



HITACHI

LATAM Partner Summit FY26

Built to Grow. Powered by Data.

The background of the slide is a vibrant tropical beach scene. In the foreground, the ocean waves are breaking, creating a rainbow-like spectrum of colors from purple to yellow. The sky is filled with soft, colorful clouds in shades of pink, orange, and yellow, suggesting a sunset or sunrise. Palm trees are visible in the upper right corner, and the overall atmosphere is serene and modern.

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Insight Discovery Analytics (IDA)

Helping partners turn discovery into evidence-based modernization

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Customers need to modernize, but visibility is often incomplete

IDA helps partners start with facts before discussing technology.

Hidden inefficiencies, underutilized capacity and operational risk accumulate unnoticed in complex environments.

- Refresh and modernization decisions can be driven by assumptions instead of operational evidence.
- Customers struggle to connect infrastructure health, utilization and cost into a single business case.
- Partners need a credible way to expose risk and build urgency without turning the first meeting into a product pitch.



IDA turns customer data into the evidence behind your next opportunity.

WHAT IDA IS

Focused data analysis for mission-critical environments

Real operational data is translated into actionable insights.

IDA analyzes infrastructure data across storage, SAN networking, compute, virtualized and file environments — then benchmarks the findings against real-world deployments.



Visibility

A consolidated view of assets, flows, health and utilization.



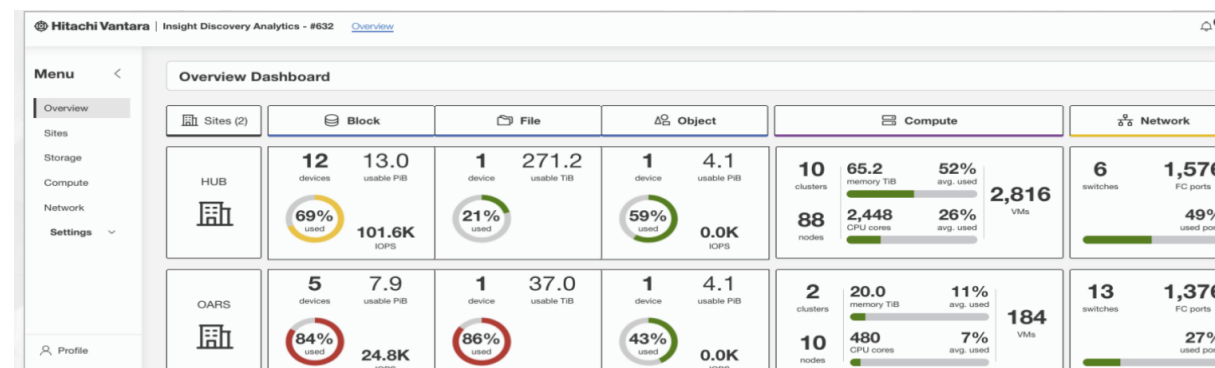
Benchmarking

Findings compared to proven frameworks and observed environments.



Actionable insights

Recommendations that support risk reduction, optimization and modernization.



Start with discovery. Move with confidence.

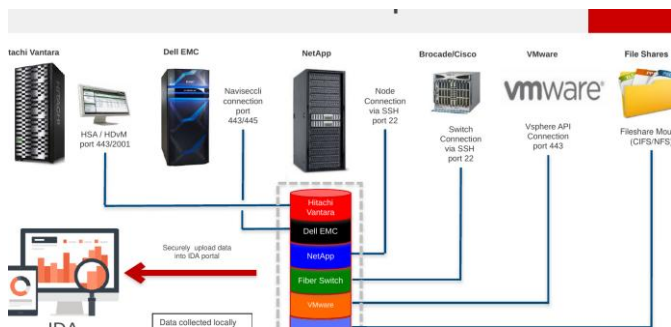
HOW IT WORKS

Gather → Visualize → Collaborate

A simple motion that creates value before the proposal.

