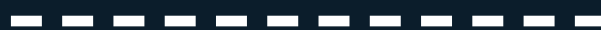




Fast-Track to Opportunity With Hitachi Vantara





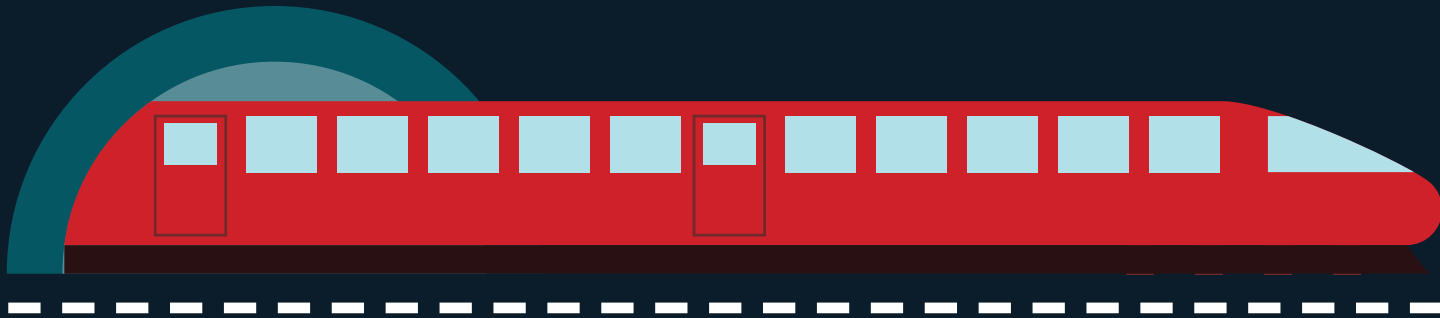
The Hitachi Advantage




Opportunity With Hitachi Vantara



World-Class Solution Essentials





Businesses today are all striving to do more with less, but that's easier said than done when they lack the necessary solutions to meet today's technological challenges. In this pandemic-altered world, it's important that your customers are able to make quick digital pivots, scale as needed, protect their data, stay relevant, and most importantly, thrive.

That's where Hitachi Vantara comes in: **We help our partners help their customers.**

Through our selective partner program and global client portfolio, Hitachi Vantara has mastered the art of matching partner expertise with customer needs through a modular selection of products and solutions across storage, analytics, data management and protection, IoT, and more. In this e-book, we'll explore what sets Hitachi Vantara apart from other vendors, as well as how the Hitachi Vantara partner approach can help you fast-track your profitability and growth opportunities.



The Hitachi Advantage

Hitachi is uniquely positioned in the market because we offer an array of both operational technology (OT) and information technology (IT) solutions – giving us a level of credibility in numerous industries that no other IT company can match. Our rich and robust global portfolio of industrial products and services across manufacturing, energy, banking, safe cities, and healthcare.

These strengths make Hitachi an ideal partner if you're looking to offer cutting-edge IT technologies in industries where Hitachi has intimate knowledge and expertise. And critically, Hitachi Vantara's newest line of enterprise-grade solutions, including Hitachi Virtual Storage Platform (VSP) E series, was built specifically with small and medium-sized businesses in mind.

Hitachi Fast Facts

- The eighth-largest technology company in the world
- Maintains the world's largest power grid installed base
- Provides a stable supply of energy to more than 1.8 billion people
- Has manufacturing facilities in more than 20 different countries
- Constructed the world's first high-speed train in Europe in 1961
- Built the world's first Shinkansen bullet train in Japan in 1964

Market Recognition for Hitachi Vantara

Gartner

- 2020 Leader in Magic Quadrant for Primary Storage Arrays
- 2020 Visionary for Industrial IoT Platforms

IDC

- 2020 Major Player in Cloud Pro Services
- 2019 Leader in Object-Based Storage

Forrester

- 2020 Strong Performer in Enterprise Data Fabric
- 2019 Strong Performer in IoT Solution Platforms





Opportunity With Hitachi Vantara

Hitachi Vantara offers partners a fast-track for business opportunity and growth by ensuring their corporate outlook aligns with our three P's: **Predictable**, **Profitable**, and **Pioneering**. These three essential qualities allow partners to offer solutions that keep operational costs in check, ensure consistent data availability, and meet customer needs at the edge and in the cloud.

Predictable

- Leverage a proven, integrated product portfolio
- Open standards for third-party integration
- Easy-to-use Partner Connect portal helps you reach customers and offer exclusive discounts

Profitable

- Service development and delivery resources for all business types
- Flexible pricing options through EverFlex to fit organizations of all sizes
- A multi-layered stack of partner incentives

Pioneering

- Enhanced focus on innovation for greater long-term partner growth
- Clear product strategy roadmaps for a compelling view of the technology landscape
- Hitachi's unparalleled industry experience



Modular and Predictable Programs for Every Partner Type



Resell:

Discover new growth opportunities and offer your customers profitable business outcomes by reselling Hitachi Vantara products, services, and solutions.



