



## Let's Unlock the Data Opportunity Together

In the recent past, industry pundits have suggested that data is the new oil. As a customer's most valuable asset, its value is immense, but if unrefined and untouched, it can be unusable to the organization. It has to be stored, enriched, analyzed and monetized for it to achieve its maximum value. Data can fuel innovative products and services, and spur greater operational efficiency or make our cities safer and our water cleaner, benefiting not just business, but society as a whole.

The statistics are staggering: about 90 percent of all the data in the world has been generated in the last few years and roughly 70 percent of all trades on U.S. stock exchanges were executed by machines in less than a microsecond. As a society and as an industry, we're storing, managing and processing more and more data.

Today, every customer wants to know how they can leverage the power of their data to make informed business decisions and/or secure a competitive advantage. The conversation has changed and we, as an industry, must determine how we can help, adding value with new data-driven services and solutions to work with our customers to achieve their business objectives.

At Hitachi Vantara, our business is continuing to transform. We know too that the businesses of our partners are also undergoing metamorphosis. We see traditional resellers building up Internet of Things (IoT) and analytics practices. We see partners investing in as-a-service delivery and consumption models. We see partners who have long been engaged with us around data center modernization branching out into data governance, IoT and smart cities. Some partners are specializing in specific industry verticals, deepening their expertise and developing high-value solutions and services. Other partners are looking to take advantage of our newer services and solutions that powerfully combine Hitachi's operational technology (OT) and information technology (IT) expertise, such as manufacturing insights and predictive maintenance.

We welcome these new engagements and collaborations. We encourage our partners to choose their engagements based on their skills, competencies, specialization, delivery models, target markets and business objectives. Announced in 2018, our revamped partner program was designed to accelerate and maximize partner success and profitability no matter where our partners are on their transformation journey. We will continue to ensure that the program offers the flexibility and agility that an ever-changing, fast-paced marketplace requires.

Partnership in today's marketplace is critical. How will you transform? How will you change the conversation? I encourage you to explore this special issue about capitalizing on the new data economy. ■

Mike Walkey  
*Senior Vice President, Strategic Partners and Alliances*  
*Hitachi Vantara*