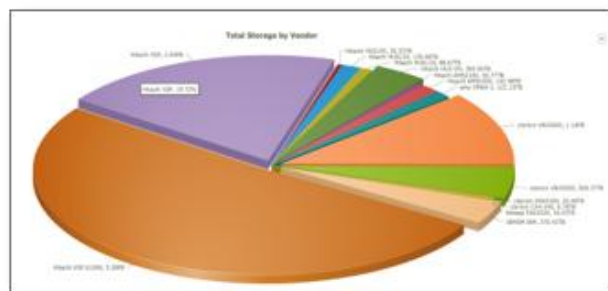
1 Gather

Collect performance, capacity, configuration and health data over customizable timeframes. IDA operates agentlessly with read-only access.



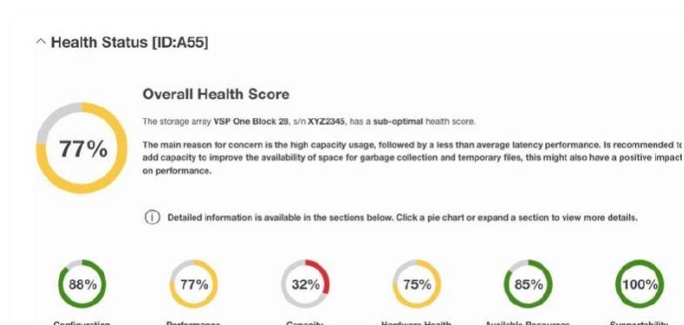
2 Visualize

Interactive dashboards expose utilization patterns, performance bottlenecks and emerging risks across the infrastructure stack.



3 Collaborate

Hitachi experts and partners review findings with the customer and convert insights into next-step actions.



IDA connects technical data to business decisions

The analysis spans risk, utilization, performance, economics and workload context.



Risk & Health

Identify existing and potential impacts to IT service resilience.



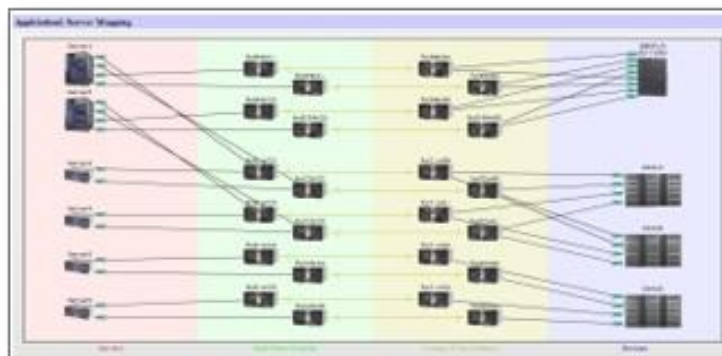
Utilization

Reveal over- and under-used infrastructure to optimize capacity.



Performance

Expose bottlenecks across arrays, SAN and virtual environments.



Data Mapping

Visualize how data flows across multiple infrastructure layers.



Virtual Overlay

Correlate VMware and workload metrics with underlying infrastructure.



Financial / TCO

Translate utilization and risk into investment and modernization planning.

From “what do we sell?” to “what does the customer need to fix, optimize or transform?”

Designed to reduce friction and address objections early

Make it easy for customers to say yes to discovery.

Metadata only

No data files are accessed during infrastructure data discovery.

Read-only access

The collection requires no more than read-only permissions.

Agentless approach

No host agents are required; data is collected natively.

Low overhead

Little to no impact during collection; target overhead is below 5%.

90-day retention

Collected data is retained for analysis and then destroyed.

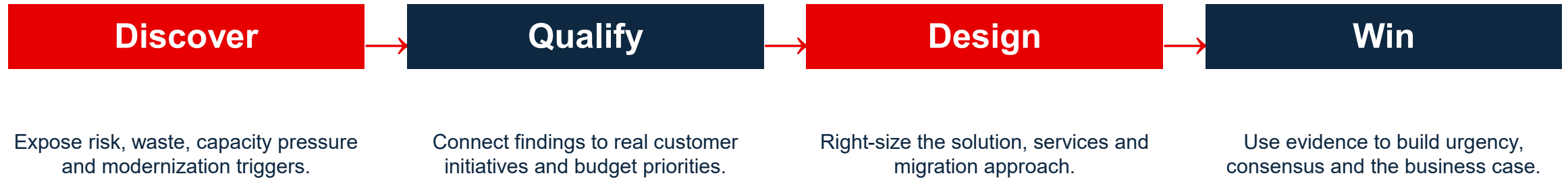
Guided process

Requirements are shared in advance and collection engineers assist the customer.