Deliver:

Expand your value by directly selling and deploying Hitachi Vantara products and solutions either as standalone offerings or in combination with your own value-add business outcomes.



Manage:

Access key tools and resources that allow you to drive the adoption of Hitachi Vantara solutions through differentiated anything-as-a-service (XaaS) offerings and discover new routes to market through sell-to, sell-with, and sell-through activities.



Create:

Leverage an integrated product portfolio and open standards for third-party integration to test, validate, and deliver applications running on Hitachi Vantara that deliver the outcomes your customers demand.

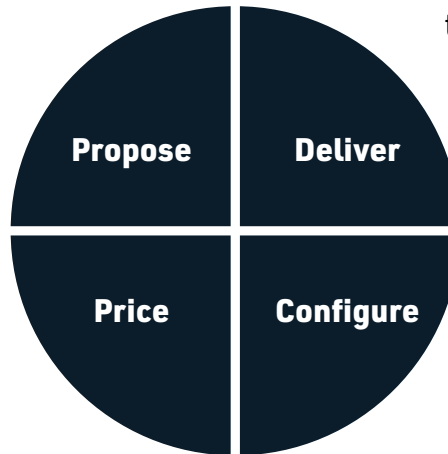
The Partner Connect Portal



Hitachi's Marketing Hub, Proposal Tool, and Deal Registrations make it easy to reach potential customers, shorten sales cycles, and offer exclusive customer discounts.



Expand your total market value by deploying and supporting services that allow you to guide customers throughout the entire digital transformation process, from pre-sales planning and design to implementation and training.



Reduce quote turnaround time through Hitachi's guided Partner Velocity Pricing system, which automates the generation of best-in-class purchase prices.



Use a technical tool kit to quickly determine the configuration needed to meet your customer's requirements.

How Partners Find Profit Through Hitachi Vantara

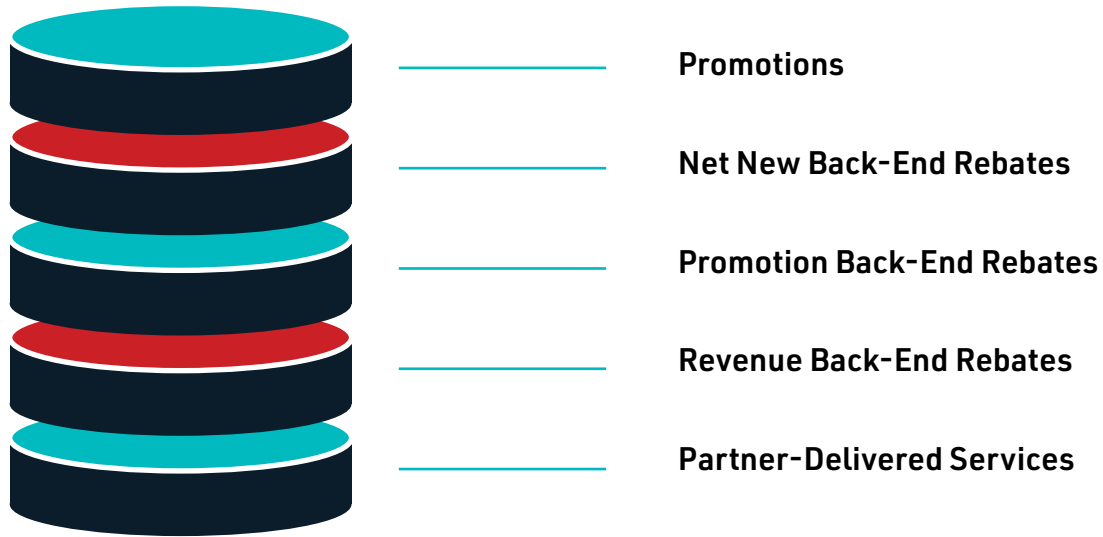


- 1.** A dedicated sales organization that conducts all commercial deals through verified partners
- 2.** Our partner program is not oversubscribed, which means our partners are at an advantage and enjoy less competition
- 3.** Service development and delivery resources that take all business types and sizes into consideration
- 4.** An expansive product portfolio that includes flexible pricing models and tools such as EverFlex
- 5.** A balanced approach to bottom-line profitability that offers better front-end promotion and back-end rebate margin retention, as well as growth-based opportunities for market development funds (MDF) with 100% coverage



Stackable Incentives for a Hitachi Vantara Partnership

The benefits of becoming a Hitachi Vantara partner not only extend across both the front-end and back-end margin, they also synergize to create a multi-layered incentives stack that includes:





Blazing New Trails With Hitachi Vantara

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Nurturing innovation through an evolving portfolio of timely offerings and shared expertise to support long-term partner growth

