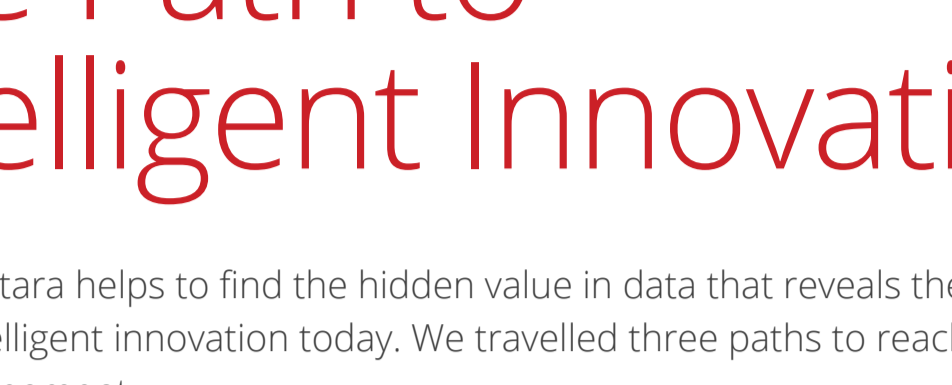


# Hitachi Vantara

THE NEWEST DATA COMPANY WITH MORE THAN 100 YEARS OF EXPERIENCE

## Who Drives the Data for Data-Driven Decisions? You Do.

At Hitachi Vantara, data is your story. We help decision makers build new revenue streams, create better customer experiences, and lower business costs. Hitachi Vantara is analytics, industrial expertise and technology rolled into one great solution provider. The world is changing the way we work and we are changing the way the world works.



## The Path to Intelligent Innovation

Hitachi Vantara helps to find the hidden value in data that reveals the path to intelligent innovation today. We travelled three paths to reach this single moment.

PATH 1

PATH 2

PATH 3

### Path 1 Disrupted by Data

Just as the steady drip of water creates awe-inspiring canyons, the surge of data creates new businesses and opens vast new markets. Hitachi Vantara helps businesses manage their data to realize outcomes that matter. When every company becomes a technology company, IT is how the world works.

#### PATH DETAILS

### Path 1 Details

Hitachi Vantara exists to help enterprises create and derive value from their data. It is based on millennia of data evolution and is building the foundation of future expansion and advancements in data science.



- 18,000 BCE:** The Ishango Bone was used in what is now Uganda to store information with carved notches.
- 1663:** John Graunt ran the first recorded experiment in statistical data analysis – on the bubonic plague.
- 1928:** Fritz Pfleumer invented a method of storing information magnetically.
- 1964:** New Statesman magazine wrote about difficulties in managing the increase of information.
- 1991:** Tim Berners-Lee announced on Usenet the birth of what would become the internet. Soon, old and new businesses began scrambling to gather and understand growing volumes of data to find competitive advantage.
- 2016:** Gartner, Inc. forecasts that 8.4 billion connected things will be in use worldwide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020.
- 2017:** Hitachi announced at NEXT 2017 the birth of Hitachi Vantara, formed from the advances by Hitachi Data Systems, Hitachi Insight Group and Pentaho.

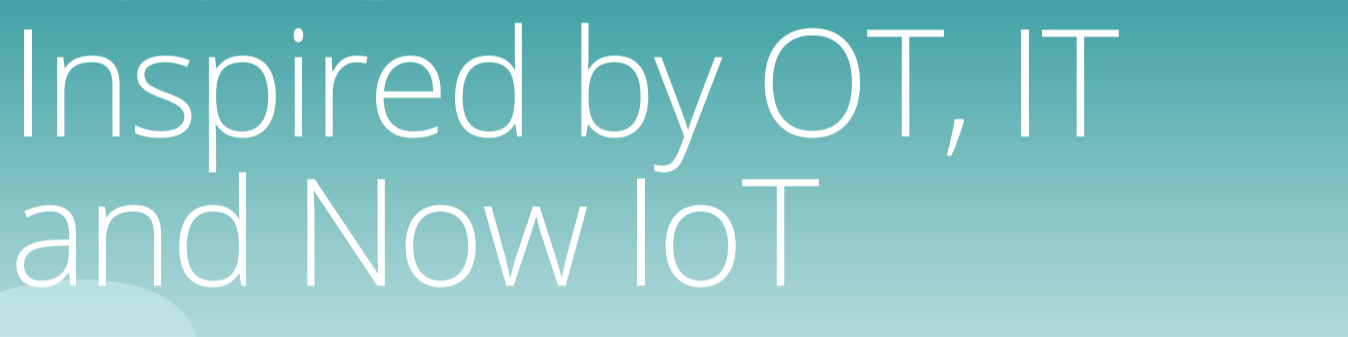
### Path 2 More Than 100 Years of Revolution

We've been revolutionizing industries and the world for a century. No other company has our trusted track-record in IT and deep experience in OT. Now we are applying our unique skills to the internet of things (IoT).

