

# Why Partner with Hitachi Vantara?

**Driving mutual success  
with the Hitachi Vantara  
partner advantage**

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**E-BOOK**





# Introduction

Hitachi Vantara partners are the cornerstone of our success, and together we are successfully helping customers realize the power of their data.

Since our program launch, we have watched our partner ecosystem grow nearly 300 percent year over year, and our strategic partnerships continue to deliver innovative solutions that address today's most pressing digital transformation challenges.

Our flexible partner program is built on a **Predictable, Profitable and Pioneering** model with lucrative advantages.

This e-book explains our unique approach and the partner pathway to growth, including resources available only to partners.



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# The Hitachi Vantara Partner Advantage

Hitachi Vantara's flexible program supports a **Predictable, Profitable and Pioneering** business built on industry-leading solutions. Whether you are reselling or creating innovative joint solutions, managing differentiated as-a-Service (XaaS) offerings or partner-delivered services, our commitment to you is to provide a flexible program to help optimize your business and drive mutual success.

## Predictable

Leverage proven and future-proofed offerings from our integrated portfolio as well as open standards for third-party integration and repeatability.

## Profitable

Build your own intellectual property and services catalog and use our automation tools to improve efficiency, extend your touchpoints and increase customer value.

## Pioneering

Extend your relevancy to your customers. Up level IT to an innovation center and increase focus on technology and business outcomes for greater customer success.

**Our unique program** offers additional advantages, such as a digital selling enablement platform with technical and business tools that provide pricing guidance, deal registration and a streamlined partner quote process that help you deliver value to your customers more quickly than ever. We also provide marketing resources and campaigns tied to strategic sales plays, marketing development funds (MDF) to help drive sales success, and incentives and back-end rebates to our Hitachi Vantara partners. All of these resources work in harmony to accelerate revenue and increase market opportunities for greater profitability.

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“

We have a very predictable model that allows partners to clearly understand how to work with us, how to engage through a choice of business models that aligns to how they operate and how to drive new business with us.

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**Kim King, VP Global Strategic Partners and Alliances, Hitachi Vantara**

# How Our Partners Find Profit

Our partner ecosystem is strategically designed to help Hitachi Vantara partners accelerate growth, generate more revenue and drive greater success. In fact, our 100% partner-delivered services **generate 3X more new service revenue opportunities** and create more lucrative deal success than any other comparable partner program.

## Dedicated Partnerships

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Our dedicated sales organization drives partner led engagements across commercial deals, with partnering agreements across our Enterprise and Platinum accounts.

## Competitive Advantage

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The partner program is not oversubscribed, which means our partners enjoy less competition and greater business outcomes.

## Bottom-Line Profitability

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Our balanced approach to bottom-line profitability offers better up-front and backend rebates and growth-based options with 100% coverage.

## Product Portfolio

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With an extensive product portfolio that includes flexible pricing models and tools such as Everflex, our partners are empowered to create more profitable IPs.

## Service Development

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Our service development and delivery resources apply to all business types, enabling any partner to offer value-added services from installation and implementation through to cloud and managed services. For ongoing health check white label remote residency services can be offered to assure optimum operations.

