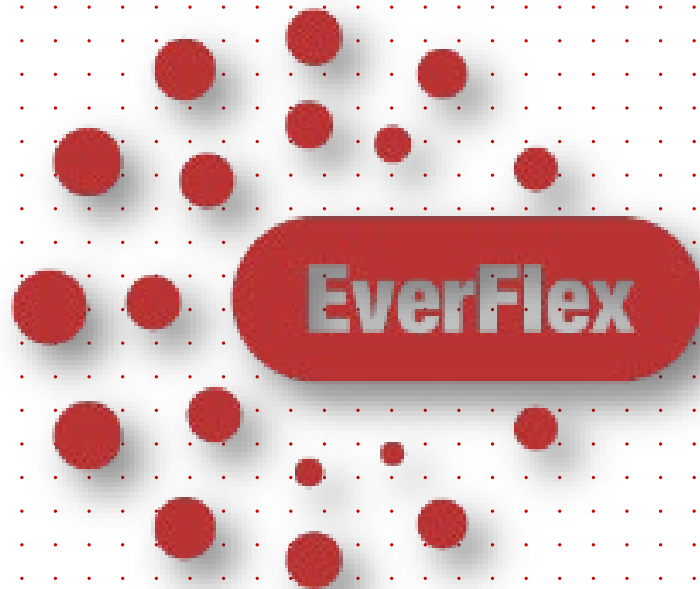# What is Hitachi EverFlex

Flexible capacity and pay per use elastic consumption, delivered and managed your way.

Agenda

1 **Intro to Hitachi EverFlex**
IT purchasing is changing that's why we have developed EverFlex

2 **EverFlex Consumption Explained**
What are billing units for flexible capacity and what is the minimum commit?

3 **EverFlex IaaS Portfolio**
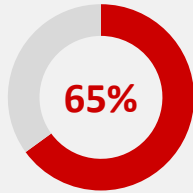*Consumption, Foundation and Managed levels of services*

4 **Coverage, Contacts and Call to action**
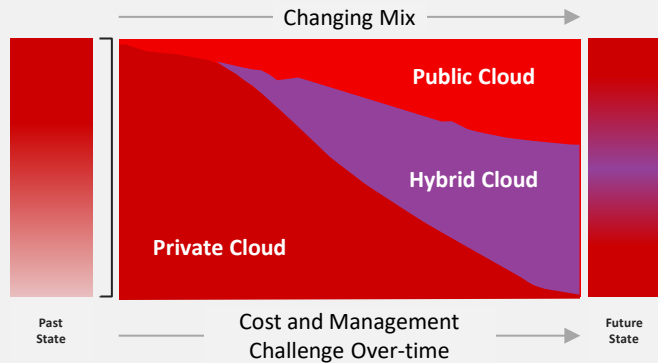*Learn positioning and selling EverFlex offerings.*

◎ **Hitachi Vantara**

IT Purchasing Models are Changing…………

65%

By 2028, 65% of Tech buyers will prioritise as a service consumption for infrastructure purchases to control spend, automate & fill skills gaps

Source : IDC FutureScape

Changing Mix

Public Cloud

Hybrid Cloud

Private Cloud

Past State

Future State

Cost and Management Challenge Over-time

"Infrastructure Customers want more from their Suppliers"

79%
Simplify and unify the **way we manage and secure**

76%
Take more administrative and operational responsibility

73%
Plan to use **flexible, pay-as-you go OPEX consumption**

"Need to Balance public and private cloud strategy, aligning to a common Hybrid Cloud Operating Model"

