HITACHI iQ // Sales Quick Reference

Value Proposition

Hitachi iQ is an industry-optimized AI solution suite for organizations investing in AI/ML workloads.

Deliver fully integrated solutions that enable organizations to leverage AI technology no matter where your data resides.

With Hitachi iQ, gain intelligent, scalable, and adaptable GenAI solutions and services that outpace conventional approaches. Unlike basic integration methods, Hitachi iQ elevates outcomes by integrating industry-specific capabilities into the AI solution stack, ensuring more precise and pertinent business results.

Only Hitachi has the in-depth industrial expertise across Energy, Transportation, and more to utilize GenAI to accelerate digital transformation, enhance the customer experience, and improve people's lives.

Competitive Differentiators

New AI Discovery Service	• Hitachi Vantara AI Discovery Services are designed to help customers identify the most valuable AI use cases, assess their level of data and infrastructure readiness, and create a strategic roadmap for successful AI implementation and ROI.
The Highest Performing AI Solution	• BasePOD Certified Reference Architecture exceeding NVIDIA BasePOD test requirements by 5x read and 3x write performance. • Surpassed Dell PowerScale performance by 4x read and 2x write performance with nearly 50% of the infrastructure.
Object Storage Integration	• Improved economics through combined use of flash-based storage system and NLSAS object storage across a single namespace. • Tightly integrated scale-out Object tier.
NVIDIA Partnership	• Hitachi Vantara is preferred partner and a part of OEM, Solution Advisor and Solution Integration partner programs. Hitachi Vantara also holds competencies of Compute, Network, DGX, HGX and AI.
Industry Expertise	• Hitachi has 110 years of IT and OT domain expertise in industries such as rail, energy, manufacturing, and Hitachi is a leader in technology.

Key Differentiators	• Beyond the accelerated performance, low latency, and extreme IOPs making it the standout solution for GenAI workloads, Hitachi iQ:
	  • Provides a unified platform for data management and AI integration.
	  • Delivers extreme flexibility and scalability compared to the competition.
	  • Seamlessly integrates with various cloud environments to support the customer's hybrid and multi-cloud strategies.

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With Hitachi Customers Can

Identify Top Use Cases and & Projects
- New AI Discovery Service for Hitachi iQ helps with opportunity analysis, use case selection, and planning to determine the right AI pipelines and workloads to drive business growth with fast time-to-value. It provides a prioritized AI use cases roadmap, and AI concept documentation with a POC plan.

Deploy Industry Leading AI-Ready Solutions
- Hitachi iQ solutions are fully validated Hitachi Vantara and NVIDIA certified solutions that includes tightly integrated components, NVIDIA AI Enterprise software and the latest performance capabilities available to deliver fastest time to insight.

Manage Data Intelligently
- Identify, classify, transform, move, consolidate, and prepare data to get the most value out of AI/ML initiatives.

Create Industry Specific AI Solutions
- Hitachi iQ goes beyond basic integration and testing by layering industry specific capabilities on top of the AI solution stack, so outcomes can be more specific and relevant to an organization's business.

Target Environments - Where to Sell?	Use Cases & Workloads	CSPs, GSIs, & VARs - Why Partner with Hitachi?

• Corporate/Enterprise Machine Learning, Deep Learning and High-performance compute clusters.
• Research Centers for
  • National Labs/University Research Labs
  • Government
  • Oil & Gas
  • Life Science & Big Pharma
  • FinTech
• Tier 2 Cloud Providers
	The possibility of AI and Generative AI in the market is endless. Whether customers are just getting started or are far along their AI journey, these general-purpose use cases automate business processes and operations and deliver tailored customer experiences.
	• Customer Service Voice Assistant
	• LLM Recommender System
	• Coding and Development Copilot
	• Automated Document Processing and Analysis
	• Financial Reporting & Accounting
	• Edge Inference
	• Graphics Rendering
		• For DGX enabled partners, sell NVIDIA BasePOD certified solutions with Hitachi Content Software for File, realize 20X improvement in GPU utilization and performance.
		• For partners who are not DGX certified, Hitachi iQ with NVIDIA HGX™ is available through Hitachi Vantara.
		• Resell Hitachi AI Discovery Service to support customers looking for help in getting started with their AI journey.
		• Faster integration of AI capabilities through pre-built AI-ready infrastructure solutions, engineered for horizontal capabilities & vertical alignment.

