



## **Adaptivity Design Studio Enhances Hitachi Data Systems Service Offering**

Hitachi Data Systems Licenses Adaptivity's Design Studio Component  
of the IT Blueprint Lifecycle Suite™

Charlotte, NC – November 2, 2010 – [Adaptivity, The IT Blueprint Company](#), that provides an IT blueprinting software suite to enable companies to make intelligent decisions and integrate implementation actions announced today that Hitachi Data Systems Corporation has licensed the Adaptivity Design Studio to create tailored blueprints for dynamic applications using Hitachi solution knowledge and product portfolio.

Hitachi Data Systems services consultants use the Adaptivity Blueprint Studio to consult with their customers regarding application and compute requirements, and to accelerate their ability to create tailored Hitachi solutions outlined in a blueprint.

“Working with Adaptivity to customize their IT Design Studio tool enables us to quickly assess our customers’ application requirements and rapidly create optimal solutions that deliver the best ROI and productivity to our customers.” said Nick Lewis, vice president of Services Strategy, Hitachi Data Systems.

Adaptivity’s Design Studio provides the IT design precision and automation to create tailored IT blueprints and prescriptive roadmaps that integrate architecture, engineering and system operations into business-optimized IT designs. The IT Design Studio is an extensible platform that enables organizations to leverage their knowledge capital in the form of best practices, enterprise architecture standards and IT rules.

“We’re really excited to be working with Hitachi Data Systems, a leader in helping enterprises manage the explosion in information processing,” said Tony Bishop CEO and Founder of Adaptivity. “Together our technology will help Hitachi Data Systems enhance their customers’ engagement experience and rapidly deliver value.”



## **About Adaptivity**

Adaptivity was founded in 2007 to help companies address the complexities associated with IT design and implementation. Adaptivity's Blueprint 4IT Lifecycle Suite™ enables intelligent IT design decisions to be integrated into repeatable actions across the technology build and deployment lifecycle. This is accomplished by providing access to a content rich repository consisting of a blueprint library, knowledge database and data contributions from ecosystem partners.

Blueprint 4IT Lifecycle Suite™ enables companies to plan and implement with the precision needed to ensure desired system outcomes are achieved. Whether seeking to rationalize an IT portfolio or design a cloud program companies use our tailored blueprints to optimize legacy infrastructure operations and accelerate the delivery of new IT services.