HITACHI VIRTUAL STORAGE PLATFORM ALL-FLASH CONFIGURATION SPC-1™ BENCHMARK PERFORMANCE DEMONSTRATES CONTINUED ENTERPRISE STORAGE LEADERSHIP

Delivers Increased Productivity, Greater Efficiencies, and Reduced Price-Performance Ratio for Customers

SANTA CLARA, Calif.—July 30, 2013—Hitachi Data Systems Corporation, a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), today announced that its award-winning Hitachi Virtual Storage Platform (VSP) all-flash configuration achieved the highest Storage Performance Council (SPC-1™) result for an external enterprise storage system. Built specifically for the most demanding enterprise-class workloads, Hitachi VSP all-flash configuration allows organizations to maximize the return on their investments in flash technology while accelerating application performance, maximizing server virtualization environments, and enabling high-speed private cloud deployments. The achievement represents yet another milestone in the HDS flash strategy and builds on the company’s leadership in the space, further demonstrated by the recent release of Hitachi Accelerated Flash for the entry enterprise market with the Hitachi Unified Storage VM (HUS VM) all-flash system.

With an astounding 602,019.47 SPC IOPS™ in the SPC-1 result and as much as a 65% decrease in cost per SPC-1 IOPS from hard-drive-based systems, Hitachi VSP with flash acceleration and Hitachi Accelerated Flash storage bring customers the best performance available from an enterprise storage system – delivering the fastest response times at a better price-performance ratio than competitive systems. Under the SPC-1 methodology, the scalability of Hitachi VSP all-flash configuration was 33% higher than the IBM® DS8870 with more than 3 times better performance per dollar. The Hitachi VSP architecture demonstrated the scalability of true enterprise storage with response times between 7 and 18 times lower with varying loads than the midrange HP 3PAR StoreServ 10000 system.

“The SPC-1 result announced today further demonstrates our commitment to provide industry-leading flash-based technologies, as well as the superiority of the Hitachi VSP architecture and our system flash optimization engineering,” said Asim Zaheer, senior vice president, worldwide marketing, Hitachi Data Systems. “More and more, customers are asking for application and server virtualization acceleration with less disruption to their environment and less risk. With Hitachi VSP, we can start customers down the path toward a private cloud with confidence, unified management and performance to spare.”

Customer Benefits

Greater Productivity: Sustain significantly more business transactions, up to 223%, compared to Hitachi VSP with all 15K rpm SAS hard disk drives (HDD).1

Increased Efficiency and Application Performance: Up to 88% reduction in application response times compared to Hitachi VSP with all-HDD1, allowing support for more users and applications.

Lower Environmental Cost: Up to 98% reduction in drive footprint compared to Hitachi VSP with all-HDD1.

Lower Price-Performance Ratio: As much as 65% lower price-performance ratio compared to Hitachi VSP with all-HDD1.

About Hitachi Virtual Storage Platform

The first 3-D scaling storage platform designed for all data types, Hitachi VSP is the only enterprise storage architecture that flexibly adapts for performance, capacity and multivendor storage. When combined with Hitachi Command Suite management software, it transforms data centers across the globe by making it easy and effective for companies to manage data – all while reducing storage costs.

1On November 1, 2011, Hitachi Virtual Storage Platform achieved a total of 269,506.69 SPC-1 IOPS™ at $8.18 per SPC-1 IOPS™ with an average response time on all application storage units (ASUs) at 100% load of 5.85 milliseconds using 1,152 15K RPM disk drives.

2On October 3, 2012, IBM System Storage DS8870 achieved a total of 451,082.27 SPC-1 IOPS™ at $10.81 per SPC-1 IOPS™.

3On October 17, 2011, HP P10000 3PAR V800 Storage System achieved a total of 450,212.66 SPC-1 IOPS™ with an average response time on all application storage units (ASUs) at 100% load of 13.67 milliseconds.
Web Resources

SPC-1 results: Hitachi VSP; IBM System Storage DS® 8870 and HP P10000 3PAR V800 Storage System

Read what Hu Yoshida has to say about the results
Learn more about Hitachi VSP
Learn more about the HDS strategy for flash integration
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About SPC
The SPC is a non-profit corporation founded to define, standardize and promote storage system benchmarks and to disseminate objective, verifiable performance data to the computer industry and its customers. SPC membership is open to all companies, academic institutions and individuals. The SPC created the first industry-standard performance benchmark in 2001, targeted at the needs and concerns of the storage industry and its goal is to serve as a catalyst for performance improvement in storage. For a complete list of SPC-1 and SPC-2 Results, visit http://www.storageperformance.org/home

About Hitachi Data Systems
Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA), and demonstrable business impact. With approximately 6,000 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products, services and solutions are trusted by the world's leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at www.HDS.com.

About Hitachi, Ltd.
Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company's consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen ($96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company's website at http://www.hitachi.com.

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