**LTDR PANASONIC PROJECT PROPOSAL**

**OBJECTIVE**

Using the existing LTDR (Long-Term Digital Retention) Project workbook, create an updated pricing model for Hitachi Vantara’s partner, Panasonic, and their Freeze-Ray optical library system, utilizing the skills and talents of the RBDC (Research & Business Development Center) analysts and research associates.

**GOALS**

* Update the Panasonic Freeze-Ray optical library system to be up-to-date
* Update public cloud pricing (AWS, Azure, Google Cloud) to be up-to-date
* Incorporate Japanese currency conversion to the model
* Remove extraneous items from main page (i.e. – direct competitor models)
* Implement all approved research into the new model

**SOLUTION**

1. Conduct (as needed) industry research in order to have up to date information regarding:

* Data archiving & storage
* Long-term digital retention
* On-site data center best practices
* Freeze-Ray Hardware Specifications & Costs

1. Update cloud storage pricing for public cloud service providers currently in the model; look into what equivalent CSP’s there are in Japan.
2. Conduct research on the Japanese economy, add in:

* The ability to convert the model to the Japanese yen (¥)
* The correct inflation rates for Japan
* Any price erosion effects to be appropriate to the Japanese economy

1. Take out any and all references to Sony’s optical library, remove unfinished sections as well.
2. Implement all researched and approved changes into the new model.
3. Create user documentation and training material. (Short written “primer” and training videos.)

**PROJECT OUTLINE**

As noted above, there are about 6 different steps required to complete this project, and there will be approximately **130 man hours** needed if each of the steps above is taken.

**30 Hours** will be needed to conduct research on the industry and on Freeze-Ray. Information from Panasonic will be needed, as well as some interviews with Panasonic engineers/product management people.

**20 Hours** will be needed to update all the CSP pricing, and if needed, research equivalent pricing for the Japanese market.

**20 Hours** will be needed to research the Japanese economy, and appropriate conversion rates of data already in the LTDR workbook.

**10 Hours** will be needed to remove all unnecessary references from the workbook, and stylize it for specifically Panasonic Freeze-Ray purposes.

**30 Hours** will likely be needed to incorporate all the updated information, and the possibility of new calculations and formula logic based on the research obtained.

**20 Hours** will be needed to create documentation for the user of the workbook, as well as instructional videos on how to use the workbook. It is assumed that the workbook will be used in sales & pre-sale situations, as a way to gauge interest and push the sales process “upstream.”

**CONCLUSION**

The research would be the most time-consuming part, after all the information is gathered, implementation would be straightforward. The project would be handled by a team of 3-4 RBDC associates and analysts, and depending on how quickly the research is brought back (i.e. – waiting on requested data, or availability of Panasonic employees), could be completed in 3-5 weeks.