Reduce & Control Costs

Improve Utilization

Improve Agility

Reduce Complexity

Improve Time to Value
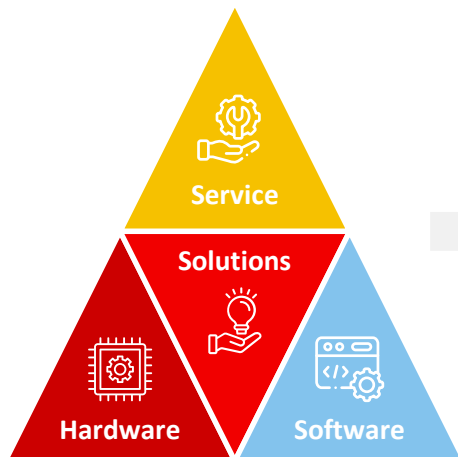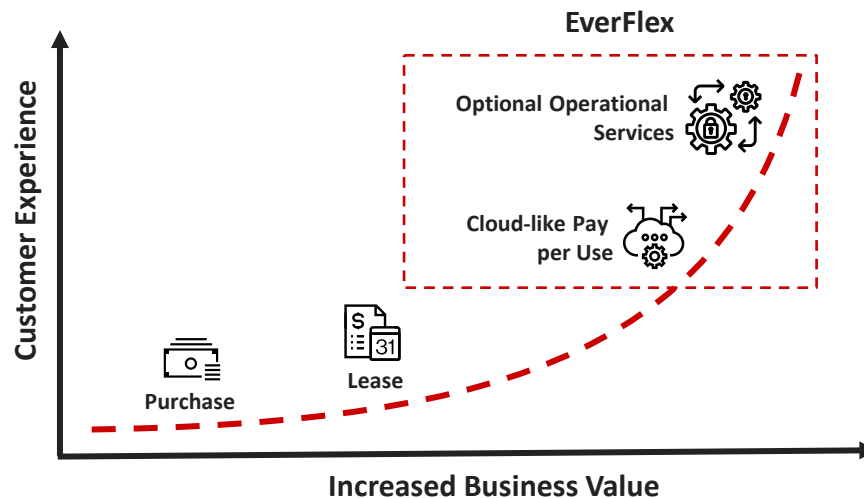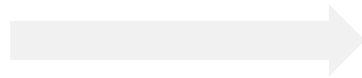
Focus resources to innovate

Introduction to Hitachi EverFlex

Flexible capacity and pay per use elastic consumption, delivered and managed your way.

Your Choice of Offerings

- Service
- Solutions
- Hardware
- Software

Different ways to procure

EverFlex

Optional Operational Services

Cloud-like Pay per Use

Customer Experience

Purchase
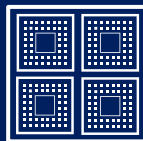
Lease

Increased Business Value

→ **All the benefits of cloud economics with the security of on-premises**

Hitachi Vantara

Simple Service Classes

Service classes are the units of consumption that are measured to calculate the monthly fees.

vCPU

For general purpose VM's, these are typically 1 x physical core to 4 x vCPU

RAM

RAM for VM's is always delivered as 1GB to 1GB and consumed by VM's

Storage

Storage is typically billed per GB of customer data

Hitachi EverFlex Consumption Explained

Deployed Capacity Available

Capacity Increase

Customer Capacity Usage

100%

Monthly Minimum Payment (MMP)

Customer can flex up and down at any point within this area

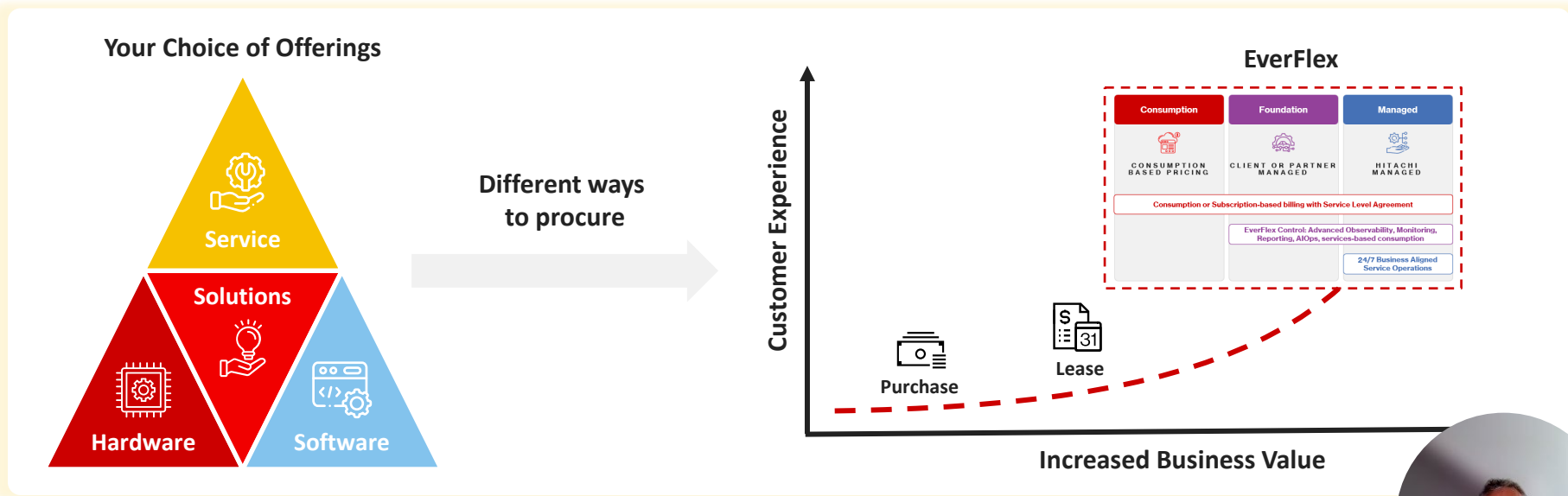MMP is billed when actual consumption is less than the MMP

