

Hitachi Virtual Storage Platform One Block High End

Value Proposition

The demands of mission-critical business and AI workloads are pushing data infrastructure to its limits. Legacy systems are buckling under the weight of massive data volumes and protecting mission-critical data. Enter Hitachi Virtual Storage Platform One (VSP One) Block High End — the data platform built for the AI era. As part of the platform, VSP One Block High End storage delivers blazing performance, scale and resilience in a simple, secure, sustainable way. Guaranteed. Engineered for seamless integration with next-gen controllers and upgrades, VSP One empowers you to outpace change and drive what's next.

With VSP One Block High End You Can...

Accelerate business outcomes with simplified speed and control

Accelerate critical workloads with blazing NVMe performance, up to 50 million IOPS with low latency and guaranteed 4:1 data reduction. Streamline operations via unified management, intelligent observability and mobile-enabled insights. Hitachi Virtual Storage Platform 360 (VSP 360) empowers faster decisions, flexible deployment and zero-touch setup — delivering powerful simplicity for business-critical and AI-driven environments.

Deliver resilience you can rely on

Protect digital core availability with enterprise-grade security and guaranteed data resilience. Integrated encryption, massive NVMe RAID capacity — up to 288 drives from 3.8TB to 60TB — and FIPS 140-3 certified protection ensure compliance and continuity. Recover fast and cost-effectively from threats with near-zero data loss and the industry's only Cyber Resilience Guarantee.

Scale smarter, grow sustainably

Future-proof your business with scalable, energy-efficient storage. Expand seamlessly from 4 to 12 controllers, reduce CO₂ with dynamic carbon reduction, and upgrade without disruption. Adaptive data reduction (ADR) and modern connectivity boost performance while sustainability reporting guides smarter decisions — delivering efficiency, flexibility and ROI at every stage of growth.

Key Feature and Architecture Differentiators

Unified Management Made Easy – Simplify operations with VSP 360 centralized fleet-wide management, guided workflows, and zero-touch installation. Customize environments via standards-based APIs and streamline administration with VSP One Block. Linux®-based AMC and AIOps observability deliver real-time insights, helping teams make faster, smarter decisions across encryption, replication and performance metrics.

Visibility and Control – Empower teams with VSP 360 Mobile App and Clear Sight observability. Monitor system health, energy efficiency and capacity utilization from anywhere. Get proactive alerts on errors, thresholds and vulnerabilities, plus support case updates and enterprise-wide dashboards — all backed by advanced analytics for smarter troubleshooting and performance optimization.

Competitive Differentiators

Unmatched Availability

- Achieve eight 9s availability — better than any other vendor — without stacking multiple system arrays, minimize downtime risk and ensure consistent business continuity.
- Gain 100% data availability across the VSP One Block portfolio — no data loss, no exceptions, no fine print.

Guaranteed Data Efficiency

- Only VSP One Block High End offers a 4:1 data reduction guarantee — no conditions, no questions asked — ensuring predictable CapEx and lower costs.
- Cost-effective upgrades.
- Hitachi Thin Image Advanced for snapshot efficiency.
- Real-time health status, performance and efficiency metrics.

Unified Management for Ease & Insights

- Streamline operations with VSP 360 for centralized fleet-wide data management and guided configuration workflows.
- Simplify system administration using VSP One Block administrator.
- Customize your environment with standards-based API integration for flexible, seamless management across all infrastructure elements.
- VSP 360: mobile app for easy, flexible access with Clear Sight observability for AIOps.

Exceptional NVMe Capacity, Density, Scalability

- Maximize density and minimize footprint with 60TB NVMe SSDs — delivering lower power, cooling and space requirements for growing workloads.
- Achieve 120TB usable per rack unit — better than Dell, IBM and NetApp — cutting power, cooling and footprint costs.

Smarter Data Efficiency – Boost performance and reduce footprint with Thin Image Advanced and compression innovations. Achieve up to 50% greater data reduction with FPGA-accelerated compression and adaptive data reduction. Immutable snapshots and same-pool storage enhance protection, while our 4:1 Effective Capacity Guarantee — No Questions Asked — ensures maximum efficiency and ROI.

Future-Ready Connectivity – Support evolving workloads with high-speed, energy-efficient connectivity. VSP systems are PCIe Gen 5 ready and offer 100Gb TCP, 64Gb FC, and 25Gb iSCSI for open systems. For mainframe, 32Gbit IBM FICON® with IFCES deliver unmatched performance and flexibility — ensuring your infrastructure scales with your business.

