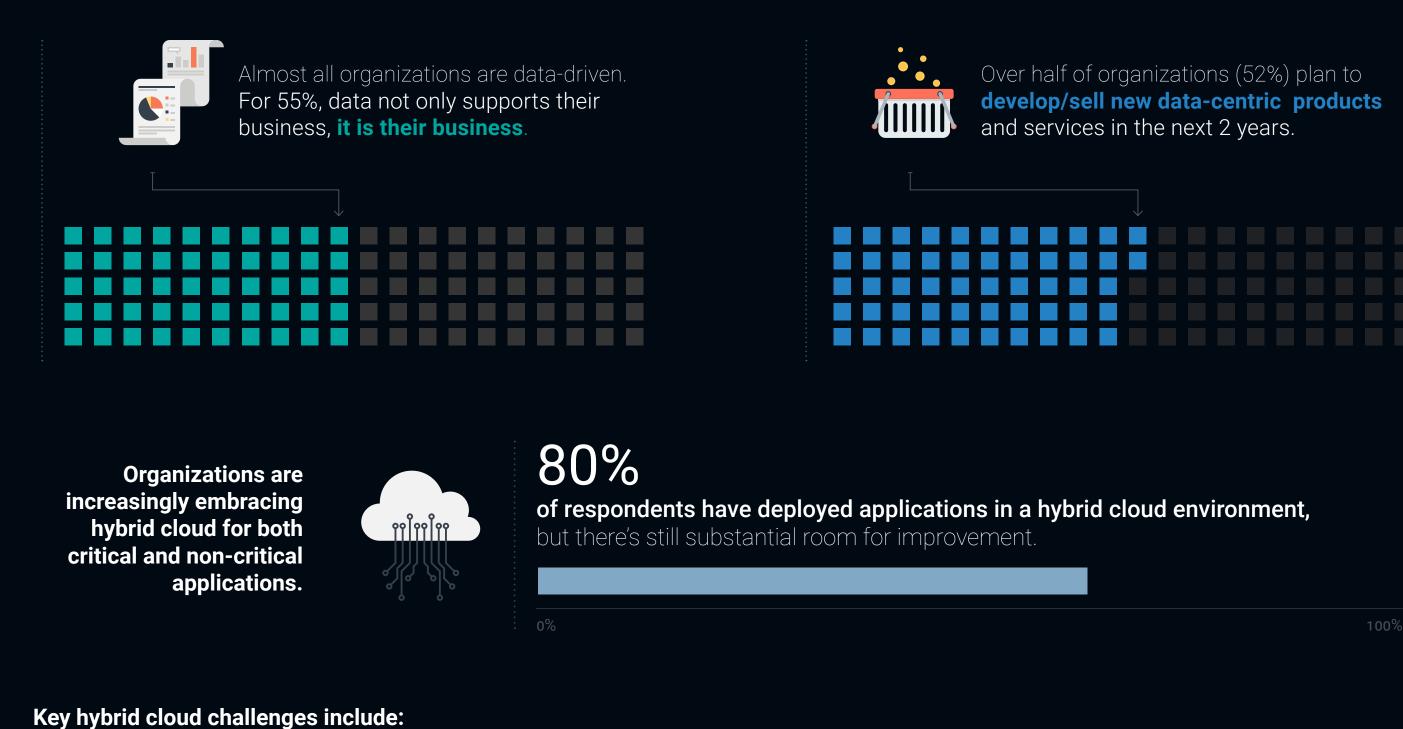
Organizations are increasingly data-driven, but the task of building and maintaining an effective, resilient, and secure data infrastructure is becoming more complex as data volumes explode, security concerns mount, and organizations increasingly deploy hybrid cloud workloads. With even more data-intense workloads—such as AI—on the horizon that will drive transformation even further, the pressure on IT organizations to tame their data environments and put their data to work has never been greater. How can organizations achieve this while still meeting corporate sustainability mandates? Hitachi Vantara's VSP One offers a new, software-defined approach to modern data infrastructure that promises to tackle complexity and cost while delivering enterprise-grade performance, resiliency, and sustainability.