EverFlex

Capacity

0%

Term

Hitachi Vantara
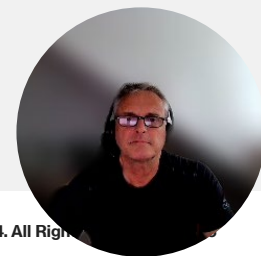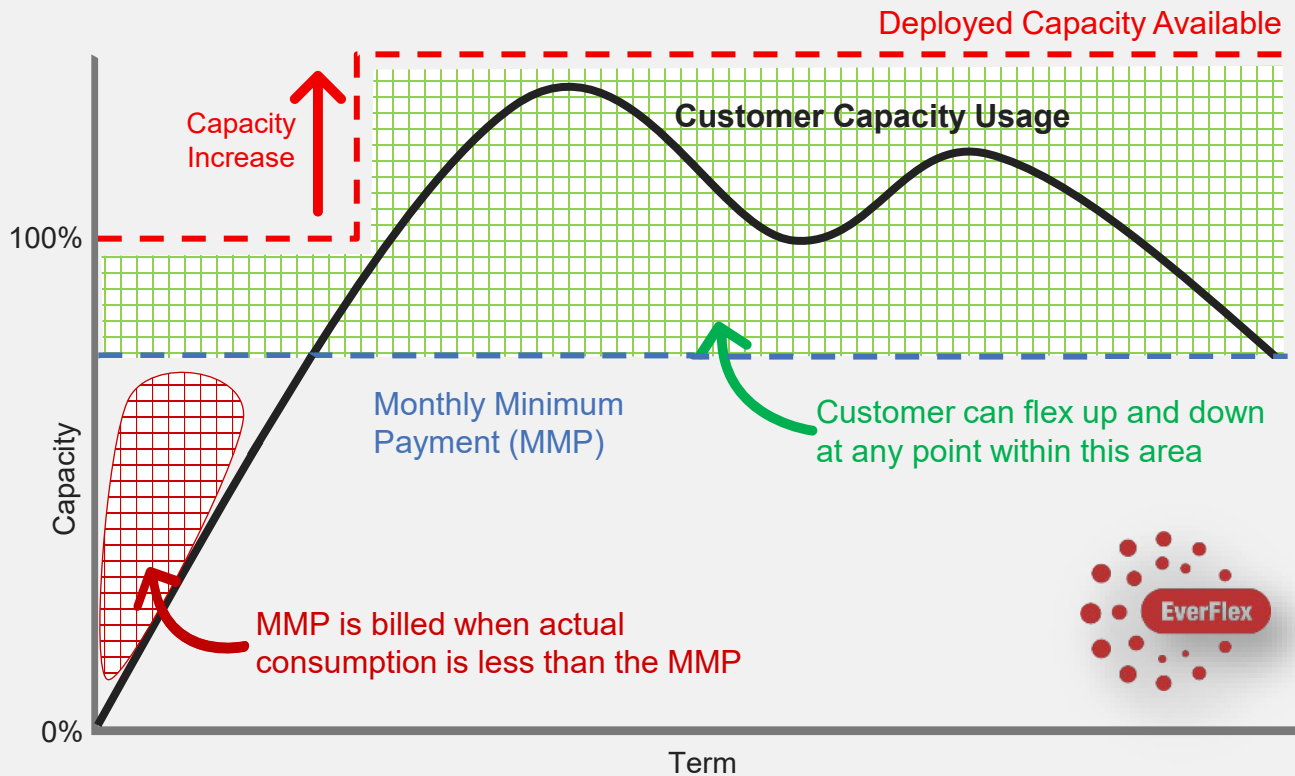
Standardized EverFlex Infrastructure as a Service portfolio

Flexible capacity and pay per use elastic consumption, delivered and managed your way.