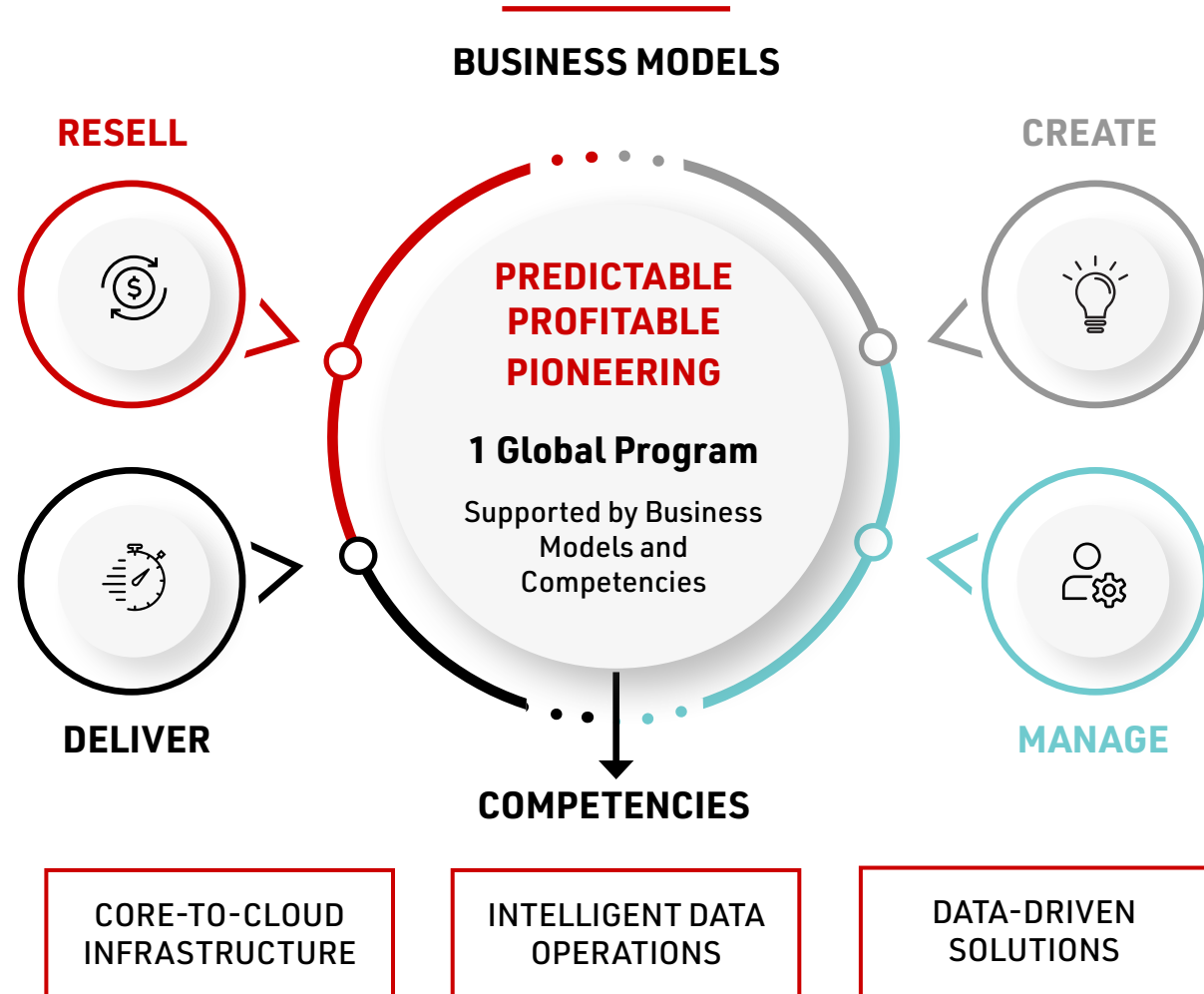
[Learn More](#)





# Hitachi's Pioneering Pathway to Driving Partner Growth

Our partner-first approach means we are here when and where you need us. Our framework for partner success is built around **four business models and three industry-recognizable competencies**, with flexibility to grow and change over time.



# The Market Opportunity

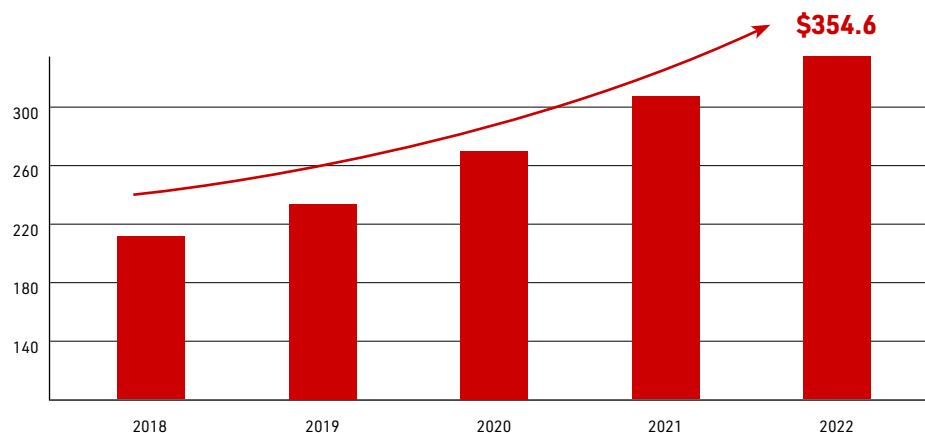
The market opportunity for mission-critical data and cloud has never been greater, and thanks to our unique program approach, Hitachi Vantara partners can take an accelerated route to market. We know that data holds the key to new revenue streams, better customer experiences, improved market insights and lower costs of doing business, and our data-driven solutions portfolio and extensive services support offers both OT and IT expertise that unlocks true market potential. What's more, our partner program is built on organic growth and acquisitions that lay a foundation for any IT project from Core to Cloud to Edge, enabling you to meet consumer demands in new markets such as Object Storage, IoT and Cloud Services.

