

Hitachi EverFlex IaaS Portfolio

Value Proposition:

Pay-per-use Experience and Consumption with the Security, Control and Cost Savings of On-premises Infrastructure.

Hitachi EverFlex is Hitachi's Infrastructure as a Service (IaaS) portfolio with flexible capacity and pay per use elastic consumption, hybrid cloud orchestration and SLAs delivered and managed your way, providing customers and partners with adaptable options for their needs. Whether you prefer self-managed setups with capacity reporting or additional advanced hyper automation IT management tools or fully managed operations from Hitachi Vantara or a trusted partner, EverFlex delivers unparalleled flexibility and choice.

With EverFlex Customers Can...

CXOs- Seamlessly integrate innovative solutions and technologies, keeping pace with business demands and digital transformation.

Line of Business Leaders- Aligning the need for speed with the optimal configurations and costs for IT infrastructure.

Finance/Procurement Managers- Financial consumption options that pay for what they use and better control and scale up or down based on business needs.

IT Management- Managed Services provide operational efficiencies, increased automation, bridge skill gaps, sidestep staffing challenges, and effectively manage costs and minimize risks with guaranteed SLAs.

IT Operations - Achieve operational excellence with scalable platform services, featuring intelligent automation workflows, intelligent alert management and comprehensive visibility.

Competitive Differentiators

TCO Improvement

- Cost improvement achieved by consumption pricing, infrastructure inventory and usage, operations, power, floorspace, heterogeneous orchestration, lifecycle savings and reduced software licensing.

Flexible Consumption

- Companies pay for the resources used, reduce risks, avoid upfront capital expenses and enables more accurate budgeting while offering the flexibility to scale

Operational Efficiency, Orchestration and Automation

- Heterogeneous self-service portal and cloud integration Help customers run Baremetal, VM's, K8s container apps and storage consistently together with comprehensive data services across the infrastructure platforms and Hyperscalers to accelerate application deployment.

High-performance and Resilient Infrastructure

- Trusted by thousands of customers globally, VSP One solutions provide a powerful, scalable, and "unbreakable" platform for hybrid cloud deployments.

Workload & Data Mobility & Security

- Enabling organizations to transfer data between on-premises infrastructure and cloud environments while maintaining data integrity and security. Standardization and automation enabling secure, easy app migration.

World Class Services

- Highly knowledgeable worldwide team of infrastructure experts to guide your cloud modernization and run day-to-day operation so that you can focus on your customers.

Key Benefits

Significant TCO Reduction

Customer TCO savings through just-in-time service delivery, consumption based and go-forward pricing, automation, financial engineering, and labor optimization.

Comprehensive Service Portfolio

Catalog approach with modular services and solutions deployed in your own data center, hosted by a partner or co-located for easy alignment to your requirements for security, governance and performance.

Broad Heterogeneous Automation & Orchestration

Platform-based continuous management insights, intelligence, automation and optimization across Hitachi Vantara and other vendor's infrastructure.

Outstanding Experience

Hitachi Vantara and their partners are known for going above and beyond expectations to make sure implementations are tuned for maximum performance and use in your specific environment.

Target Environments - Where to sell?	Related Use Cases & workloads (with Pains)	CSPs & VARs, Why Partner with Hitachi?
<p>BFSI, Life Science, Governments and Education customers governed by regulations and compliance, which makes the move to public cloud challenging.</p> <p>Datacenter users who are due a refresh to reduce costs, expand capability for AI workloads and create a private cloud management environment that bridges traditional on-premises environments to the public cloud overcome budget, staffing capacity, knowledge gaps and integration, security concerns.</p> <p>Cloud adopters, who are experiencing the pain of unexpected cloud cost escalations.</p> <p>Partners including MSPs, ISVs, Resellers, VARs and GSIs looking for subscription and consumption offerings that enable faster time to service activation, less time required to manage subscription lifecycles, and a partner-tailorable delivery experiences to end users.</p>	<p>Financial</p> <ul style="list-style-type: none"> • Capex vs OpEx – Avoid large capital outlays. • TCO Reduction – Flexible as a Service consumption offering. • Cost Management (FinOps) - Enhance financial transparency. • Sustainability Improvement - Optimize utilization and energy. <p>Operational</p> <ul style="list-style-type: none"> • Improved Observability - Gaining comprehensive insights. • Automation & Self-Healing - Streamline operations, reduce work. • Risk Reduction - Mitigate system downtime, data breaches, etc. • Operational Skills Gap - Leverage high-level expertise <p>Technical</p> <ul style="list-style-type: none"> • VMWare Reduction - Minimizing the reliance on VMware. • Public Cloud Repatriation –Assessing workloads, smooth transition. • Hybrid Cloud Adoption –Deploy and manage your hybrid cloud. • Infrastructure Modernization – Enhance IT performance, costs. 	<p>Simple & market-proven Consumption Model (“EverFlex”) with Flexible Market-proven IaaS portfolio making it easier to win deals with customers.</p> <p>Easy to add your services, increase customer relevance with modern service catalog accelerating pace of innovation.</p> <p>Partner maintains account relationship & control- End-user pricing offered by Partner.</p> <p>Help customers unleash full advantage from private and public clouds with cutting-edge innovations.</p> <p>Increase deal size to cater to bigger customer requirements with portfolio of infrastructure, analytics, and orchestration offerings.</p>
Pain points - What to listen for?	Qualifying Questions	Closing Questions to Next Step Engagement
<ol style="list-style-type: none"> Cloud like experience lacking for on-prem and private cloud. Cost Management issuers across on-prem and multi-cloud. Operational Efficiency needs to be improved. Flexibility and Scalability limit hybrid cloud deployments. Risk Mitigation in system uptime, security, performance. Technical Debt Reduction is an investment focus. Predictable Service Delivery is a complaint by IT management. Strategic Initiatives and innovation Priorities where day-to-day IT operations work gets in the way. 	<ol style="list-style-type: none"> How are you managing cloud cost escalations? Can we help you optimize costs while maintaining agility and control? What if you could get consistent enterprise-class performance and availability SLAs from your cloud services? What if you could re-purpose you’re existing on-prem infrastructure into a flexible as-a-service cloud service? What if you could use your existing skillsets and tools to manage all your cloud services? What if you could have a scalable and predictable “pay per use model” for both your on-prem and public cloud infrastructure/services? Are you exploring options to streamline your operations and enhance efficiency through IaaS? 	<ul style="list-style-type: none"> • Let us show you/your team a live demo or PoC so you can visualize what a flexible hybrid cloud can provide to your organization. • Let us demonstrate how you can use a single set of tools to maintain consistency between on-premises and hybrid cloud resource management. • Let us show you/your team how we can help you easily leverage additional cloud services to augment on-premises hosted services. • Let’s do a thorough TCO assessment of your workloads and help you envision a customized as-a-service strategy that works for you.
Key Personas		
<p>Decision Makers- CIO, CFO, VP I&O, CTO; Head-IT; Influencer- Cloud (IT) architect; Enterprise architect, Application Owner(s); Users- VM/vSphere admin; Server/System admin; Storage admin.</p>		