

Sales Playbook Backup to Object Storage

January 2020

For customers that are looking to reduce or eliminate the use of tape for long-term retention of backup data, and gain greater use from their backup data, supporting several backup software solutions using the S3 protocol.



Use this Sales Play with customers who want to:

- Speed access to backup data, supporting tighter recovery time objectives (RTOs).
- Gain complete visibility and control over all backup data for compliance or analytics reasons.
- Achieve data integrity and higher levels of durability and availability compared to tape or backup appliance solutions.
- Customers looking for a fully or partially managed data protection solution that matches costs with business usage.

Typical customers:

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Vertical Industries:

- Large enterprises struggling with all aspects of compound data growth rates, such as:
 - The costs of storage and data management.
 - Tighter requirements for data availability and recoverability.
 - Long-term retention and access for data governance and compliance.



Storage and Backup Administrator Buyer

Aims to protect and recover data within pre-defined service-level agreements (SLAs). Often struggles to meet backup and recovery SLAs when physical tape is involved.

Focus on integration of the storage software solutions for local and remote replication. Highlight availability and durability of the Hitachi solution compared to backup appliances or tape solutions.

VP/Director of Infrastructure Decision Maker

Must minimize time and money spent protecting data in support of business needs, as well as balance shrinking IT budgets and head count against pressure to deliver business capabilities quickly and affordably.

Always present strongly in the education and selection phase. Highlight white papers, case studies, and analyst reports in the discovery phase and speak to vendor subject-matter experts (SMEs).

Compliance/Security Officers Influencer

Aims to increase governance for data availability, data visibility and control.

Reinforce the risk of having personal data in many backup copies, especially on tape. Make sure they see the demo of context-aware recovery of (personal) data from backup copies.



Why Change

Research shows that nearly 90% of all data has been created in the last two years and unstructured data is growing exponentially. It's creating major backup and business continuity challenges for many organizations.

High on-premise and cloud backup storage costs, the inability to use backup data for secondary use cases like data analytics, and increased risks of non-compliance with data protection regulations are common issues.

Many organizations facing these risks are taking a fresh look at their infrastructure. Legacy technologies and processes negatively impact data accessibility and traceability. They also increase operating costs.

Typical challenges include availability risks caused by tape-based backup solutions; vendor lock-in and operational complexity; high costs of scaling backup operations in the cloud; slow, complex data discovery leading to compliance risks; and negative impacts of secondary data use cases on production systems.

Why Now

Look at the facts about the challenges of using tape-based technologies or blob storage:

- 75% of organizations have experienced a tape failure in the last year.
- Non-compliance with data protection regulations can result in fines of up to 4% of global revenues.
- For most enterprises, data protection and backup costs average \$1.3M per petabyte. With data growing 50+% year on year, costs will become unsustainable.

Many IT and data teams are under significant stress. With no way to back up data in the available time window, or to restore data within the required RTOs, many teams are simply hoping that backups won't be needed— a risky assumption.

With the inability to provide strategic support to the business, concerns about compliance, unsustainable manual backup workloads and the inability to justify high backup costs, it is time for a new way.

Why Us

Forward-looking enterprises are replacing tape and blob storage solutions with object storage. Storing data in its native format means it can be stored cost effectively and reliably, but can also be enriched, searched and used for regulatory compliance and data analytics.

Hitachi Vantara is helping organizations to lower backup costs, speed RTOs and unlock the value of their data for analytics and more [REDACTED]

This is based on a private cloud [REDACTED]

[REDACTED]

[REDACTED]



Predictable



Reduce business and project delivery risk by leveraging a solution with a long and successful track record in the growing object storage and archive space.



Shorter sales cycles through simplified deliverables based on integrated offerings.



Gain customer confidence using Hitachi, recognized as a leader in the object storage market by IDC for three consecutive years.

Profitable



Create repeatable approach in delivering high service levels in data protection for critical apps with customer return on investment (ROI) easing the procurement cycle and justification.



Increase attach rate to existing sales with tangible benefits that increase your strategic value and customer retention.



Exploit open architecture with



Build advanced services opportunities that are built upon a foundational technology that can support and be offered as data protection-as-a-service (DPaaS)

Pioneering



Capitalize on AI Operations



Open new revenue streams while solving your customer's evolving business challenges in application retirement, IT modernization, compliance, data governance, and cloud with an integrated portfolio



Make your customer's data actionable by helping your customers understand where their critical data resides and leveraging meta-data tagging; you can help them turn data into an asset instead of a liability.

** Roadmap item*

What to Sell (Solution Framework)



C
A
P
E
X

O
P
E
X

What to Sell (Reference Architecture – One Hitachi)



What to Sell (Reference Architecture – Technology partners)



Where we have done this before



Transport

Situation

The customer was struggling to meet strict regulations that required them to complete backups within specified backup windows for two state governments in Australia. Hitachi proposed a private cloud solution based on Hitachi Content Platform and implemented as backup as a service (BaaS).

Business Outcome (as a result of this solution)

The customer delivered a ROI in less than a year, cut total cost of ownership (TCO) by 50% over three years, simplified management, and reduced off-site costs.



Telco

Situation

This long-time EMC customer was struggling with rising demand for capacity, leading to declining service quality for business users, lengthy backup windows, and increased management costs. We proposed an end-to-end solution based on hybrid flash arrays for storage; HDID and HDPS for backup jobs; and HCP.

Disruptive Insight

Though our initial discussion with the customer focused largely on storage, we were able to piece together the company's broader challenges and desired targets. Together, we examined the risks and costs associated with continuing their current backup approach. From there, we transitioned a benefit analysis of thinking beyond just storage.



Financial Services

Situation

The customer was experiencing the disadvantages of physical tape, such as failed restores, manual interventions to take cartridges offsite, and complex tape device management. This was no longer sustainable with new business initiatives using structured and unstructured data workloads.

We offered a full backup solution based on Veritas NetBackup software, Hitachi VSP G storage for the short-term retention of backup data, and HCP for long-term retention.

Business Outcome (as a result of this solution)

- Highly scalable single platform to store petabytes of data.
- Automated offsite data movement for disaster recovery.
- Automated retention engine management and capacity reclamation

Supporting Your Buyer's Journey



SALES ENABLEMENT ASSETS – Learning and enablement assets to help you prepare your customer conversations

Use to prepare your customer conversations			
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CUSTOMER-FACING ASSETS – Collateral and tools to engage and activate customers through the buying process

Discover	<ul style="list-style-type: none"> • Blog • Video • Customer presentation • Infographic 		
Consider	<ul style="list-style-type: none"> • Solution Profile • Customer presentation • Demo video 		
Decide	<ul style="list-style-type: none"> • White Paper 		

Additional Support

Partners

Contact your Hitachi Vantara Partner Manager.

Partner Connect

Hitachi Vantara

Questions & Feedback

NOTE: The resources listed as Hitachi Vantara Internal and Partner include the same content. They are located in different places for ease of access.