Typical customer effort: about two hours with an administrator for qualified engagements.

IDA makes the sales motion more credible

It does not replace partner selling; it strengthens it with customer evidence.



Ideal triggers for IDA

- Refresh or EOSL risk
- Consolidation or migration
- Cyber resilience or compliance
- Capacity, performance or cost pressure
- EverFlex or consumption-model sizing

Partner outcome

Better account mapping, stronger differentiation, more qualified pipeline and a clearer path to the next proposal.

EXPECTED OUTCOMES

What success looks like

The result is not another report — it is a better decision.

1,000+

real-world deployments used for benchmarking

2+ EB

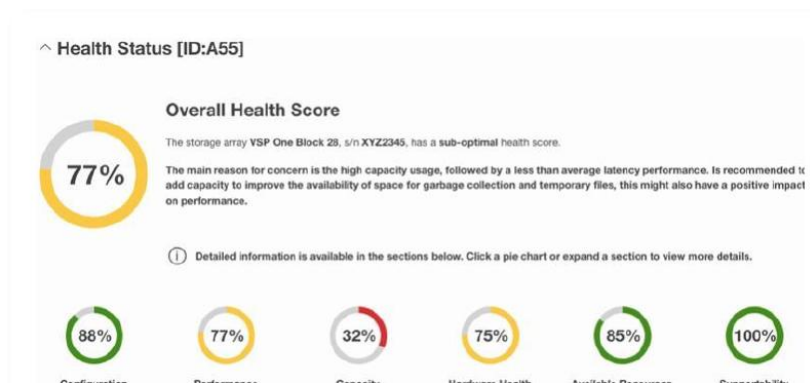
infrastructure analyzed across environments

\$900M+

transformations influenced

15+

years of IT analytics experience



Customer value

- Reduce cost and avoid waste
- Mitigate operational risk
- Prioritize modernization decisions

Partner value

- Create urgency with facts
- Qualify higher-quality projects
- Differentiate beyond price

Evidence first. Proposal second. Better decisions throughout the journey.

Use IDA when the next step needs evidence

The best time for discovery is before the architecture, price and consumption model are finalized.

For your next strategic account:

1

Identify candidate accounts

Look for modernization, refresh, migration, resilience, performance or cost pressure.

2

Engage Hitachi early

Bring the account team and presales team into the discovery discussion.

3

Qualify and request IDA

Open or track the opportunity and follow the Partner Portal / SFDC process.

4

Convert findings into a proposal

Use evidence to shape the architecture, services, migration and commercial model.

IDA creates the evidence. EverFlex can turn that evidence into a flexible consumption model.

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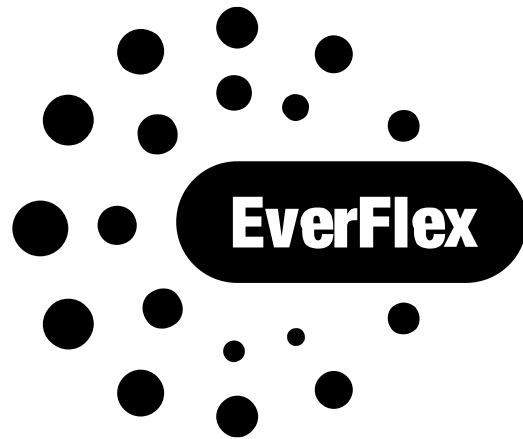
Hitachi Everflex

Delivering Business Outcomes

Italo Cocentino
Hybrid Cloud Sales Leader



Introducing the Hitachi EverFlex Advantage



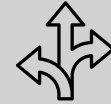
**Flexible Capacity Portfolio with
Hybrid Cloud Activation &
Management**



VSP One Experience

Mission Critical Commitments

A data plane with rich
functionality, guaranteed.



Flexible Pay for Use

Align costs to budgets

Customers pay for what they need.



Compute and AI Modernization

Confident AI Enablement

Compute Simplicity and AI Data Activation.



