Value Proposition

VSP One delivers comprehensive assurance through robust service level agreements and guaranteed outcomes, enhancing efficiency for enterprise operations and cloud-based workflows.

With VSP One Guarantees and Assurances You Can:

Keep infrastructure productive longer.	**Modern Storage Assurance** adds next-generation controllers to VSP One without data migrations, protecting investment by delivering additional years of optimized storage.
Continuous access to data. Guaranteed.	The **100% Data Availability Guarantee** offers legendary dependability and is one reason 86% of Global Fortune 100 companies trust VSP One.
Increase capacity without slowing performance.	The **Effective Capacity Guarantee** ensures VSP One's smart data reduction profiles workloads with AI and ML to increase effective capacity.
Harden data infrastructure against cyber threats.	The **Cyber Resilience Guarantee** provides ransomware data protection, 99.99% corruption detection, and rapid recovery at scale – minimizing downtime and data loss.
Performance customers can rely on.	The **Performance SLA Guarantee** ensures performance levels will be met for high value workloads like AI, banking, and OLTP.
Ensure power efficiency.	The **Sustainability SLA Guarantee** delivers power consumption monitoring and a guaranteed maximum consumption target.

Competitive Differentiators

Part of the VSP One portfolio.	• Complement VSP One solutions with assurance & guarantees. • Experience even more benefits of VSP One solutions. • Improve return on investment and total cost of ownership.
Future-proof your VSP One solutions.	• Integrate next-generation technology without data migrations. • Preserve investments by adding, not replacing, components. • Continue using your existing components as long as possible.
Support block, file, and object workloads.	• Consistent capabilities across the entire data plane. • Optimize everything, from legacy databases to cloud apps. • Leverage benefits of SVOS data and Ops Center control planes.
Support on-premises and cloud storage.	• Enhance VSP One solutions wherever they are deployed. • Refresh on-premises storage without data migrations. • Increase cloud storage capacity without adding infrastructure.
Predictable resilience, business continuity.	• Minimize data loss with production data recovery, not backup. • Avoid reinfection risk with clean data recovery post-attack. • Faster RTO with 30-second recovery per snapshot, not hours.
Hitachi is trusted by global leaders.	• 9 out of 10 top banks trust Hitachi Vantara. • 10 out of 10 top telcos trust Hitachi Vantara. • 86% of the Fortune 100 trust Hitachi storage.

Key Benefits

Complete Your Solution	**Ensure Business Continuity**	**Lower Total Cost of Ownership**	**Enable Greater Sustainability**
Complement storage infrastructure with SLAs and guarantees designed to help you overcome more business	End business disruptions triggered by cyberattacks, unreliable infrastructure, data migrations, and	Experience immediate savings by increasing effective capacity and long-term savings by extending	Minimize the ecological footprint of your enterprise and cloud infrastructure with the industry's best

Target Environments - Where to Sell?

VSP One Block, File and Object
- 100% Data Availability Guarantee
- Effective Capacity Guarantee
- Modern Storage Assurance

VSP One Block and VSP 5200 and 5600 platforms
- Cyber Resilience Guarantee

VSP One Block
- Performance SLA Guarantee
- Sustainability SLA Guarantee

Use Cases & Workloads

VSP One Use Cases:
- Mission Critical Business Applications
- Hybrid Cloud
- Application Data Consolidation

CSPs & VARs, Why Partner with Hitachi?

- One vendor for infrastructure and application data management.
- Hitachi VSP is an enterprise primary storage and data management leader (Gartner).
- Delivering bulletproof storage with High RAS (reliability, availability, serviceability) ratings (Gartner).
- 5-star ransomware protection rating (GigaOm) and 99.99% accurate ransomware data corruption detection (ESG).

Pain Points - What to Listen for?

Modern Storage Assurance
- Required data migrations are preventing needed or wanted infrastructure technology refreshes.

100% Data Availability Guarantee
- Recent operational downtime caused by losing access to data must be prevented in the future.

Effective Capacity Guarantee
- Unexpected data growth is consuming storage at faster rate than planned.

Cyber Resilience Guarantee
- Recent downtime, data loss, or data exfiltration due to a ransomware attack.

Performance SLA Guarantee
- Inability to deliver on performance service level agreements.

Sustainability SLA Guarantee
- Difficulty planning for power consumption requirements and costs.

Qualifying Questions

Modern Storage Assurance
- Can you refresh your storage technology without wastefully replacing previously purchased infrastructure?

100% Data Availability Guarantee
- What will happen the next time your databases, applications, or users lose access to the data they need to be productive?

Effective Capacity Guarantee
- How will you respond to requests for more storage capacity without the ability to deploy more infrastructure?

Cyber Resilience Guarantee
- How confident are you in being able to remain operational during or after a cyberattack? And how quickly?

Performance SLA Guarantee
- What is your contingency plan when your block storage platform fails to meet its performance targets?

Sustainability SLA Guarantee
- What measures do you have in place to verify that your block storage systems are operating within their power efficiency thresholds?

Closing Questions to Next Step Engagement

Modern Storage Assurance
- What if you could choose when to refresh technology, and knew it would happen without data migrations?

100% Data Availability Guarantee
- What if you could offer – and guarantee – a 100% SLA for data availability to your customers and users?

Effective Capacity Guarantee
- What if you could know – and guarantee – the capacity your storage offered for database, application, and user data?

Cyber Resilience Guarantee
- What if you could have confidence today that your business would stay operational and avoid major data loss after a ransomware attack?

Performance SLA Guarantee
- What if you had the ability to consistently meet your storage performance SLAs with guarantees that protect your business?

Sustainability SLA Guarantee
- What if you could reliably manage your storage power consumption, eliminating budget surprises and meeting sustainability targets?

Key Feature and Architecture Differentiators

- **Modern Storage Assurance** uniquely offers 100% investment protection (e.g., it adds next-generation controllers rather than replaces existing ones).
- **100% Data Availability Guarantee** is the longest running program of its kind (e.g., customers have benefited from it for more than 20 years).
- **4:1 No Questions Asked Effective Capacity Guarantee** is the easiest program of its kind (e.g., it requires no pre-assessments and multiplies raw capacity to 4x more effective capacity).
- **Cyber Resilience Guarantee** uniquely offers guaranteed clean production data recovery in as little as 30 seconds per snapshot – mitigating data loss and avoiding environment reinfection risk.