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Target Environments – Where To Sell?	Use Cases & Workloads	CSPs & VARs, Why Partner With Hitachi?
- Financial Services - Healthcare & Life Sciences - Government & Defense - Telecommunications - Manufacturing & Industrial IoT - Retail & E-Commerce - Energy & Utilities - Media & Entertainment - Education & Research	- Support high-performance OLTP and OLAP workloads for Oracle®, SAP® (ERP, CRM) and business systems with ultra-low latency and guaranteed data availability - Enable real-time data ingestion, model training and inference with scalable, high-throughput storage optimized for high-end CPU or GPU clusters and large datasets - Power large-scale VMware®, OpenStack®, or container environments with consistent performance, secure multitenancy and automated provisioning - Modernize core systems with high-speed FICON support, ensuring seamless integration with existing mainframe environments and hybrid workloads - Rapid recovery from outages or attacks with immutable snapshots, secure replication and near-zero data loss for business continuity.	- High-performance storage supports mission-critical workloads, ensuring reliability and speed for demanding enterprise environments - Scalable architecture grows with customer needs, reducing future infrastructure investments and complexity - Advanced data protection safeguards business-critical information, enhancing security and compliance - Seamless integration with existing environments accelerates deployment and reduces operational disruption - Comprehensive support services minimize downtime and strengthen customer satisfaction and retention - Flexible consumption model aligns costs with usage, boosting customer ROI and simplifying budget planning
Target Personas & Responsibilities	Qualifying Questions	Pain Points - What To Listen For?
Chief Information Officer (CIO) Focus: Oversees enterprise IT strategy, aligning technology investments with business goals and digital transformation initiatives. VP of Infrastructure & Operations Focus: Manages data center infrastructure, ensuring performance, scalability and reliability for mission-critical workloads. Director of IT Operations Focus: Leads daily IT operations, optimizing systems, ensuring uptime and managing enterprise storage environments. Chief Information Security Officer (CISO) Focus: Protects enterprise data, enforces cybersecurity policies and ensures compliance with regulatory and governance standards. Head of Data & Analytics Focus: Drives data strategy, enabling insights, AI/ML workloads and business intelligence across enterprise platforms. Storage Architect Focus: Designs hybrid cloud environments, integrating on-prem and cloud storage for scalable, efficient data management.	Performance Demands “How are your current storage systems handling high-performance workloads like AI, analytics or mission-critical databases today?” Data Reduction Strategy “Are you seeing performance impact when compressing unstructured or uncompressible data in your current storage environment?” Workload Consolidation “Do you need to consolidate open systems and mainframe workloads while scaling performance and capacity without complexity?” Connectivity Readiness “Is your infrastructure ready for next-gen connectivity like 100G TCP, 64G FC or PCIe Gen 4 or 5?” Cyber Resilience Priorities “How are you currently managing ransomware risk, clean data recovery and compliance across your hybrid cloud estate?” Targeted Sustainability Goals “Are energy efficiency, carbon reduction and sustainability reporting part of your IT infrastructure strategy?”	Performance Bottlenecks Limit Growth Pain Point: “Legacy storage systems can’t keep up with increasing data demands, causing delays in analytics, application performance issues, and limiting growth and innovation.” Complex Infrastructure Slows Operations Pain Point: “Managing siloed systems across open systems and mainframes creates inefficiencies, increasing operational overhead and delaying time-to-value for critical workloads.” Data Reduction Fails With Mixed Workloads Pain Point: “Traditional compression struggles with uncompressible data, leading to unpredictable performance and wasted capacity, especially in diverse enterprise environments.” Cyber Threats Risk Business Continuity Pain Point: “Inadequate resilience and slow recovery from ransomware or outages expose enterprises to data loss, compliance failures and reputational damage.” Scaling Storage Increases Cost and Complexity Pain Point: “Expanding storage for growing workloads often requires forklift upgrades, driving up CapEx and complicating management across hybrid environments.” Sustainability Goals Are Hard To Meet Pain Point: “High energy consumption and inefficient data reduction hinder progress toward environmental targets, increasing operational costs and carbon footprint.”
Call To Action		

- Prepare: Perform research on the company, contact, business, infrastructure, known issues, End of Service Life, Renewals, etc.
- Attract: Use related campaign marketing or sales related tools, (emails, analyst reports, customer stories) to pique customer interest
- Engage: Use Sales Quick Reference when calling, or prior to meeting customer in person.
- Qualify: Identify opportunities or use cases the customer may be interested in
- Next Steps: Close on next steps in selling motion