Tech Data®

Maximize the Analytics Advantage

Tech Data helps partners deliver customer success with advanced analytics solutions.

"Now more than ever, organizations across all industries are seeing tremendous value in analytics as a key technology for their digital transformation," said Cheryl Neal, vice president of data and networking solutions for Clearwater, Florida-based Tech Data.

However, even the best solutions in the world don't put themselves together. Many solution providers turn to Tech Data for a helping hand.

Tech Data has worked with Hitachi Vantara, previously Hitachi Data Systems, for about 20 years, and the partnership has expanded Tech Data's product portfolio, especially in the areas of business intelligence and IoT.

Deliver Value Together

Partners looking for new revenue streams are working with Tech Data to invest in the Pentaho platform as well as Hitachi's Lumada platform for IoT and operational intelligence. This includes participating in training programs like Practice Builder, a Tech Data services

engagement program that meshes neatly with Hitachi Vantara's broad portfolio. For instance, Tech Data can help partners that commit to building a practice around data analytics or IoT with sales activities and technical training.

"We also help partners with our services—the most profitable part of the offering," said Kevin Kennedy, senior vice president of sales and advanced solutions in Tech Data's Americas business. "Partners can choose which services to offer and align their margins based on the value they are delivering. Or we can provide the blueprint for how to put that practice in place, including introducing other partners that can help with an engagement."

Practice Builder is only one of the value-added capabilities Tech Data brings to Hitachi Vantara solution providers. "We augment support for partners to help them leverage the Hitachi solutions, set up demand generation and do a Pentaho boot camp," said Neal. "We provide awareness communications

to partners, and we can help with account mapping and financial services. Partners can leverage our business intelligence and data mining to identify the right customers and the right messaging."

Tech Data's integration facilities bring together products from multiple vendors into a complete solution. For instance, a partner looking to build a solution based on Hitachi's Lumada platform could work with Tech Data to integrate sensors and edge devices into the overall solution.

A Strong Foundation

Yet with all the focus on new IoT and data analytics offerings, Tech Data hasn't forgotten those solution providers for whom Hitachi Vantara's storage and data center technology is fundamental. "Most of our partners live and breathe data center," Kennedy said. "As they move to business intelligence and IoT, they can continue to develop their data center business with Tech Data. ■