

Information Brief:

## Competitive Analysis

Hello {{lead.First Name:default=HDS Team}},

APTARE and HDS have had tremendous growth in joint accounts such as XXX, XXX, and XXX with Hitachi Storage Viewer (HSV) providing data center optimization solutions around compliance, chargeback, and visibility for complex, heterogeneous enterprise environments.

EMC (ViPR) and NetApp (OnCommand) are both pushing solutions that can help them land and expand in multi-vendor environments to try and gain more account control for future storage purchases. HDS can combat this strategy with HSV, which is a more complete product and includes these key differentiators:

- EMC ViPR does not work with HNAS (HSV does)
- NetApp OnCommand Insight doesn't have the ability to see actual raw storage of HDS arrays (HSV is the only product that can provide this)
- Both ViPR and OnCommand require significant resources and multiple hosts with PBs of storage (HSV is highly scalable and has one customer collecting data in a 120 PB environment with a single portal)
- NetApp requires host agents to run in virtualized environments (HSV is truly agentless)
- Both ViPR and OnCommand are unable to provide visibility into backup and Data Domain environments (HSV provides this for a complete end-to-end solution)

The APTARE sales team can offer both help and expertise in successfully approaching HDS customers to begin discussions about business initiatives that are good opportunities for HSV. APTARE provides sales tools, including presentations to HDS sales teams and HDS technical teams, to prepare you for competitive sales situations with EMC and NetApp. There are 4 APTARE sales executives in the US that can help you. Their territories are below. We encourage you to reach out to the APTARE rep in your territory for more information or just to get a conversation started.

For Help:

- Your partner portal: [partner.aptare.com](http://partner.aptare.com)
- Our website: [www.aptare.com](http://www.aptare.com)
- Report library: [reportlibrary.aptare.com](http://reportlibrary.aptare.com) (so your clients can see what they get)

[Sales Territory](#)

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