

News Release

HITACHI
Inspire the Next



Hitachi Data Systems Announces New Office in Istanbul

With the New Office in Istanbul, the Priority for Hitachi Data Systems Is to Reinforce Its Commitment to Customer Care and Technology

ISTANBUL, Turkey. — May 14 , 2012 — Hitachi Data Systems, a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), announced the opening of a new office in Istanbul, Turkey.

With a growing list of customers in Turkey, Hitachi Data Systems sees the need for local representation and investment in Turkey and the region, and is making ambitious hires for sales, pre-sales and services in Istanbul and Ankara.

Heading the new office in Istanbul is Marek Świerad, regional director and general manager, Central Eastern Europe and MENAT. Świerad joined Hitachi Data Systems from VMware, where he was responsible for the company's business expansion across Central Eastern Europe, including Russia, and in the Middle East and Turkey. In addition to Świerad, Ugur Osmanlioglu joined the team as country sales manager after years of regional sales experience with IBM.

With the new Istanbul branch, Hitachi Data Systems looks forward to continuing its rapid growth in the EMEA region, while maintaining the high quality of personal, professional service it provides customers to help solve IT issues and related business concerns.

“Our commitment to our customers is fundamental to our success and our primary goal is to ensure that our current customers receive the best care in the industry,” notes Świerad. Current customers in Turkey include enterprise accounts in telecommunications, government and banking with a focus on storage virtualization and cloud.

Hitachi Data Systems plans to grow in Turkey by recruiting new staff and increasing interaction with partners who invest in its technology and share its vision. General manager Marek Świerad adds, “We are actively hiring staff and are committed to hire the best of the best.” The new Hitachi Data Systems Istanbul branch is located at the prestigious Windowist Tower –in the business district of Maslak.

The announcement of the new Istanbul branch comes on the heels of the introduction of the new Hitachi Unified Storage (HUS) and single management framework. HUS stores block, file and object data with more flexibility and more balanced scalability than any other midrange solution. It helps customers manage their critical business applications and meet their growth requirements without compromising performance, scalability or cost efficiency. In addition, Hitachi Data Systems also recently announced that its entire hardware product portfolio, including the new HUS, will be supported by Hitachi Command Suite management software. As the first enterprise-class vendor to provide a single software management platform for all of its products, Hitachi Data Systems is helping its customers further reduce costs and complexity throughout the data center.

Built on a heritage of market-leading innovation, Hitachi Unified Storage provides organizations with a reliable, dynamic and open architecture that lets them meet their service level objectives more efficiently, save costs and protect their long-term investments.

Web Resources

- [Hitachi Unified Storage](#)
- Read what [Hu Yoshida has to say](#) about Hitachi Unified Storage
- Follow us on [Twitter](#)
- Connect with us on [LinkedIn](#)
- Friend us on [Facebook](#)

Contact:

Yu Sakamoto
Senior Regional Marketing Manager
Eastern EMEA
Hitachi Data Systems
+43 1 245 82 0
info.turkiye@hds.com

Bastiaan van Amstel
Senior Manager Corporate Communications, EMEA
Hitachi Data Systems
+31 6 109 64 023
bastiaan.vanamstel@hds.com

About Hitachi Data Systems

Hitachi Data Systems provides best-in-class information technologies, services and solutions that deliver compelling customer ROI, unmatched return on assets (ROA) and demonstrable business impact. With a vision that IT must be virtualized, automated, cloud-ready and sustainable, Hitachi Data Systems offers solutions that improve IT costs and agility. With more than 5,400 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Hitachi Data Systems products, services and solutions are trusted by the world's leading enterprises, including more than 70 percent of the Fortune 100 and more than 80 percent of the Fortune Global 100. Hitachi Data Systems believes that data drives our world – and information is the new currency. To learn more, visit: <http://www.hds.com>.

About Hitachi, Ltd.

Hitachi, Ltd., (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

###