

WOMEN OF THE CHANNEL™



Hitachi Vantara Offers A Simplified Approach To Growth

Q. As businesses accelerate digital transformation to thrive amid the pandemic, where does Hitachi Vantara see the bright spots of opportunity?

A. The acceleration of digital transformation over the past 14 months has propelled the economy forward. Disparate workforces, online presences and digital services changed overnight. Very quickly, the benefits became acutely evident. This explosion of data presents an urgent need for innovation both technically and socially.

At Hitachi Vantara, we recognize this as an opportunity to modernize businesses at their core, create data-driven business models and go-to-market strategies and bring about social innovation. We have the opportunity to create an extraordinary future that is more sustainable, equitable, profitable and inclusive.

Q. How has Hitachi Vantara adapted its partner program to benefit partners even more?

A. Ease of doing business is the guiding beacon of Hitachi Vantara's partner program. We continue to innovate our program for simplicity and to accelerate growth with and through our partners. We've invested across our ecosystem and empowered our partners with technology and with our digital selling platform.

From onboarding to opportunity management, our partners can leverage the digital selling platform to optimize their experience with us and execute against their business objectives and strategy. Together we can build and sell differentiated solutions that help our customers achieve their visions and affect positive change.

Q. As a leader, how do you help women drive positive change and increase personal success?

A. As a leader, it's imperative I foster a diverse and inclusive workforce. Driving positive change and increasing success happens when we purposefully provide opportunities. Those opportunities can be created by simply listening and empowering others.

Success comes from knowing your business, anticipating pitfalls and working together to accelerate positive change. As women, we have an innate ability to assess our surroundings, make thoughtful decisions and turn those decisions into actions, all before finishing our morning coffee. Through mentorship, connections and advocacy, I am committed to empowering women for success.

HITACHI
Inspire the Next

POWER 100



Kimberly King
VP, Global Strategic Partners
& Alliances

Strong partnerships are the keys to success. Hitachi Vantara's capabilities and differentiated solutions, in combination with our partner's expertise, positions us well to jointly expand opportunities, penetrate markets, innovate and solve new and emerging customer challenges. Together, we can reimagine the future.

Build your pathway to growth with a predictable, profitable and pioneering partner experience.

Learn more at www.hitachivantara.com/partners.

