The Challenge

Organizations today need an agile, efficient solution to make data always available, to meet SLAs, and to prioritize innovation. IT staff must constantly adapt to the new ways data is stored and used by applications, where it resides, and how it is managed and governed. This is critical because:

- According to IDC, 30% of organizations with 10,000 or more employees have over 10,000 applications. And DC spending is projected to grow at 18% by 2020.

- The market consumed 1.96 exabytes of new storage capacity during the quarter, which was up 30% compared to the same period a year ago.

Staying a step ahead requires moving from managing complex IT requirements to finding new ways to process, store, protect, and analyze more data than ever before. Finding an intelligent, enterprise-scale, adaptive solution is essential to meet today's need for IT agility and application awareness.

The Opportunity

Unlock the Value of your Data

With Cisco and Hitachi Adaptive Solutions for Converged Infrastructure, organizations gain the agility they need to prepare for the future. They can transform with modern technologies, accelerate innovation and value creation all while maintaining data security and control. It’s because they’re using CI to store, enrich, activate and monetize their data like never before.

What If You Could Have an Intelligent and Adaptive Solution?

Create new opportunities for intelligent innovation and support your data strategy with CI:

- **Cloud Acceleration**: Run applications without concern for data residency

- **Intelligent Operations**: Utilize automation to reduce impact to business and realize greater efficiencies

- **Data Protection and Repurpose**: Safeguard data and protect the business, customer experiences

- **Agile Data Infrastructure**: Deliver data for better customer experiences, new GTM and operational efficiency

Introducing the Next Evolution of CI

Cisco and Hitachi Adaptive Solutions for Converged Infrastructure (CI) helps enterprise businesses meet the challenges of today and position themselves for the future. Leveraging decades of industry expertise, Adaptive Solutions for CI offers a resilient, agile, flexible foundation that reduces risk and maximizes investment protection while supporting emerging technologies like artificial intelligence (AI), machine learning (ML) and advanced analytics.
Key Features, Benefits, and Differentiators

This solution allows you to rapidly deploy a modern IT infrastructure capable of supporting both legacy and cloud-native applications. Built on the combined strengths of two industry-leading innovators, Adaptive Solutions for CI reduces risk and maximizes investment protection. And, it is ready to support essential new technologies, such as artificial intelligence (AI), machine learning (ML) and advanced analytics.

A Data-Driven Foundation

This solution uses innovative technologies to unlock the value of your data with AI-assisted decision-making to predict and mitigate risk. It combines these technologies with automation to eliminate manual administrative tasks, delivering superior performance, efficiency and resiliency.

A Resilient Infrastructure that Just Works

This solution for CI combines the most reliable and respected storage, compute and networking components in the industry with intelligent management and automation software from Hitachi Vantara, Cisco and VMware. Hitachi Virtual Storage Platform (VSP) offers a 100% data availability guarantee, and users of Cisco UCS solutions experienced an 89% reduction in unplanned downtime.

A Joint Vision of Excellence

Hitachi Vantara and Cisco combine three decades of innovation and helping customers outperform their competition. Both companies have been recognized as leaders by industry analysts and trusted by the largest enterprise customers: 81% of Fortune 500 customers have deployed Hitachi’s VSP storage, and Cisco UCS servers have reached more than 64,000 customers.

Solution Architecture

A highly configurable integrated infrastructure, Adaptive Solutions for CI combines Hitachi’s VSP all-flash or hybrid-flash arrays, Cisco UCS blade servers and Cisco Nexus and MDS top-of-rack switches. This tested and validated architecture is designed to ensure the highest levels of availability and reliability.

Intelligent Operation

Day-to-day management is performed through VMware vCenter, using plug-ins with extensions for optimized configuration and management of server, storage and network elements. State-of-the-art intelligent orchestration simplifies deployments and operation.

Optional Hitachi Vantara software is available to provide monitoring, analytics, data protection, disaster recovery, backup and more.

Support Business Needs With Intelligent Operation

This solution delivers the enterprise scalability, performance and resiliency required for data center modernization, reducing cost and risk. Adaptive Solutions for CI supports your business needs today and establishes a foundation for the data center of the future.

Built on Innovative Cisco and Hitachi Vantara Technologies

Cisco UCS B-Series Blade Servers
- Provide massive computing power in a small footprint
- Offer half-width and full-width form factors with two or four Intel® Xeon® Scalable processors
- Support bare-metal, virtual desktop, memory-intensive, and virtualized workloads

Cisco Nexus 9000 Series Switches
- Deliver performance, density, and power efficiency in a range of form factors
- Operate in Cisco NX-OS Software or Cisco Application Centric Infrastructure (Cisco ACI™) modes with ground-breaking Cisco Cloud Scale ASIC technology

Hitachi Virtual Storage Platform
- Combines all-flash and hybrid flash storage with innovative storage virtualization software
- Delivers petabytes of capacity
- Optimizes data placement for performance and efficiency
- Uses a proven, multigeneration, symmetric active/active controller design and Hi-Star crossbar switch architecture
- Includes a 100% data availability guarantee, system redundancy, hot-swappable components, nondisruptive updates, and outstanding data protection

Cisco MDS 9000 Series Multilayer Switches
- Offer state-of-the-art multiprotocol and multiservice convergence
- Provide redundant components and a fault-tolerant design
- Adapt to accommodate physical, virtual, and cloud environments
## Competitor Offerings

