



## The Challenge

We had a long standing, successful relationship with State Street Corporation providing Hitachi enterprise storage. In late 2015, SSC had the need for a more efficient storage provider and we were tasked to deliver.



## What we did wrong

We single threaded with the GUS delivery team and we incorrectly forecasted revenue because of a more stringent approval process.



## The Solution

We started by educating SSC on Hitachi's all-flash solutions with built-in compression. After giving a guarantee of a 2 to 1 compression in writing, Sayers and HDS introduced a better performing storage arrays with significantly lower "price per effective GB" costs.



## What we did right

- ▶ Steve Johnson served as technical lead on education discussions.
- ▶ Solid relationship with Hitachi.
- ▶ We understood the landscape had changed and addressed SSC's problem.
- ▶ Presented a 12 month plan for storage based on install base and HDS futures.
- ▶ Created an F-series menu for simple ordering.



## What we learned

- ▶ Steve Johnson is the go-to on HDS in the Northeast. He was more proficient in HDS than we realized.
- ▶ Effectiveness of storage is more important to companies than usability.



## Listening and Questioning

- ▶ Pure is claiming 10 to 1 compression/deduplication.
- ▶ Enterprise storage arrays are no longer considered as options.
- ▶ Reliability is no longer the most important driver, although still important.