Your Choice of Offerings

Service

Solutions

Hardware

Software

Different ways to procure

EverFlex

Consumption	Foundation	Managed
CONSUMPTION BASED PRICING	CLIENT OR PARTNER MANAGED	HITACHI MANAGED

Consumption or Subscription-based billing with Service Level Agreement

EverFlex Control: Advanced Observability, Monitoring, Reporting, AIOps, services-based consumption

24/7 Business Aligned Service Operations

Customer Experience
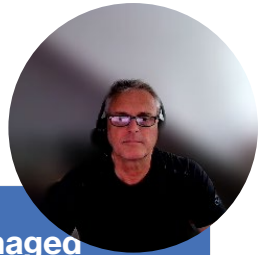
Purchase

Lease

Increased Business Value

→ **All the benefits of cloud economics with the security of on-premises**

Hitachi **EverFlex** Infrastructure as a Service
Levels of Service: Consumption, Foundation and Managed

Product	Consumption	Foundation	Managed
PURCHASE OR LEASE	CONSUMPTION BASED PRICING	CLIENT OR PARTNER MANAGED	HITACHI MANAGED

Business Value and TCO Savings

Consumption or Subscription-based billing with Service Level Agreement

EverFlex Control: Advanced Observability, Monitoring, Reporting, AIOps, services-based consumption

24/7 Business Aligned Service Operations

Professional Services & Technology

EverFlex with Partners | IaaS Engagement Strategy
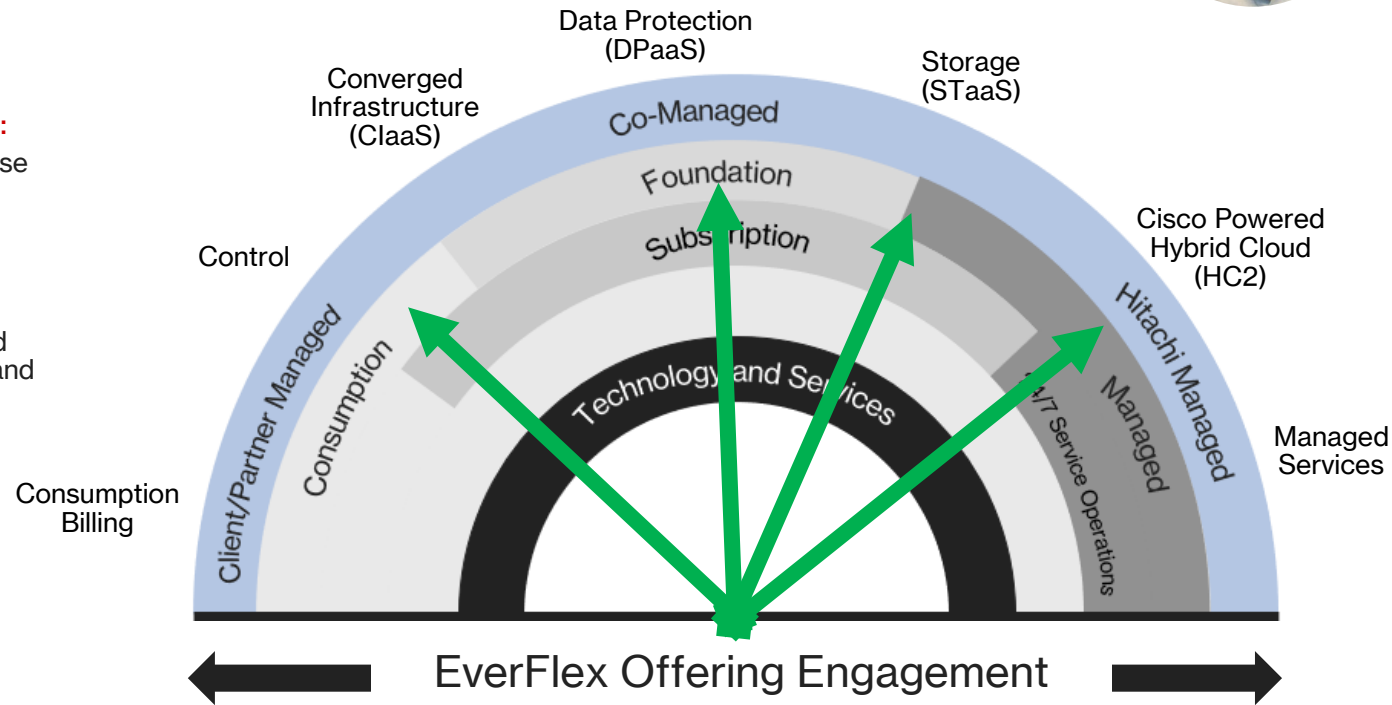
EverFlex