Enterprise

Strategy Group

Taming Data Complexity in a Hybrid Cloud Era

Data has never been more important to an organization's success, and AI promises to drive that even further. Yet complexity at all levels of the IT environment, especially at the infrastructure and storage level, threatens to get in the way as data volumes continue to grow and IT becomes increasingly hybrid.





and data portability across locations (data center, public cloud, and edge)

IT complexity remains a

major barrier to digital

transformation

face challenges with application



significant costs and operational impacts due to applications deployed at suboptimal locations.

60%

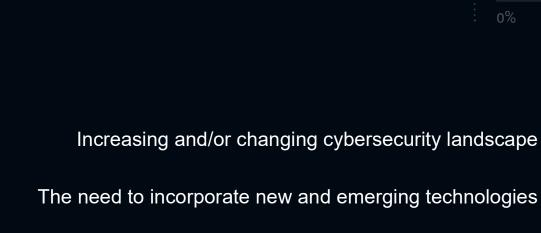


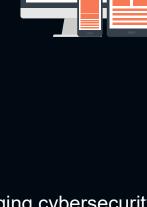
have them reevaluating their application deployment strategy.

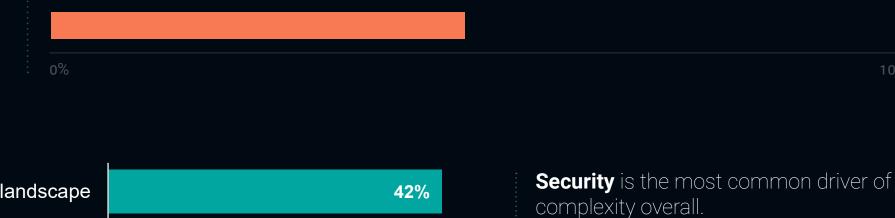


(including generative AI) has them reevaluating their application deployment strategy.

said that the growth of Al







of organizations said their IT environment has become

more complex in the last 2 years.



privacy and volume and variety are major drivers of complexity. Issues such as **new and emerging**

technologies and hybrid cloud also feed into complexity challenges and have implications for data.

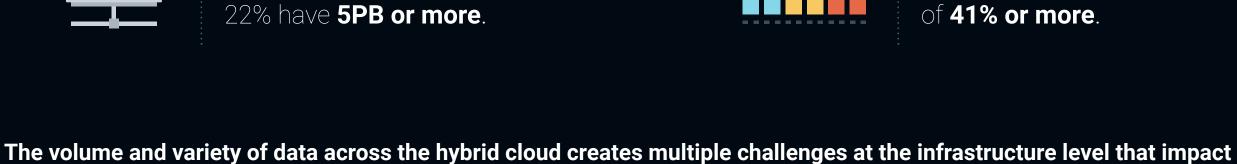
Data-specific issues around security and

Over half of mid-large enterprises have over 1PB



22% have **5PB or more**.

of on-premises data, while

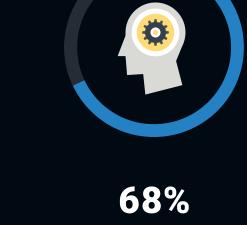


of 41% or more.

The majority (58%) of organizations

have a data growth rate of at least

21%, while 21% have a growth rate



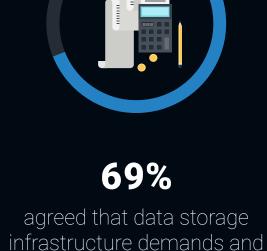
an organization's overall effectiveness.

and digital initiatives. New security threats are forcing storage requirements to evolve.

