

# CONTENT MOBILITY

## 5 STEPS TO KEEPING YOUR DATA SAFE WITH A CONTENT MOBILITY SOLUTION

Data security is getting more complicated. Compliance is touching more and more data. Too much data is stored solely on user devices. You need data in the right place at the right time, with the visibility and control to ensure that it's handled appropriately. This roadmap will help you choose the right content mobility solution to get there now.

IN 2014, THERE ARE 2 BILLION SMARTPHONES GLOBALLY.

—FORRESTER<sup>1</sup>

## READY? GO!

Your path to secure content mobility starts here.

These 5 steps will help you eliminate information silos that handle different regulations, applications and data types.

Cut through the noise with an integrated solution that can seamlessly address your needs.

### STEP 1

#### UNDERSTAND THE RULES AND REGULATIONS

##### INSIGHT:



Health records, financial information, customer data and transactions are highly regulated.

Understanding the nuances regulating your data is essential for compliance.

##### ACTION



In addition to HIPAA and the HITECH Act that govern the privacy and portability of personal health information, you may need to comply with Payment Card Industry (PCI) and other regulations, or risk stiff penalties.

#### ASSESS YOUR DATA TYPES AND USAGE

##### INSIGHT:

Identify existing data types (file, block and object data) and their usage as a first step to aligning mobility strategies with your business goals.



To optimize costs across a mobile enterprise and improve IT efficiencies, data should be placed according to its business value to ensure that the right data is in the right place at the right time.



##### ACTION

### STEP 3

#### EMPLOY AN INTEGRATED SOLUTION

##### INSIGHT:



A single, integrated content mobility solution for all workloads provides the services your users and lines of business want, the control and visibility your business needs, and greater agility to accelerate time to value.

##### ACTION

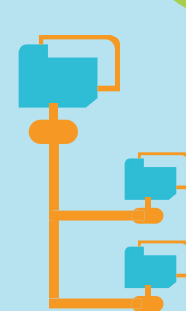


Select a solution with all components—hybrid cloud object store, enterprise file sync and share, as well as a cloud filer gateway—built by a single vendor. No partnerships, OEMs or acquisitions. This means all the pieces of the solution are designed, tested and supported together.

#### CREATE A COMMON DATA REPOSITORY

##### INSIGHT:

A common data repository creates a content catalog so you know where all your data resides and how it is being used.



Choose a solution that eliminates data silos to simplify management, increase efficiency and enable the alignment of mobility strategies and business objectives.



##### ACTION

### STEP 5

#### ENSURE DATA VISIBILITY AND CONTROL

##### INSIGHT:



The solution must handle data in compliance with regulations and be able to easily perform searches or wipe data from a lost or stolen device.

##### ACTION



Use a seamlessly integrated solution, such as the Hitachi Content Platform portfolio, to enable full visibility over all activities and processes, as well as control over data storage, management, encryption and end-user activities.

BY 2017, HALF OF EMPLOYERS WILL REQUIRE EMPLOYEES TO USE THEIR OWN MOBILE DEVICES FOR WORK.

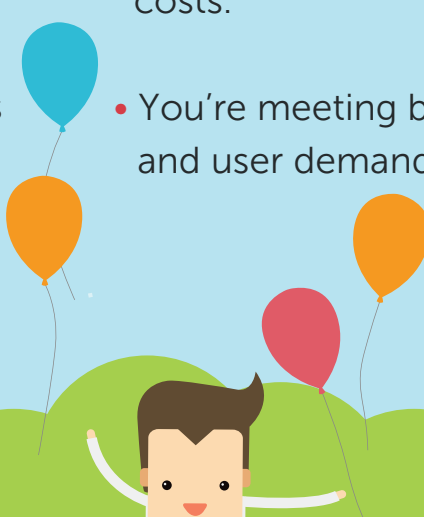
—GARTNER<sup>2</sup>

## FINISH

### WINNER'S CIRCLE!

By using Hitachi Content Platform, you've eliminated information silos so you can have all your data in the right place at the right time.

- You've gained visibility and control to ensure compliance.
- You've streamlined operations, eliminated silos and optimized costs.
- You've increased agility to adapt to inevitable changes in regulations.
- You're meeting business unit and user demands.
- You've improved security.



## THE POWER OF A TIGHTLY INTEGRATED PORTFOLIO FROM A SINGLE VENDOR

Hitachi Data Systems is the only vendor today that can bring together a content mobility solution that keeps you in control of your data and your destiny as you evolve to embrace the cloud.