




## VSP One Guarantees and Assurances


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# VSP One Assurances & Guarantees

## Value Proposition

VSP One solutions are backed by assurances and guarantees across the entire data plane that optimize block, file, and object storage for enterprise and cloud workloads.

**Modern Storage Assurance** keeps your VSP One solution productive longer. The **100% Data Availability Guarantee** continuously provides databases, applications, and users access to the data they need to remain productive. The **Effective Capacity Guarantee** reduces storage requirements without slowing performance.

## With VSP One Guarantees and Assurances You Can...

<b>Keep infrastructure productive longer.</b>	<b>Modern Storage Assurance</b> adds next-generation controllers to VSP One without data migrations, protecting investment by delivering additional years of optimized storage.
<b>Continuous access to data. Guaranteed.</b>	The <b>100% Data Availability Guarantee</b> offers legendary dependability and is one reason 85% of Fortune 100 companies trust VSP One as their enterprise and cloud storage solution.
<b>Increase capacity without slowing performance.</b>	The <b>Effective Capacity Guarantee</b> ensures VSP One's smart data reduction profiles workloads with artificial intelligence and machine learning (AI & ML) to increase effective capacity.

## Key Benefits

### Complete Your Solution

Complement storage infrastructure with matching guarantees designed to help you overcome more business challenges.

### Optimize Business Operations

End business disruptions triggered by unreliable infrastructure, data migrations, and storage upgrades.

### Lower Total Cost of Ownership

Experience immediate savings by increasing effective capacity and long-term savings by extending service lifecycles.

### Enable Greater Sustainability

Minimize the ecological footprint of your enterprise and cloud infrastructure with the industry's best power consumption.

## Competitive Differentiators

<b>Part of the VSP One portfolio.</b>	<ul style="list-style-type: none"><li>• Complement VSP One solutions with assurance &amp; guarantees.</li><li>• Experience even more benefits of VSP One solutions.</li><li>• Improve return on investment and total cost of ownership.</li></ul>
<b>Future-proof your VSP One solutions.</b>	<ul style="list-style-type: none"><li>• Integrate next-generation technology without data migrations.</li><li>• Preserve investments by adding, not replacing, components.</li><li>• Continue using your existing components as long as possible.</li></ul>
<b>Support block, file, and object workloads.</b>	<ul style="list-style-type: none"><li>• Consistent capabilities across your entire data plane.</li><li>• Optimize everything, from legacy databases to cloud apps.</li><li>• Leverage benefits of SVOS data and Ops Center control planes.</li></ul>
<b>Support on-premises and cloud storage.</b>	<ul style="list-style-type: none"><li>• Enhance VSP One solutions wherever they are deployed.</li><li>• Refresh on-premises storage without data migrations.</li><li>• Increase cloud storage capacity without adding infrastructure.</li></ul>
<b>Hitachi is trusted by global leaders.</b>	<ul style="list-style-type: none"><li>• 8 out of 10 top banks use Hitachi Vantara.</li><li>• 10 out of 10 top telcos trust Hitachi Vantara.</li><li>• 76% of Fortune 100 trust Hitachi storage.</li></ul>

# VSP One Assurances & Guarantees

Target Environments - Where to Sell?	Use Cases & Workloads	CSPs & VARs, Why Partner with Hitachi?
<ul style="list-style-type: none"> <li>Offer with all supported VSP One systems and products.</li> </ul>	<ul style="list-style-type: none"> <li>Same as supported VSP One systems and products.</li> </ul>	<ul style="list-style-type: none"> <li>One vendor for infrastructure and application data management.</li> <li>Hitachi VSP is an enterprise primary storage and data management leader (Gartner).</li> <li>Delivering bulletproof storage with High RAS (reliability, availability, serviceability) ratings (Gartner).</li> <li>Hitachi is the market leader in storage virtualization.</li> <li>VSP multi-tenancy enables MSPs to quickly build and offer new custom data services for their customers.</li> </ul>
Pain Points - What to Listen for?	Qualifying Questions	Closing Questions to Next Step Engagement
<p><b>Modern Storage Assurance</b></p> <ul style="list-style-type: none"> <li>Existing storage infrastructure is nearing the end of support and customer is facing costly forklift upgrades.</li> <li>Required data migrations are preventing needed or wanted infrastructure technology refreshes.</li> </ul> <p><b>100% Data Availability Guarantee</b></p> <ul style="list-style-type: none"> <li>Recent operational downtime caused by losing access to data must be prevented in the future.</li> <li>Meeting service level objectives (SLOs) is complicated by mixed storage infrastructure offering different availability.</li> </ul> <p><b>Effective Capacity Guarantee</b></p> <ul style="list-style-type: none"> <li>Unexpected data growth is consuming storage at faster rate than planned.</li> <li>Challenged with timely delivery of new data capacity requested by business users.</li> </ul>	<p><b>Modern Storage Assurance</b></p> <ul style="list-style-type: none"> <li>Can you refresh your storage technology without wastefully replacing previously purchased infrastructure?</li> <li>How much disruption will your business experience when your current storage infrastructure reaches its end of life?</li> </ul> <p><b>100% Data Availability Guarantee</b></p> <ul style="list-style-type: none"> <li>Have you ever experienced data availability (i.e., four or five 9s) promised by your storage infrastructure vendors?</li> <li>What will happen the next time your databases, applications, or users lose access to the data they need to be productive?</li> </ul> <p><b>Effective Capacity Guarantee</b></p> <ul style="list-style-type: none"> <li>Are tired of the hassles your current storage vendors put you through before telling you what effective capacity to expect?</li> <li>How will you respond to requests for more storage capacity without the ability to deploy more infrastructure?</li> </ul>	<p><b>Modern Storage Assurance</b></p> <ul style="list-style-type: none"> <li>What if you could choose when to refresh technology, and knew it would happen without data migrations?</li> </ul> <p><b>100% Data Availability Guarantee</b></p> <ul style="list-style-type: none"> <li>What if you could offer – and guarantee – a 100% SLA for data availability to your customers and users?</li> </ul> <p><b>Effective Capacity Guarantee</b></p> <ul style="list-style-type: none"> <li>What if you could know – and guarantee – the capacity your storage offered for database, application, and user data?</li> </ul>
Key Feature and Architecture Differentiators		
<ul style="list-style-type: none"> <li>The same VSP One assurances and guarantees are available for block, file, and object storage running on-premises, in public clouds, and across hybrid clouds.</li> <li><b>Modern Storage Assurance</b> uniquely offers 100% investment protection (e.g., it adds next-generation controllers rather than replaces existing ones).</li> <li><b>100% Data Availability Guarantee</b> is the longest running program of its kind (e.g., customers have benefited from it for more than 20 years).</li> <li><b>Effective Capacity Guarantee</b> is the easiest program of its kind (e.g., it requires no pre-assessments and multiplies raw capacity to 4x more effective capacity).</li> </ul>		