Choice of IaaS Offerings

– Ever Flexible

Choice of partner engagement:

- Partner Managed starting from base **Consumption Services**

- Hitachi Vantara Managed with specialized **Managed Services**

- Co-Managed between Partner and Hitachi Vantara with **Foundation** and **Subscription Services**

Choice of delivery model regardless of partner agreement:

- Resell

- Deliver

- Manage

Data Protection (DPaaS)

Converged Infrastructure (CIaaS)

Storage (STaaS)

Co-Managed

Foundation

Subscription

Control

Cisco Powered Hybrid Cloud (HC2)

Client/Partner Managed

Consumption

Technology and Services

24/7 Service Operations

Hitachi Managed

Managed

Managed Services

Consumption Billing

EverFlex Offering Engagement

Hitachi Vantara

Optional Foundation Level Professional Services

Foundation

In addition to leveraging our extensive range of professional services for design, implementation, optimization, and migration, we would like to highlight two key services to maximize your EverFlex offering:

1. **EverFlex Control Advanced Enablement**: This comprehensive transformation program evaluates your heterogenous environment and seamlessly integrates EverFlex Control to optimize your operations. Our expertise ensures a smooth knowledge transfer to your team.

2. **Operational Residence Services**: Hitachi Global Services tackles talent shortages and skill gaps by providing technology experts, either on-site or remotely, to enhance your IT staff and support the day-to-day operations of the EverFlex offering.

Hitachi EverFlex Managed Services

Managed

Whether you prefer hands-on with Consumption and Foundation, or hands-free, EverFlex has you covered. For hands-free, simply leverage our managed services:

1. Instead of maintaining a full-time staff and keeping them updated on skills and technology, you can opt for a managed service agreement with Hitachi. This shifts your business to cloud-like, consumption-based pricing that includes day-to-day operations, administration, and management of your IT infrastructure for data center investments.

2. Hitachi takes responsibility for IT services and equipment, backed by contractual SLAs and pay-per-use pricing. With handpicked experts, EverFlex Control using AI-driven management tools, industry best practices, and economies of scale from a large enterprise like **Hitachi to deliver the best outcomes with consistent SLAs**.

New Hitachi EverFlex | Infrastructure as a Service Portfolio

EverFlex is a portfolio of as-a-service and consumption-based offers
for workload transformation and hybrid cloud operations

EverFlex Control

- **Self Service Portal**
- **Heterogeneous Observability & Orchestration**
- **Intelligent Alert Management**
- **Automation and Self-Healing**
- **AIOps**
- **Provisioning**
- **Quote-to-Billing Lifecycle**

EverFlex Infrastructure Solutions

- VMware to K8s
- Advanced Observability
- SAP
- Oracle
- AI/ML Workloads
- Hybrid Cloud
- Private Cloud
- RAG/Training

Professional Services
Blueprints
Orchestration Workflows
Automations Workflows
Project Resources and Mgt

EverFlex Service Catalog

- IaaS with Cisco (HC2)
- Block Storage (STaaS)
- File Storage (STaaS)
- Object Storage (STaaS)
- FinOps
- Data Protection (DPaaS)
- SAN Networking (SNaaS)
- DevSecOps
- Bare Metal (BMaaS)
- Containers (CaaS)
- Virtual Machine (VMaaS)
- Converged Infra (CIaaS)
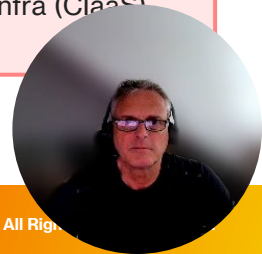
EverFlex | Service Based Business Outcomes