— — — — — →
Presenting a clear path forward via product strategy roadmaps and predictive analytics

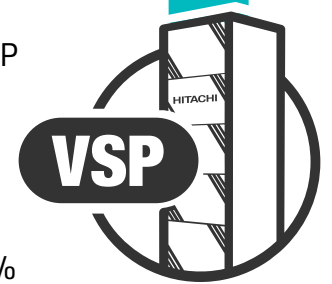
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Leveraging Hitachi's robust industry experience and established consumer-facing viewpoint to provide an unparalleled view of the technology landscape



World-Class Solution Essentials

One of the largest and most recognizable components of Hitachi Vantara's product portfolio is our Virtual Storage Platform (VSP). By using all-flash NVMe enterprise storage technology, VSP essentially future-proofs your customer's storage needs, while also offering flexible and predictable pricing options through **EverFlex™ from Hitachi**.

The Virtual Storage Platform family is tailored for all sizes of organizations. The VSP 5000 series is the game-changer in enterprise storage and provides unrivaled speed, scale, and 100% data availability. The midrange portfolio – including the all-flash VSP F series, the hybrid flash VSP G series, and the latest addition of the all-NVMe VSP E series – allow midsize organizations enterprise-class storage at a midmarket price point.



VSP: One Storage Family for a Variety of Needs

VSP 5000 Series

Enterprise class scale-out family

VSP E Series

NVMe all-flash midrange family

VSP F Series

All-flash midrange family

VSP G Series

Hybrid flash midrange family



- **Common Operating System**
- **Common Management**
- **Consistent Features**
- **Match Performance & Scale Needs**

Storage Management Flexibility



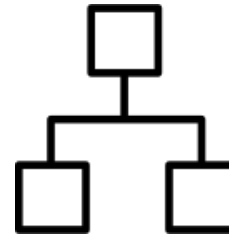
Fast Storage
Deployment



Simplified System
Configurations



High-Availability
Storage



Advanced
Management
Requirements

VSP E Series at a Glance

- **100% data availability, guaranteed**
- 90% increase in streamlined application delivery
- In-depth troubleshooting, where root causes are discovered up to four times faster
- Flexible storage consumption through EverFlex
- Common operating system with Hitachi SVOS-RF
- Scalable storage that can be tailored for small and medium-sized businesses
- AI-driven automation that reduces manual tasks by up to 70%
- Data continuity and recovery through Hitachi Ops Center Protector



World-Class Storage Essentials

- NVMe flash storage reduces latency while also boosting speed, availability, and capacity.
- Data-hungry applications and programs are no longer held up by storage bottlenecks.
- Scalable infrastructure solutions and support for all-flash, hybrid flash, and NVMe arrays help meet your customer's business needs.

Accounting for Unpredictability

With EverFlex, your customers get to choose the best financial option for their business – whether it's directly purchasing or leasing Hitachi products for a low fixed price; or only paying for what they need through cloud-like utility pricing or as-a-service options.


Hitachi believes customers should have more say in how they acquire and invest in their chosen data storage solutions, and EverFlex serves as the perfect bridge between a customer's fluctuating data storage needs and their operations budget.




Automation and Analytics

Another way to ensure your customers can do more with less is helping them free up essential personnel through proper management and automation. This has become especially true as more and more businesses pivot to an entirely remote workforce in the face of COVID-19. Fortunately, the built-in automation and analytics functionality of Hitachi Ops Center can help.

For your customers, Hitachi Ops Center works to reduce the amount of “wasted” operations time and manual errors by automating routine administrative tasks and storage provisioning workflows through a combination of AI and machine learning. This automation has the added effect of generating key operational insights that your customer’s IT team can use to improve overall resource performance and data utilization.



The four key components of Hitachi Ops Center harmonize into a robust and efficient software package that emphasizes ease of adoption and increased productivity for your customers:




Administrate with fast provisioning and centralized management

Automate with role-based access control and AI-enabled proactive remediation

Analyze with comprehensive resource support and optimized server to storage service levels

Protect with policy-based data copy workflows and application-aware storage snapshots





Your Ticket to Opportunity

Solutions like VSP E series are just part of Hitachi Vantara's initiative to push forward into the midrange market space. From modular programs and Partner Connect services to midrange product solutions and stackable partner incentives, Hitachi Vantara's Fast-Track to Opportunity initiative offers our partners and your potential customers solutions that are simple, affordable, and scalable. Grab your seat on the train and keep your eyes forward as the initiative picks up steam!

For us, it's not enough to ask:
"What can we do?"



Instead, we ask:
"What can't we do together?"

Come see why Hitachi Vantara is a leader in data storage.

For more information about partnering with Hitachi Vantara, please contact us at 858.225.2095 or visit our **Partner Connect portal**.