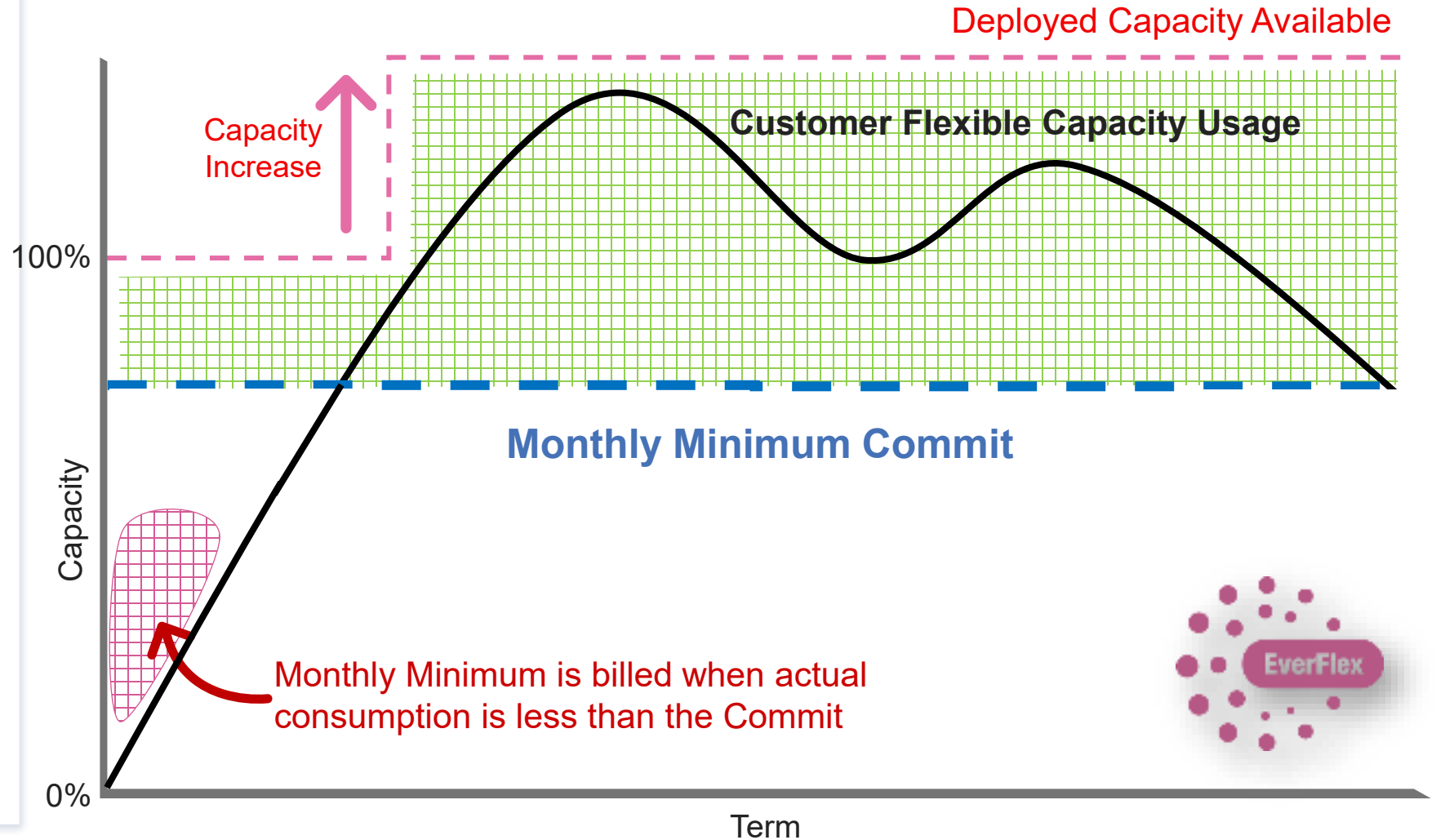
Self-Managed to Fully Managed

We manage our services to SLAs

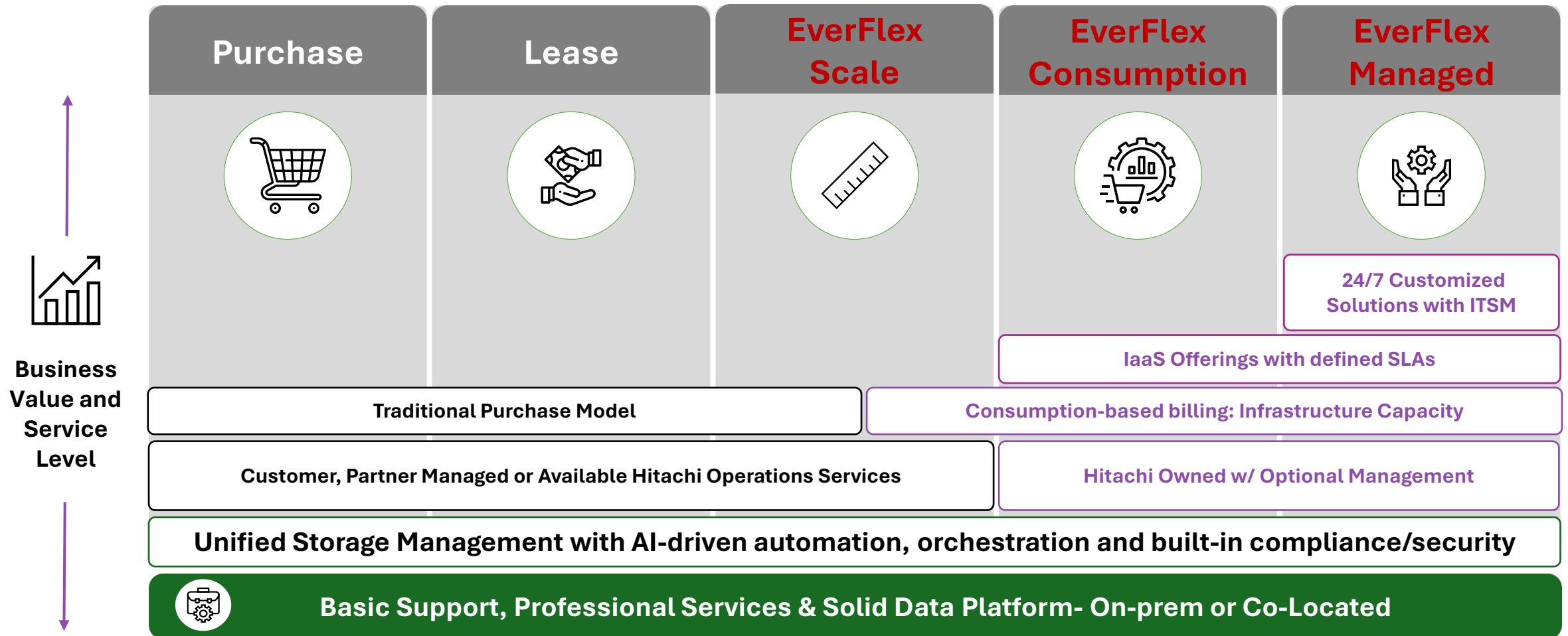
Shaped to needs – whether customer
managed or by Hitachi.

Hitachi EverFlex Contracts

- **Customer Capacity Plan** drives EverFlex
- **Deployed Capacity** agreed as part of the technical design
- **Monthly Minimum** agreed as part of the financial business case
- **Flexible Capacity** only billed when used above the monthly minimum payment
- Capacity increases during the term based on measured usage
- **Units of Measure** (Nodes, licenses, vCPU, RAM, GB, Ports, GPU)
- SLA and penalties listed
- **Flexible Payments Terms**



Flexible Payment Options for Hitachi Vantara



VSP 360 and Hybrid Observability Services



Hitachi EverFlex | Customer Outcomes

40%



TCO Reduction



Large Sportswear Manufacturer

IaaS

- Pay-as-you-go IaaS for storage, compute and back-up
- Transformed, migrated and managed by Hitachi Vantara

30%



Cost savings in storage and backup globally



Global Wealth Management Firm

STaaS & DPaaS

- Full operational services for storage and backup estate
- Fully transformed to target state Hitachi and with EverFlex

5x



Time to provision improvement



Information Technology Company

Hybrid Cloud IaaS

- Pay-as-you go Hybrid Cloud IaaS solution providing end to end digital transformation for UK utilities provider
- Full automation results in a 5x improvement in time to provision workloads

