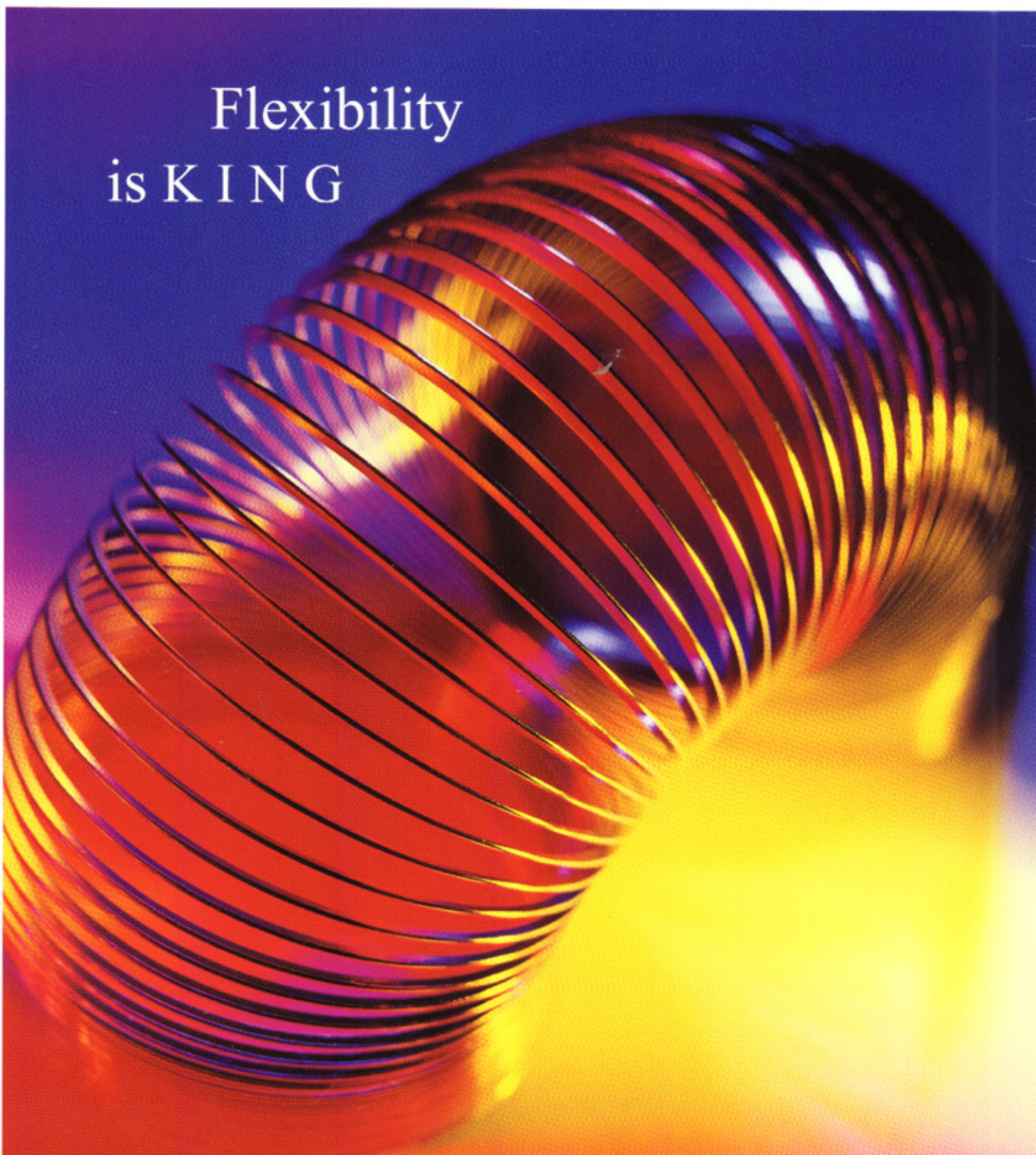




Hitachi Data Systems

HDS BUSINESS  
ALLIANCES PROGRAM

Flexibility  
is KING





## HDS—Where IT Management Becomes CHILD'S PLAY

So, you want parallel processing  
POWER. You crave industrial-  
strength decision support tools.  
You demand RUGGED data  
warehousing potential. You got it!  
Robust, tough, lasting. Hitachi  
Data Systems links with key  
software providers to forge  
FLEXIBLE IT SOLUTIONS. Our  
joint resources offer you the dynamic  
parallel processing, mission-critical  
data mining, and high-velocity data  
warehousing you need.

