

CHANNEL CHIEF VIEW

Hitachi Vantara Accelerates Growth: Leveraging Partner-Centric GTM In 2022

Q. What's key to your partners' success for 2022?

A. In today's competitive marketplace and considering the continuing COVID-19 pandemic, several things are critical for most customers: business agility, data access and insights, a cloud strategy and solutions that are predictable, stable and efficient.

Together with our partners, we can address all of these, enabling and delivering the outcomes customers want. We can work with customers to develop plans that are aligned to their business goals and objectives—from return on investment to sustainability targets.

Of course, partners will be challenged to continue transforming their own businesses to better enable them to quickly meet emerging customer needs while also delivering against existing customer expectations.

To be successful, it's critical to align with the right vendors, who encourage collaboration and co-creation, offer flexible engagement options based on the partner's goals and objectives and prioritize partner profitability and success. Of course, it's also important to select vendors who offer complementary offerings, capabilities and expertise so partners can best assist customers with challenges around hybrid cloud, data management, advanced data analytics and industrial IoT.

Q. What gives you confidence about the opportunities in the year ahead?

A. Despite ongoing challenges in the marketplace, Hitachi Vantara's partner business is experiencing momentum headed into 2022. We're increasing partner engagement, improving deal registrations and new account growth. Partners are responding well to enhancements we've made to our program and offerings—from new incentives and promotions and expanded financing options to new capabilities within our Partner Connect portal, which also tells us that we're focused on the right things.

Good news: we aren't resting on our laurels. We'll continue innovating and introducing new portfolio offerings and partner program capabilities to address customer and partner needs and requirements. We're confident that these new offerings will see us continue this trajectory.

Q. How are you attracting new partners this year?

A. Over the last few years, partners have been interested in engaging with Hitachi Vantara for our comprehensive, industry-leading portfolio of solutions, services and capabilities, our relationships and capabilities across the Hitachi Group, as well as our partner program that prioritizes and emphasizes flexibility, ease of doing business and partner profitability.

This year, in addition to the introduction of new solutions and services that will help partners address opportunities and challenges around cloud, XaaS, advanced data analytics, industrial IoT, automated business operations and more, we'll continue making enhancements to our partner offerings based on partner feedback. We expect that these new resources, capabilities and incentives will make Hitachi Vantara an attractive place to land.

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Kimberly King
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Learn more at www.hitachivantara.com/partners.