42%



Outsourcing cost reduction without increase of IT staff



Payment & Business Technology Provider

Managed IaaS

- Cloud computing, backups and patching, modern cloud security, 24/7 monitoring and support

1 Trillion



Records migrated, enriched, and indexed to Hitachi Archive

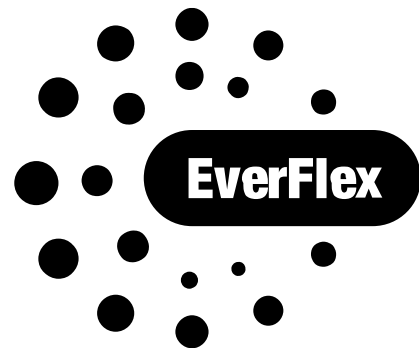


Global Investment Bank

STaaS

- Transformed 100s of legacy systems globally
- MIFID & GDPR Compliant solution
- Delivered as-a-service with pay per use

Hitachi EverFlex | Service Level Agreements



(SLAs)



Availability



Performance



Cyber Resiliency



Backup and
Recovery



Storage Recovery



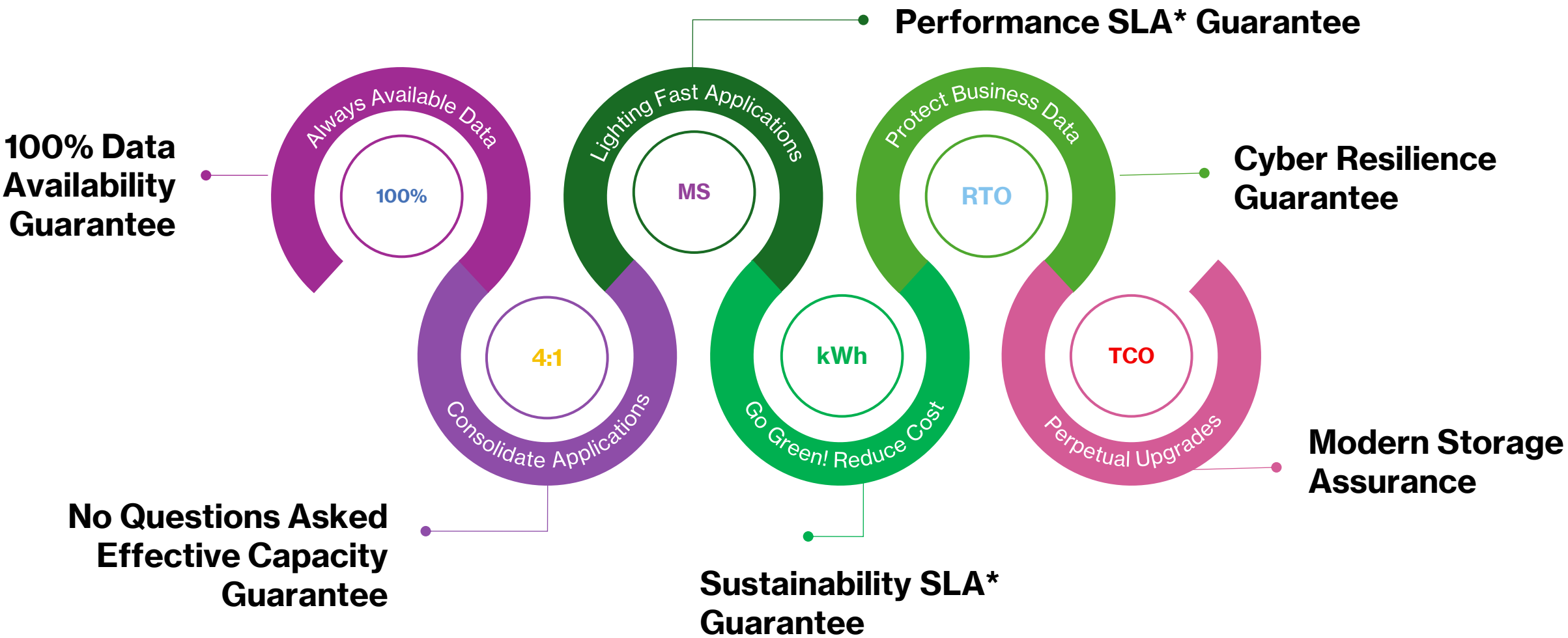
Energy Efficiency

ITIL Operations

Productivity

Asset Management

VSP One Data Guarantees



*SLAs Delivered as part of EverFlex Managed Consumption

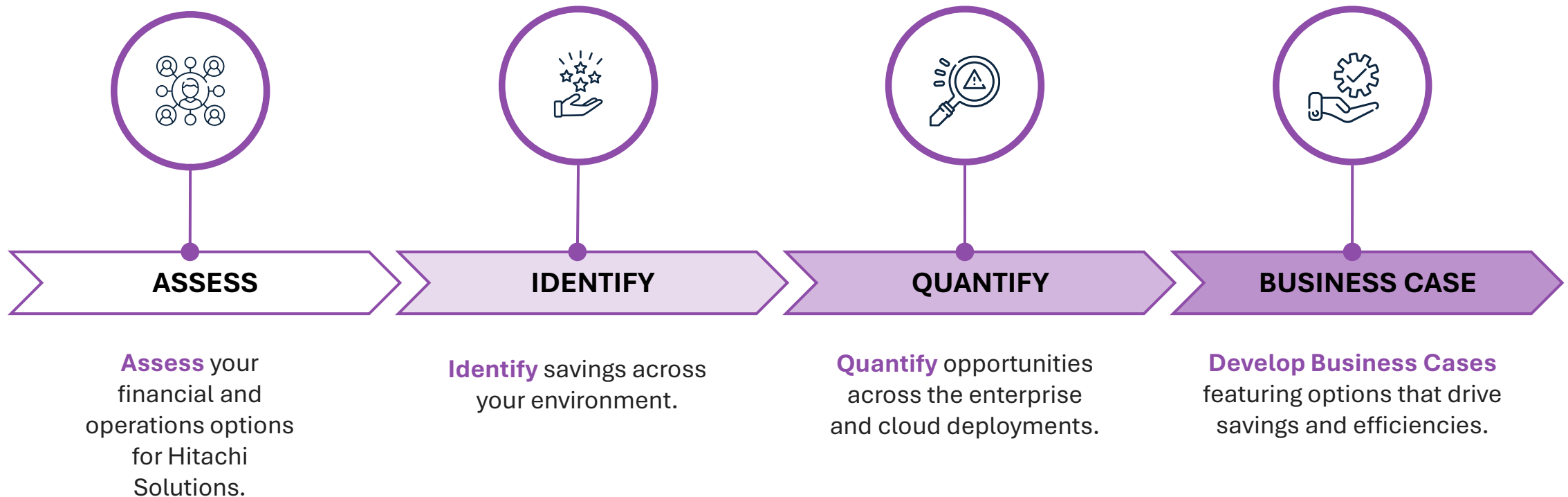
Hitachi EverFlex | Service Catalog

Domain	Purpose	Key Products / Building Blocks	Typical Use Cases
 Storage Services (STaaS)	On-premises block, file, object as well as software defined storage (SDS)	VSP One (block/file/object), HCP - Hitachi Content Platform (object)	Databases, structured & unstructured data, application data, archival/object, multi-vendor observability
 Compute as a Service (CaaS)	Elastic compute for bare metal, VMs, containers with integrated networking	Supermicro Compute, Cisco UCS Compute, Cisco Nexus/MDS networking, Brocade SAN	VM farms, container platforms, hybrid cloud
 Data Protection (DPaaS)	Managed backup, DR and cyber-resilient protection with defined RPO/RTO	Hitachi Data Protection Suite + Commvault/Veeam; immutable copies	Operational recovery, compliance, ransomware recovery
 Ransomware Recovery Services	Detect, protect and rapidly recover from attacks with immutable data copies	Immutable snapshots; HCP; automated recovery playbooks, Cybersense	Critical app recovery, air-gapped protection
 AI Data Hub as a Service	AI-ready lakehouse with data virtualization and governed access	VSP One Block, Object, Cisco UCS, NVIDIA GPUs & Networking; Hitachi IQ Series, Zetaris Data Hub	Virtual Data Warehouse, Streaming Analytics, Data Governance, AI/ML Enablement

Next Steps

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Talk with our Hitachi EverFlex Experts



Gracias!
Obrigado!
Thank you!



Thank you