### User-centric decision support systems?—CHILD'S PLAY!

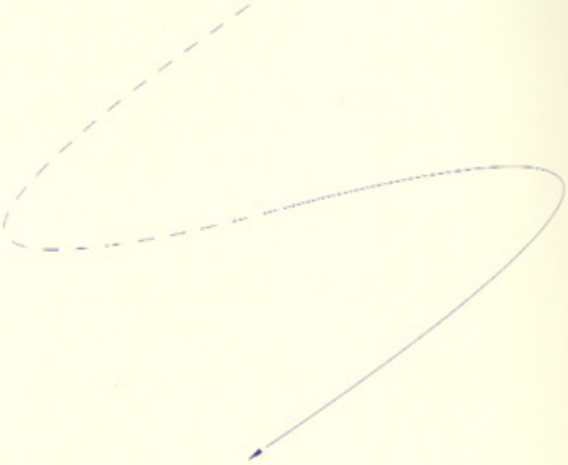
ame of make-believe. Let's imagine a system  
use, easy to learn. Let's pretend it offers con-  
interface and transparent access to corporate  
. Well, with HDS' strategic partnerships, make-  
comes reality. You can have a system that provides  
about the data in a user-friendly way. A system  
s users to produce decisions. A system that makes  
play, today, and in the new millennium.

"I need a DYNAMIC, living system that  
will continuously evolve with my business—  
and I need it now! The one I have today  
won't meet business needs five, ten, fifteen  
years from now."

### A crackerjack data warehouse that's the heart of your system?— CHILD'S PLAY!

Come on, admit it! Your favorite part of Cracker Jacks was  
the toy surprise inside—like the secret decoder ring that  
helped complete your special missions. Don't you wish you  
had that ring now to help tackle mission-critical tasks?  
Consider us your new decoder ring. Our technology, ser-  
vices, and applications expertise help you decipher the  
changing rules of the new century. Whether it's integrated,  
historical, credible information or complex, simple, and  
mixed load queries, there's no code we can't break.





“My system spews meaningless information.

**Users need DECISIONS,**  
*not data, and they need it from  
multiple sources.”*

**User-centric decision support  
systems?—CHILD'S PLAY!**

Let's play a game of make-believe. Let's imagine a system that's easy to use, easy to learn. Let's pretend it offers consistent user interface and transparent access to corporate information. Well, with HDS' strategic partnerships, make-believe becomes reality. You can have a system that provides knowledge about the data in a user-friendly way. A system that allows users to produce decisions. A system that makes it easy to play, today, and in the new millennium.

## We Bend Over Backwards

Excelling in today's dynamic marketplace requires an evolutionary, “can-do” approach. At HDS, we're dedicated to supporting your business objectives with a broad spectrum of adaptable solutions that link well with other industry suppliers. We're aggressively expanding our range of large-scale processors to encompass the latest parallel and CMOS technologies. We're enhancing support for products that run under the UNIX® operating system. And we're continuing to build our OEM partnerships and alliances. We'll do what it takes to make your decision support challenges child's play.

“I need a **DYNAMIC**, living system that will continuously evolve with my business—and I need it now! The one I have today won't meet business needs five, ten, fifteen years from now.”

**A crackerjack data warehouse  
that's the heart of your system?—  
CHILD'S PLAY!**

Come on, admit it! Your favorite part of Cracker Jacks was the toy surprise inside—like the secret decoder ring that helped complete your special missions. Don't you wish you had that ring now to help tackle mission-critical tasks? Consider us your new decoder ring. Our technology, services, and applications expertise help you decipher the changing rules of the new century. Whether it's integrated, historical, credible information or complex, simple, and mixed load queries, there's no code we can't break.

"I want **DECISION SUPPORT capability**.  
I want parallel processing options. *But what  
about my legacy-based applications?"*

**Fitting old "stuff" in a  
new place?—CHILD'S PLAY!**

Remember when it was OK to want it all? Well, it still is! And our business partnerships give it to you—the world's fastest industry-standard computers and key software players. Together, we provide the tools, hardware, and software necessary for smooth application rehosting. We deliver the full gamut of parallel processing choices through our participation in the AIX™ Multiple Vendor Program (MVP). And we offer you decision support that eliminates the data hide-n-seek game. You CAN have it all. It really is child's play!

**HDS Business Alliances—  
Reaching New Horizons**

In a small electrical repair shop, nearly a century ago, a company was born with the imagination, commitment, and customer focus needed to become a technological leader. Today, Hitachi is a household name recognized around the world for its renowned quality.

At HDS, we strive to stretch the boundaries and go off in new directions, giving you what you need to succeed—whether it's processing power, strategic decision support, expansive data warehousing, or new partnerships with key software providers. This drive to support your needs makes us a strong link in your IT management chain.

When you choose HDS, you gain a company who understands that complex systems don't mean complex answers. A company who helps you reach new horizons in the computing evolution. A company who makes IT management child's play.

**Hitachi, Ltd.—The R&D Force**

Delivering IT solutions wouldn't be child's play if it weren't for Hitachi's \$5.5 billion annual R&D investment, 18,100 R&D employees, and 38 worldwide R&D centers. With this kind of allowance, the sky's the limit. Stable. Customer-centric. Forward thinking. Hitachi is a technology force that spirits you into the new century.

**HDS Professional Services—  
Your IT Management Cohort**

To play in today's game, you need a partner who understands the new rules. We're that partner—offering a range of professional services covering distributed systems, networks, data center transitions and support, education, and consulting. We team with you to win. How? By optimizing your existing IT assets. Examining upgrade possibilities. And exploring the transition to new platforms, applications, operating systems, and/or network environments. We give you a winning solution that's more than just *best of breed*.

Hitachi Data Systems



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