Target Personas & Responsibilities	Discovery Questions	Pain Points - What to Listen For?

Leverage your warm contacts to identify the target personas you need to access.
 	
Infrastructure Operations (IT Admin, IT Managers, Director of IT)
• Operational complexity and technology integration
• Balancing resource allocation for varying AI workloads.
• Infrastructure silos that support fractured AI pipeline processes.
 	
Data Scientist / Researcher
• Use case identification, validation, and scoping.
• Develop data models, algorithms, and programs.
• Data visualization – development of dashboards and KPIs.
• Analyze and interpret complex data sets.
• Collaborating with other teams to deploy models into production.
 	
LOB owners (Sr. Dir or VP of IT, CIO, GM, etc.)
• Own and manage P&L for a specific line of business
• Evaluate innovation and technology investments in terms of expected return to their P&L .
• Evaluate costs/risks of adopting AI into their business vs. risk of not adopting and falling behind.
• Identify business needs and maintain the current business while readying the business for future market and technology inflections.
	Infrastructure Operations
	• How much growth and change are you seeing in your analytics and AI requirements?
	• How are you balancing the increasing security challenges of ransomware?
	• Is your current infrastructure able to push the GPU at or close to its performance limits?
	• Is your AI (Data Science) team fully utilizing their analytics compute clusters' power?
	
	Data Science Teams
	• Is your AI team spending more time managing storage and infrastructure versus creating insights?
	• Would you like to cut your cycle time in half - or double your parameters - without impacting performance?
	• How mature is your model management and deployment process?
	
	LOB Owners
	• Objectives and Challenges
	  • What are your top business objectives for the next 1-3 years?
	  • What barriers do you foresee in achieving those goals?
	  • How do you currently measure success for your group?
	• Innovation and AI Readiness
	  • What role does innovation play in your AI strategy when selecting a solution?
	  • Have you already implemented an AI solution in your business? Has it met expectations?
		AI Readiness
		• Several analyst reports, surveys and studies have found that many executives feel unprepared for immediate AI adoption. More specifically, they struggle with the initial steps, particularly in discovering high-impact projects and ensuring they align with strategic business goals.
		
		Infrastructure Operations
		• Operational complexity and technology integration of fully operational AI workload environments
		• Balancing resource allocation for varying AI workloads.
		• Infrastructure siloes that fracture AI pipeline processes
		• Balancing performance with scalability.
		
		Data Science Team
		• Training takes too long
		• The right data isn't available, spend too much time finding/managing data.
		• Handling large, diverse and highly distributed datasets.
		• Difficult to connect AI to business value.
		
		LOB Owners
		• We are potentially going over budget due to the expansion required to meet performance expectations.
		• My team is investing too much time re-configuring the clusters
		• We aren't achieving our preliminary goals as quickly as we had projected.

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Key Features and Architecture Differentiators

- **Engineering Validated Design** - built to ensure Hitachi quality throughout the solution by providing uptime, performance, and scale required to meet the demands of these next generation requirements.
- **Architecture Flexibility** - to support both customers that want and partners who sell DGX, or Hitachi iQ with NVIDIA HGX as an alternative to the DGX offering, additional options are coming soon.
- **Independently Scale Capacity and Compute -** to meet specific workload requirements, avoid overspending and to ensure a right-sized solution for your AI projects.
- **High-Performance Parallel Filesystem** - Accelerated filesystem to match the mixed AI workload, Modern consumption improving AI workloads (GPUDirect, POSIX, S3) Latest generation platform to support the highest concentrated workloads Native data offloading capabilities to support better economics at scale.
- **Scale-out Object Storage Tier** - Object storage density to provide best storage economics at density, Erasure coding protection designed for large scale volumes of data, Data reduction & compression for ultimate capacity efficiency.

Call To Action

- **Engage With Your Overlay** - Utilize Hitachi Vantara AI Incubation sales specialists to engage in conversations with your customers.
- **Use The Hitachi Vantara AI Discovery Service** - Create a path to success with the roadmap and upsell to a POC.
- **Lay the Foundation -** Utilize the rest of the portfolio to lay the foundation for a successful data plan.
- **Get Educated** - Use Partner Connect, SalesHive, attend Pre-Sales Club, and exploit the education from NVIDIA.

Contact the Incubation Sales Team

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