



# Hitachi Data Systems

## HighJump Data Collection Advantage Helps Leading Technology Supplier Reposition Its Business

### Company Profile—Hitachi Data Systems

Hitachi Data Systems (HDS) is a leading supplier of storage hardware, software, solutions and services. As a wholly owned subsidiary of Hitachi, Ltd. (NYSE: HIT), Japan's largest electronics company, HDS is committed to providing the technological infrastructure for the world's most information-intensive corporations. With 2,600 employees, Hitachi Data Systems does business in the public and private sectors in 170 countries on six continents, including the rapidly emerging economies in Southeast Asia and Eastern Europe. Its customers include more than 50 percent of Fortune 100 companies, and all of the major Storage Service Providers (SSPs).

### Challenge

Historically, Hitachi competed with IBM in the server hardware marketplace—a low-volume, big-ticket business. But changes in this market prompted Hitachi to focus its efforts on storage area network (SAN) hardware and software solutions—a high-volume, smaller-ticket business.

The repositioning of Hitachi Data Systems' business from server hardware to storage area network technology led to a huge increase in business activity. With this activity has come an exponential increase in the volume of data that needs to be collected and managed. Hitachi quickly determined that a robust automated data collection (ADC) system was desperately needed. "Under our old business model, which entailed a small number of high-dollar transactions, we could get away with throwing people at issues," said Alan Burks, Director of Order Management. "But we simply can't get away with that anymore." And with commitments by Sun Microsystems and Hewlett-Packard to sell its SAN solutions, Hitachi anticipates no slowdown in its quest to increase market share.

### Solution

Hitachi Data Systems implemented HighJump Data Collection Advantage for Oracle® from HighJump Software to facilitate the repositioning of its \$2 billion per year SAN business. Hitachi's selection of HighJump Software was based primarily on the

company's adaptable solutions, which fit the ever-changing business needs of its customers—as opposed to forcing customers to fit a prepackaged solution.

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When interviewing vendors for its new ADC system, the selection committee at Hitachi placed two criteria at the top of its priority list: 1) an adaptable solution that could be inexpensively modified as business needs change, and 2) an experienced vendor who could build the system to Hitachi’s specific business requirements—without the use of expensive custom code. HighJump Data Collection Advantage satisfied both of these requirements.

“With our previous data collection system it was almost impossible to fix something that was broken or upgrade something when we needed to, because we were dealing with custom software,” said Burks. “But the way you can set up and tailor Data Collection Advantage from HighJump is a huge benefit. If something in our ADC system is not looking or acting like we want it to, 10 minutes later it is—and we make the changes on our own.” Burks also pointed out HighJump Software’s willingness to work alongside Hitachi as a reason for its selection. “At Hitachi, we’re business people, and therefore required to make the best decisions from all aspects.

What it really came down to is that HighJump was willing to go out of its way to make this thing work.” Other vendors were not given such a glowing review. “The other vendors came on too strong in their presentations, telling us how it was ‘going’ to work instead of asking us what we wanted. But HighJump Software’s collaborative philosophy reminded us of the way we do things here.”

The initial implementation of HighJump Data Collection Advantage included two of Hitachi’s major distribution centers—a 450,000-square-foot facility in Indiana and a 200,000-square-foot facility in the Netherlands—with hopes of eventually deploying the system to Hitachi’s manufacturing facilities as well.

Although Hitachi primarily utilizes hand-held and mobile data terminals from a hardware standpoint, Burks hopes to expand the system to include stationary terminals, wedges, light pens and other productivity-enhancing devices in the near future. “As we continue to change the layout of our warehouses, we plan on trying some different things. But no matter what we choose to do, the idea of working with one group of people [HighJump Software] for everything really appeals to us.” Burks admits that at the height of the implementation process Hitachi threw HighJump “a pretty big curveball,” but acknowledges that HighJump handled it without a hitch. “The initial project plan was to bolt HighJump Data Collection Advantage to Oracle 11i. But halfway down the road we changed the requirements and asked if we could bolt their software to a previous version of our ERP system.”

When asked how HighJump Software handled the change in direction, Burks had nothing but positive things to say about the company’s performance. “When you’re implementing a new system, you always expect to work through some bugs, do some general tweaking and experience a pretty good-sized headache for at least a few months afterwards. But with HighJump Software, none of this happened.”



And in what Burks acknowledges as the most important benefit of all, HighJump Data Collection Advantage has allowed Hitachi Data Systems to bridge the data gap with its suppliers and focus on its primary goal—to increase storage area network revenues.

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