The Hitachi Vantara advantage means you can build and deliver differentiated solutions and managed services that **break barriers, create infrastructure and drive change for customers** while generating lucrative business opportunities with wider impact available than vendors with limited offerings.



According to Gartner, Worldwide public cloud services revenue is predicted to reach over \$350 billion by 2022,<sup>1</sup> providing a significant market opportunity for you to drive demand and deliver market-leading solutions and services in the cloud.

**Worldwide Public Cloud Service Revenue Forecast  
(US Billions of Dollars)**



<sup>1</sup> Gartner. "Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17% in 2020." <https://www.gartner.com/en/newsroom/press-releases/2019-11-13-gartner-forecasts-worldwide-public-cloud-revenue-to-grow-17-percent-in-2020>



# Predictable Business with Partner Resources and GTM Support

The partner portal is completely customized for partners, and we've created a centralized location for Go-To-Market (GTM) resources, configuration tools, deal registration and partner support, including exclusive tools for partner profitability.

## Demo Labs

Demo your solutions anytime, anywhere with Hitachi Automated Labs Online (HALO) and sandbox tools.



## Dynamic Pricing

Use our dynamic pricing tools and guidance to simplify and speed up the deal process with automated approvals.



## Modular Portfolio

Offer best-in-class solutions and services by leveraging our industry-leading modular portfolio of technology, allowing you to focus on exact customer needs.



## Marketing Hub

Analyze site usage, manage assets and get assistance with marketing efforts through our partner marketing hub.



## Flex Consumption

Simplify your flexible resource consumption and align technology spend with sales models that align business costs through Hitachi EverFlex.



## Knowledge Base

Access product documentation and support information from our IT experts in our partner Knowledge Base, Ask the Expert, available on Partner Connect.



## Partner Connect

Take advantage of our self-service, mobile-friendly partner portal for real-time access to valuable insights.



## Quoting Tools

Leverage our simple, web-based visual workflow tools to speed up time-to-quote and receive best-fit recommendations.



## Sales Resources

Open more doors and capitalize on new opportunities with resources that accelerate digital transformation.



# Predictable Business with Partner Resources and GTM Support

## Global Learning

Expand knowledge and accelerate sales with instructor-led classroom-based courses and web-based training.



## Program Learning

Enhance your partner enablement for sales, presales and services and achieve Partner Program compliance through easy to consume micro-learning with language support for 7 languages.



## Deal Registration

Engage customers early and gain added incentive through deal registration.



## Support Connect

Manage cases, subscribe to bulletins and download products and tools to support your growing business and sales needs.



## Technology Tools

Leverage Hitachi Vantara tools and technology to improve efficiency, profitability and sales and marketing success.



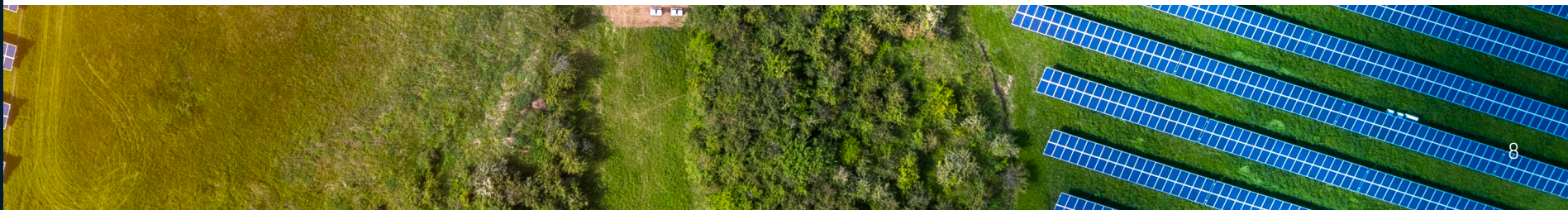
## Partner CoE

Showcase Hitachi Vantara solutions for key customers and decision makers through the Center of Excellence (CoE).



**Take advantage of these partner resources and more by joining the Hitachi Vantara Partner Program today.**

**Learn More**





# Take the Next Steps

There's never been a better time to partner with Hitachi Vantara and deliver the best-in-class IT and digital transformation solutions our shared customers rely on. The Hitachi Vantara partner advantage means greater success, profitability and support. Join the partner program and explore our partner ecosystem and resources today!

**Learn More**

## Hitachi Vantara

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