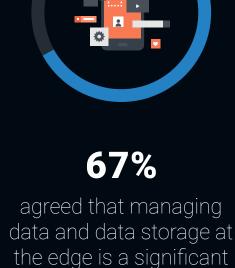
of organizations agreed that

the complexity of their IT

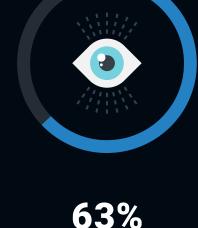
infrastructure slows IT operations



spending are hard to predict.



burden for IT operations.



regularly encounter

issues with visibility across

all of their data.

experienced a ransomware attack in the last 12 months.



IT sustainability comes to the fore, especially as Al initiatives gather momentum.

91% of organizations ranked

extremely important when

sustainability as very or

75% of organizations have



Storage is viewed as a key element of this:

84% of organizations agreed that

sustainability requirements have accelerated

investments in infrastructure modernization

and are a top storage purchase factor.

89% of organizations ranked

ransomware as a top 5 threat to

the viability of their organization.

selecting AI infrastructure.



31%

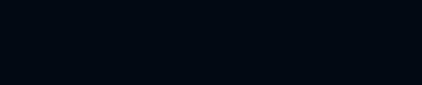
Automation and

Performance

and data level. This highlights the need for organizations to modernize.

29%

Ensuring effective





Top Data-related Storage Challenges

29%

Integration with/data

migration to/from public

cloud resources

34%

33%

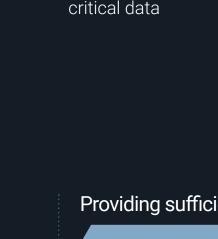
31%

Many of these complexity challenges have their roots in legacy storage approaches, which are expressed at both the system

