

News Release

FOR IMMEDIATE RELEASE

Hitachi Vantara Opens Application Reliability Center in Dallas

New center of excellence will engineer and optimize cloud workloads for cost, security and always-on business.

DALLAS, September 12, 2022 – Hitachi Vantara, the digital infrastructure, data management and analytics, and digital solutions subsidiary of Hitachi Ltd. (TSE: 6501), today announced the opening of the Hitachi Application Reliability Center (HARC) in Dallas. Hitachi Vantara's first physical cloud and engineering center of excellence in North America is designed to help clients modernize their IT operations with an agile, engineering-led approach. The global HARC program is expected to add more than 600 jobs worldwide, including 120 to Dallas by 2025.

Enterprises are racing to the cloud, but amid rising costs and the complexity of managing private, on-prem and public clouds, 77% of recent survey respondents*¹ said their organization needs to improve cloud management. HARC helps clients migrate, modernize and manage their workloads across the globe and across any cloud platform including AWS, Microsoft Azure and Google Cloud. The strategy underpinning HARC is to bring together engineering expertise, repeatable frameworks for DevOps and site-reliability engineering (SRE) and intellectual property around automation and AIOps.

“A key promise of the cloud is the ability to seamlessly deploy new software, experiences and revenue streams. With HARC, we're helping our clients move to the cloud strategically by designing for reliability and optimizing for costs. By looking at cloud through the lenses of product engineering, reliability, automation, DevOps, FinOps, and security, we're able to pull the right lever for each organization to not only move to, but thrive on the cloud,” **Premkumar Balasubramanian, Senior Vice President and CTO of Digital Solutions Business at Hitachi Vantara.**

HARC services go beyond managing an application to help create an integrated software engineering organization that optimizes the design and running of applications across the lifecycle. By collapsing traditional silos between engineering and operations, applications and workloads are engineered at the development phase to run on the cloud. A continuous feedback loop between product engineering, DevOps and ITOps ensures workloads are optimized for the cloud. The result is HARC reduces total cost of operations by 35% and removes unnecessary risks and complexity, while delivering always-on cloud workloads.

Dallas is recognized as one of the world's largest datacenter*² and cloud markets and Hitachi Vantara is one of the world's leading providers of data infrastructure as well as consulting expertise and services for cloud, applications and digital engineering. Hitachi Vantara, headquartered in Santa Clara, California, has been operating in Dallas for almost 22 years and now employs nearly 400 people within the metropolitan area.

Hitachi Vantara has a robust customer base among Texas' financial institutions, technology suppliers, automotive manufacturers and telecom companies and will be working with these companies to manage their successful transition to become data-driven enterprises through effective hybrid and multicloud strategies.

The Dallas HARC site is the second physical center of excellence globally. For more information about HARC and how Hitachi Vantara can help enterprises design, build, and operate cloud workloads, please click the website below.

<https://www.hitachivantara.com/en-us/services/application-reliability-centers.html>

*1 Source: Harvard Business Review Analytic Services

<https://hbr.org/sponsored/2022/06/how-to-manage-the-complexity-of-multi-cloud-environments>

*2 Source: 2022 Global Data Center Market Comparison

<https://www.cushmanwakefield.com/en/insights/global-data-center-market-comparison>

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About Hitachi Vantara

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit hitachivantara.com.

About Hitachi, Ltd.

Hitachi drives Social Innovation Business, creating a sustainable society with data and technology. We will solve customers' and society's challenges with Lumada solutions leveraging IT, OT (Operational Technology) and products, under the business structure of Digital Systems & Services, Green Energy & Mobility, Connective Industries and Automotive Systems. Driven by green, digital, and innovation, we aim for growth through collaboration with our customers. The company's consolidated revenues for fiscal year 2021 (ended March 31, 2022) totaled 10,264.6 billion yen (\$84,136 million USD), with 853 consolidated subsidiaries and approximately 370,000 employees worldwide. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