Enhance experience with improved service performance	**Maximize operational efficiency and cost reduction; improve service levels**	**Faster time to market, ability to plan ahead, improved agility, maintain security and control**

90%
Reduction in manual report creation globally

42%
Reduction in Incidents affecting User Population

27%
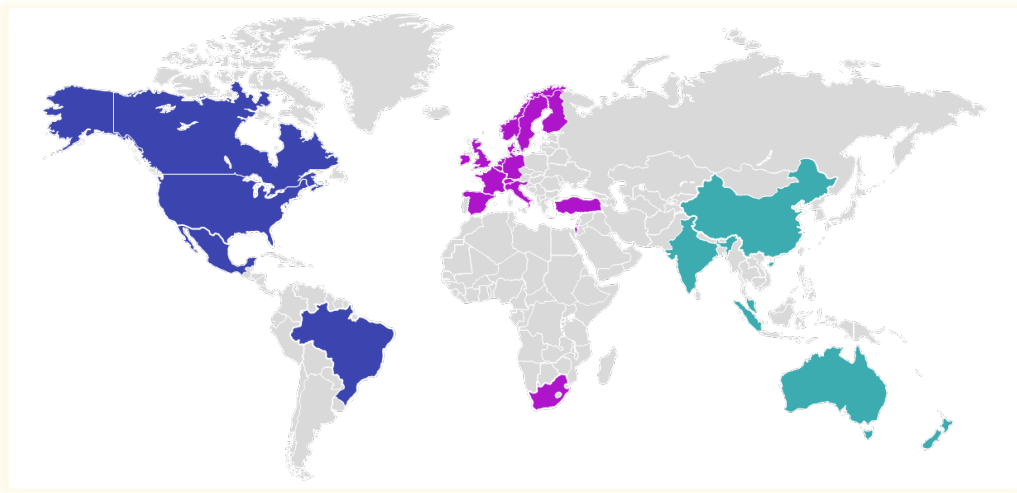Average service request reduction per account

35%
Reduction in baseline operating costs

EverFlex Track Record

Secure your account for five years and benefit from today's unbeatable price!

$500M+

Bookings (FY20 >FY23)

Avg. deal size: **$3.5M**

Deal size: **$200K>$40M**

120+ customers across all channels & verticals

Hitachi Vantara

EverFlex | Coverage and Contacts

AMER
US, Canada, Mexico, Brazil

EMEA
Denmark, Norway, Finland, Netherlands, Sweden, Germany, Switzerland, Turkey, Austria, France, Spain, Belgium, Italy, Israel, UK&I, South Africa

APAC
Australia, New Zealand, China, Hong Kong, Singapore, India, Malaysia

AMER		EMEA		APAC	
Commercial Lead	Matt Gelinas	Commercial Lead	Dale Caple	Commercial Lead	Chris Kessikidis
Services Sales Lead	Mike Wiatrak	Services Sales Lead	Thomas Jonsson	Services Sales Lead	Rajesh Prabhakaran
Service Desk	AMER SD	Service Desk	EMEA SD	Service Desk	APAC SD

GLOBAL	Dale Caple, Head of Commercial & Financial Solutions	Darin Meyer, Director Global Service Desk

Key take aways

Enhance your sales expertise and master the art of positioning and **selling as-a-service consumption models.**

Get acquainted with the resources available in **SalesHive** to **understand EverFlex** and how to position offerings to prospects.

Accelerate deals for Block, File and Object Storage as a Service by utilizing the **Guru Quick estimator**.

Connect with local **Commercial and Services team**, as they offer access to a **specialized and experienced team** to develop and refine fit for purpose EverFlex offerings.

Sales Collateral in SalesHive

✓ **EverFlex Landing Page**

✓ **SalesHive EverFlex wins**

✓ **GURU Quick Estimator**

✓ **Hitachi EverFlex with Cisco powered Hybrid Cloud**

Hitachi Vantara

Lock in your account for five years with EverFlex's unbeatable pricing!

Hitachi Vantara