data protection and management of storage and data services recovery

Top System-related Storage Challenges

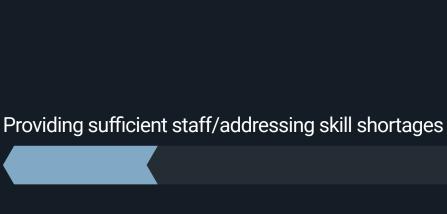




29%

Ensuring availability of

mission- and business-



Deployment time for new storage infrastructure

Diagnosing, isolating, and troubleshooting system issues

28%

Support for rapid data

growth rates



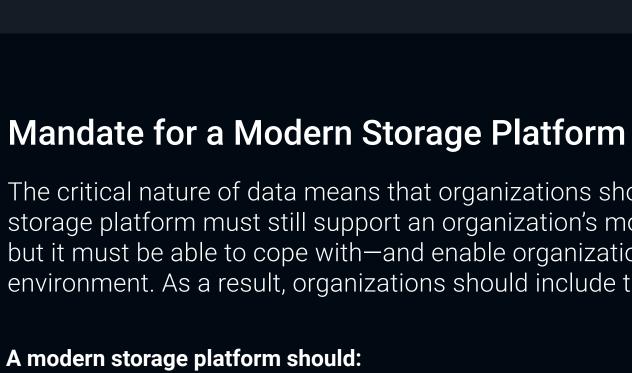
26%

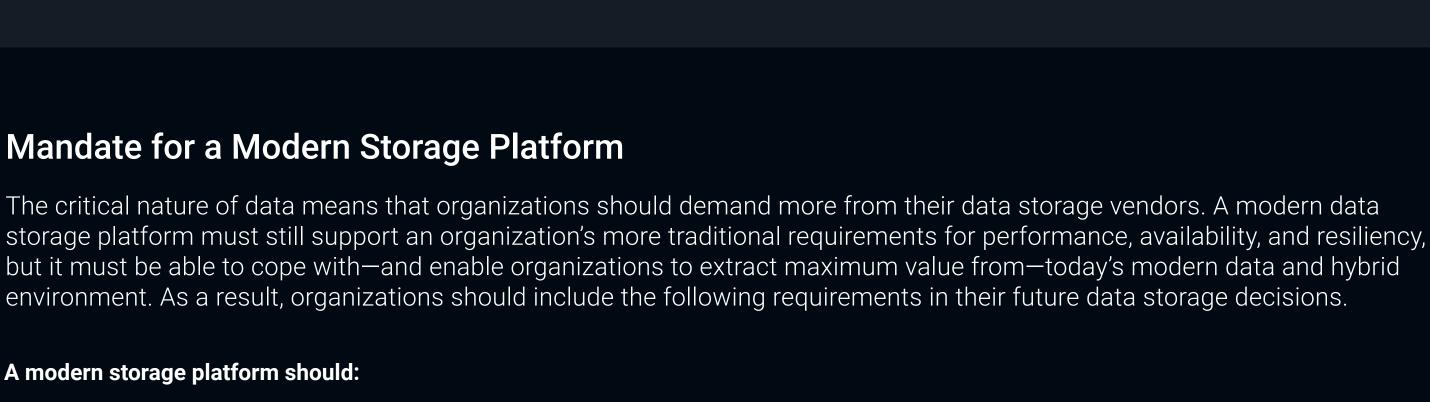
27%

Data migration across

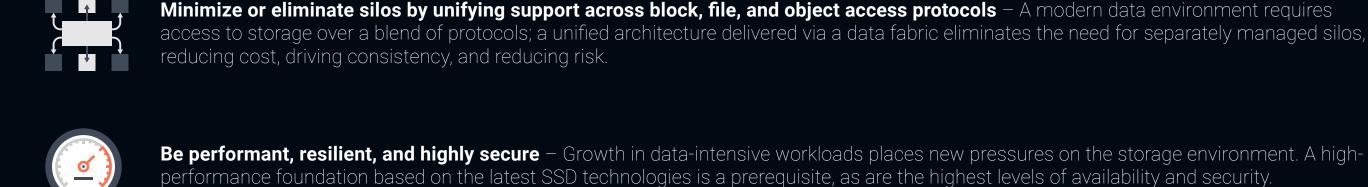
hardware platforms/

generations





transformation goals/initiatives or are under pressure to do so. As a result, simplified storage management through innovations such as a unified or single control plane are becoming increasingly critical.



Provide comprehensive support for hybrid cloud environments – As hybrid cloud becomes the norm, organizations need their storage environment to work with the hybrid cloud, not against it. Seamless integration through a single data plane that provides a consistent

Support a range of consumption models, including adaptable, usage-based/PAYG options — With just 1 in 5 respondents saying they want

to procure, manage, and maintain their own storage hardware themselves, organizations are increasingly looking to third-party suppliers to

Be simple to deploy and manage, minimizing complexity – IT environments are become larger and more complex, and IT professionals are

taking on more responsibilities. 80% agreed that they have taken on additional or new responsibilities to support their organization's digital



Reduce power consumption and make a positive contribution to environmental sustainability – Corporate-level commitments to environmental sustainability continue to grow, but energy-intensive initiatives such as AI threaten to derail those efforts. Organizations must look at where they can make substantial energy-related savings elsewhere in the infrastructure, such as in the storage environment.

Modernizing Storage With Hitachi Vantara VSP One Transforming Data Management

experience and eliminates silos across the hybrid environment becomes essential.

help them simplify the consumption, billing, and management experience for storage.

Virtual Storage Platform One offers users:

One data fabric – Organizations can

unify apps and data with a seamless

fabric across their infrastructure,

on-prem and in the cloud.

Organizations can simplify and scale effortlessly with Virtual Storage Platform One—a unified solution that streamlines data management across cloud and on-premises environments, ensuring flexibility, resilience, and faster insights.

One control plane – Users can simplify

management with a single solution for seamless data infrastructure oversight

and faster insights.

One data plane – The solution enables

data flow between on-prem and cloud

organizations to ensure secure, effortless

applications for uninterrupted operations.