#### PATH DETAILS

### Path 2 Details

Since 1910, Hitachi has been applying innovation and experience across industries and around the world.



- 1910:** Hitachi's first product was a five-horsepower motor.
- 1940s:** Hitachi began to build construction machinery.
- 1950s:** Hitachi entered the information technology industry.
- 1980s:** Hitachi developed the fastest supercomputer in the world.
- 1990s:** Hitachi advanced security systems.
- 2000s:** Hitachi established its water treatment solutions.
- 2010s:** Hitachi introduced cutting-edge artificial intelligence technology.
- 2010s:** Hitachi formed Hitachi Vantara to focus its efforts in IT, OT and IoT.

### Path 3 Inspired by OT, IT and Now IoT

With so many decades helping companies be more competitive, first with operational technology and then information technology, Hitachi immediately saw the power in the internet of things, already the next revolution in how business and the world work.

#### PATH DETAILS

### Path 3 Details

Hitachi Vantara offers the latest in a steady progression of introducing or adopting the best technologies in the world, applying decades of experience and expertise. Over time there have been many instrumental steps forward in Hitachi's own path to intelligent innovation:



- 1950s:** Began manufacture of water turbines.
- 1959:** Introduced its first electronic computer.
- 1980s:** Designed open MRI systems.
- 1989:** Launched Hitachi Data Systems as a mainframe company.
- 1999:** Expanded into its storage business.
- 2007:** Acquired Archivas (now Hitachi Content Platform) for content mobility.
- 2015:** Acquired Pentaho, oXya and Pantascene as foundation for video intelligence, analytics and big data.
- 2017:** Launched Hitachi Vantara with new Lumada, Hitachi's IoT platform, to drive IoT services from core to edge.



## Now Hitachi Vantara Looks Ahead

We bring Hitachi's technology, IP and expertise together to deliver data-driven solutions that help our customers improve their customers' experiences, generate new revenue streams and lower business costs. We are data management, analytics and industrial expertise rolled into one solution provider.

#### DETAILS AHEAD

### Hitachi Vantara Looks Ahead

- Disruption has arrived, and with disruption comes the stark reality that enterprises around the world must transform – now.**
- Hitachi has mastered an adaptable co-creation process that delivers data-driven solutions, regardless of business challenge complexity – at the speed modern industry requires.**
- With business, human and machine data, we combine experience in managing data in IT with our knowledge of industry in OT to drive meaningful outcomes. We know data better than anyone.**
- In transportation, telecom, manufacturing and more, our solutions help businesses succeed through data insight.**
- Hitachi Data Systems, Hitachi Insight Group and Pentaho collaborated for years to accomplish the same vision: creating data-driven solutions that lead industries forward.**

**LUMADA**  
We have a unique approach to IoT with our Lumada platform, a highly flexible and composable platform that gives you simplified management and greater utilization of your business and industrial assets.

**Hitachi Vantara**  
We offer our you a robust portfolio of solutions to manage, store, govern, blend, analyze, and visualize data to uncover insights and then take useful action.

## The Best Stories Have Compelling Details. So Does Ours.

Hitachi Vantara has a simple, powerful story about why we are the data management partner to help you transform your business.

See more about Hitachi Vantara and all that we do to change the world at [HitachiVantara.com](http://HitachiVantara.com).

#### OUR STORY

## Hitachi Vantara

Data is your greatest asset, if you know how to use it. The key to new revenue streams, better customer experiences, and lower business costs is there in your data, waiting to be discovered. It reveals your path to innovation and new ways for you and the world to work. Hitachi Vantara elevates your innovation advantage by merging operational and informational experience to offer you a data partner with unprecedented range and depth in data management. We are analytics, industrial expertise, technology and outcomes rolled into one great solution provider.

**We listen. We understand. We work with you.**

Let's Change the Way the World Works.