

## Hitachi Content Platform

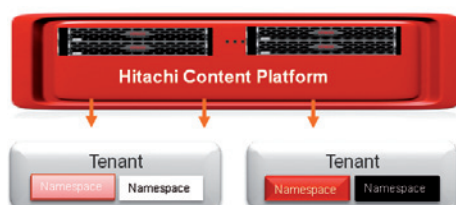
Hitachi Content Platform is an intelligent, multipurpose storage system. It enables IT organizations and cloud service providers to store, protect, preserve and retrieve unstructured content with a single storage platform. It supports multiple levels of service, evolves with technology and scale changes, and eliminates the need for tape-based backups.

## Stay Agile as Demands on IT Grow in Scope, Complexity and Cost

### Distributed Object Stores

The Hitachi Content Platform is a multipurpose distributed object store that stores files and associated metadata (information about the file) as an object. The system imbues these objects with intelligence that enables them to automatically take advantage of advanced storage and data management features to ensure proper placement and distribution of content. With a vast array of data protection and content preservation technologies, the system can eliminate the need for tape-based backups of itself or of edge devices connected to the Hitachi Content Platform.

The Hitachi Content Platform readily evolves with changes in the scale, scope, application, storage and server technologies over time. Old storage can be replaced with new storage automatically, enabling smooth



scaling from terabytes to petabytes, without disruption. With many applications in clouds, content depots, archives and other systems where data must live for decades, centuries or indefinitely, these capabilities are invaluable. No other object storage solution can offer this level of maturity today.

Most significantly, Hitachi Content Platform eliminates the need for a siloed approach to storing unstructured content. Thanks to its massive scale, multiple storage tiers, Hitachi reliability, cloud capabilities, multitenancy and configurable attributes for each tenant, the platform can support a wide range of applications on a single physical cluster. By dividing the physical cluster into multiple, uniquely configured tenants, administrators create “virtual content platforms” that can be further subdivided into namespaces for further organization of content, policies and access.

### Free from Tape Backups

The Hitachi Content Platform enables IT organizations to protect, preserve and retrieve data without the need for tape-based backups. The system itself employs RAID-6, multiple dynamic data protection levels, data integrity

checks and many other technologies to preserve and protect content. With the added protection of multiple replication schemes as well as support for numerous versions of content and a browsable interface, the platform makes tape-based backups and recovery unnecessary, although they are supported.

### Massively Scalable

Unstructured data growth, application proliferation and increasing variation in data types continue to accelerate. This leads to increased server and storage sprawl with numerous silos of infrastructure supporting different workloads. The Hitachi Content Platform provides a massively scalable, multitenant object storage environment. It provides the security and broad support needed to enable organizations to gain the benefits of archiving, backup reduction, cloud, consolidation and more without compromising security or completely rewriting critical applications. Because different attributes (retention, indexing, replication) can be assigned to different namespaces, Hitachi Content Platform can easily address a number of different use cases in a single Hitachi Content Platform cluster.

Because it spreads the cost of the object storage purchase across numerous applications and workloads, Hitachi Content Platform is an ideal storage solution for enterprise or cloud environments.

## Agile Unstructured Content Environment

The Hitachi Content Platform enables creation of an agile unstructured content environment. This single optimized storage platform supports a variety of services. It enables the true separation of data from applications or storage media so that the content can provide useful information now and long into the future. Integration with Hitachi Dynamic Provisioning and online storage expansion features allow IT organizations to easily configure and nondisruptively add multiple terabytes of storage as needed from a common pool of storage resources. The Hitachi Content Platform supports a wide range of standards, including advanced protocols like representational state transfer (REST). For users and applications that are not designed to make use of these capabilities, the optional Hitachi Data Ingestor acts as an on-ramp to the Hitachi Content Platform, extending valuable functionality to current systems.

With Hitachi Content Platform, organizations have visibility into what data is actively stored as well as the metadata that is associated with it. This provides IT with the ability to understand the content that is stored, allowing more cost-effective tiering, governance and compliance policy enforcement, and an overall improvement in business process.

## BENEFITS OF THE HITACHI CONTENT PLATFORM

### Data Management

- Store, retrieve and manage the lifecycle of data for long-term storage for corporate governance.
- Protect and secure content for long-term preservation; content is continually checked throughout its retention period for integrity.
- Use with Hitachi Data Discovery for Microsoft® SharePoint®, HNAS and a variety of 3rd party tools.
- Grow business horizontally to support multiple applications and content types while scaling vertically to support continued data growth.
- Unlock the value of unstructured data using metadata and custom metadata for automation and search.

### Data Protection

- Leverage advanced replication and edge device integration to ensure collection and protection of content.
- Select the right level of protection with dynamic data protection levels (DPL).
- Only replicate selected content to save storage and bandwidth.
- Locate old copies with ease thanks to versioning and a browsable directory structure.
- Integrate with IBM, Symantec and CommVault.
- Make tape copies if desired.

### Cloud

- Employ a single, multipurpose, unstructured data platform for archive, cloud and backup capabilities.
- Monitor and report on storage and bandwidth use of different 'tenants' for chargeback.
- Employ user tools as well as application and management interfaces for cloud and distributed environments.
- Control data placement and distribute content to appropriate audiences.
- Extend to branch and remote offices via the Hitachi Data Ingestor.

## Summary

Hitachi Content Platform provides the features and functionality to improve the delivery of a wide range of IT services in enterprise IT or cloud settings. An intelligent, multipurpose

storage system, Hitachi Content Platform helps IT organizations change the way they think about, use, deploy, scale and back up disk-based systems to store, protect, preserve and retrieve unstructured content.

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