**Who are our competitors and what are their offerings?**

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell EMC</td>
<td>Main competitor, which is capable of delivering similar enterprise storage capabilities and support</td>
</tr>
<tr>
<td>NetApp</td>
<td>Multiple Cisco validated designs across a number of technologies, 14 of which are VMWare-related</td>
</tr>
<tr>
<td>HPE</td>
<td>No current Cisco validated designs on record; offers converged infrastructure</td>
</tr>
<tr>
<td>IBM</td>
<td>Multiple Cisco validated designs, only 3 VMware integrated</td>
</tr>
<tr>
<td>Pure Systems</td>
<td>Mostly app or use-case related, only 2 related to VMware</td>
</tr>
<tr>
<td>Other</td>
<td>NetApp, Pure Systems and Cisco's other CI and HCI stacks</td>
</tr>
</tbody>
</table>

## Where to Hunt

### Key target segments for Adaptive Solutions for CI

- Large and very large enterprises, who are either existing Hitachi Vantara or Cisco customers or have EMC Vblock or HPE converged deployments.
- Hybrid Cloud projects and Virtualized Enterprise Applications
- Adaptive Solutions for CI is focused at VMware vSphere virtualized workloads at any scale and any industry verticals.
- Customers looking to consolidate their virtualized environment on an intelligent converged infrastructure platform.

### Where you expect a high probability of success:

- EMC VBlock replacement
- HPE Converged/Compute environments
- Upselling existing Hitachi VSP/USP/AMS customers due for technology refresh or IT modernization program
- Cisco UCS compute/NetApp storage refresh

### When to walk away or propose alternative UCP solutions:

- Non-VMware hypervisor environments
- Non- x86 applications

## Cisco and Hitachi Competitive Differentiators

- **Data-driven foundation:** Cutting-edge technology enables future growth and innovation.
- **Gold-standard leadership:** Cisco and Hitachi’s joint vision of excellence accelerates your modernization journey.
- **Trusted IT partnership:** Hitachi Vantara is a trusted partner with decades of experience in serving critical IT needs for Fortune 500 enterprises.
- **Scale and performance:** Storage, compute and switching platforms provide enterprise scale needed for mission-critical applications.
- **High availability:** Adaptive Solutions for CI provides the industry’s only 100% data availability guarantee.
- **Configuration flexibility:** Offers a range of configuration options, you can design solution for any IT needs.
- **Deep integration:** UCP Advisor integrates with VMware for orchestration, monitoring, and event log analysis.
- **World-class customer support:** Global support ensures that data is safe and applications are up and running.
Elevator Pitch

How do we quickly articulate our value proposition to each of our target customers?

The Adaptive Solutions for CI solution is ideal for virtualized data centers that deploy VMware vSphere for hybrid cloud projects, Virtualized Enterprise Applications or enterprise consolidation. Converged Infrastructure can be optimized to address the full range of workloads, from business-critical applications, to general purpose, test/dev, analytics, dev/ops and cloud native workloads. Here’s what the means for our key audiences:

CTO / CIO / VP (Infrastructure)
In your quest to deliver maximum value to business, Adaptive Solutions for CI transforms data center to meet technology needs and aligns with strategic initiatives. It enhances IT’s value contribution to business by helping meet application SLOs on performance, availability and reliability, complexity and improving IT efficiency. It drives up the ROI with operational costs reduction and advanced automation tools. Adaptive Solutions for CI helps you accelerate digital transformation by driving higher efficiencies, reducing IT complexity and maximizing revenue opportunities.

Enterprise Architect
Adaptive Solutions for CI provides you a scalable platform to meet current IT needs and ready to ramp up to meet future demands with its adaptive and flexible architecture. It helps you better align IT strategy with organizational goals. It ensures continuity of IT practices by seamlessly integrating with your existing VMware infrastructure. Embedded multi-platform capabilities allow harnessing traditional virtualized workloads and modern ML and AI applications. Adaptive Solutions for CI systems help you ensure continuous availability of business applications by providing protection against any software, hardware or site failures.

Conversation Starters

- What are some of the key drivers for IT transformation and supporting new and changing requirements of the business?
- How are you looking to accelerate your transformation?
- What are the biggest challenges you face when implementing new data center systems and solutions?
- What are you doing to ensure you maintain business or IT agility and can respond to rapidly changing business needs?
- What are you doing with your data that is used for insight or being shared internally and externally?
- What does your ideal modern data strategy or enterprise information management program look like?

Why Tech Data

We’ll set you up for success
As a leading distributor and integration partner of the Cisco and Hitachi Adaptive Solutions for CI, Tech Data helps our partners get set up for success. Our solutions distribution expertise make us uniquely qualified to offer:

- Data Center, virtualization, and cloud expertise
- Integration and supply chain expertise
- Proven training and sales engagement
- Flexible financing and credit terms

Partner benefits

Dedicated Customer Service
- Single quote, order and invoice
- Assembled, tested, and shipped complete faster deployment
- Accelerated time to value
- Cisco inventory in house at Tech Data Quicker Time to Value
- Reduces working capital
- Estimated 30 days quicker to invoice

The Tech Data team provides
- Dedicated solutions architects
- Field technical resources and support
- Integration Certified Engineers

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