

eBook

# Accelerating business: Your partnership with Hitachi Vantara

*An exciting world of opportunity,  
profitability, innovation, and deal-closing  
simplicity awaits you. Let's go!*

 **Hitachi Vantara**

# Data-driven, partner-focused, 100% you. That's our program.

Are we exaggerating? Not at all. We created, enhanced, and then fortified the unmatched Hitachi Vantara Partner Program—with profit-generating incentives, trust-building guarantees, and deal-simplifying tools and resources—because we know that our most important asset is you.

And to help you market and sell our leading-edge technologies and problem-crushing solutions, we've structured our programs to give you more revenue streams and make it easier than ever for you to get more deals done—faster.

In fact, you're about to discover why there's truly never been a better time to become a Hitachi Vantara partner—and why you can always **trust** us to deliver solutions that are **profitable** and **sustainable**.

So please read on, and learn how our financial, technical, and operational support for our valued partners has evolved into the forward-thinking philosophy that underscores our tireless commitment to their success:

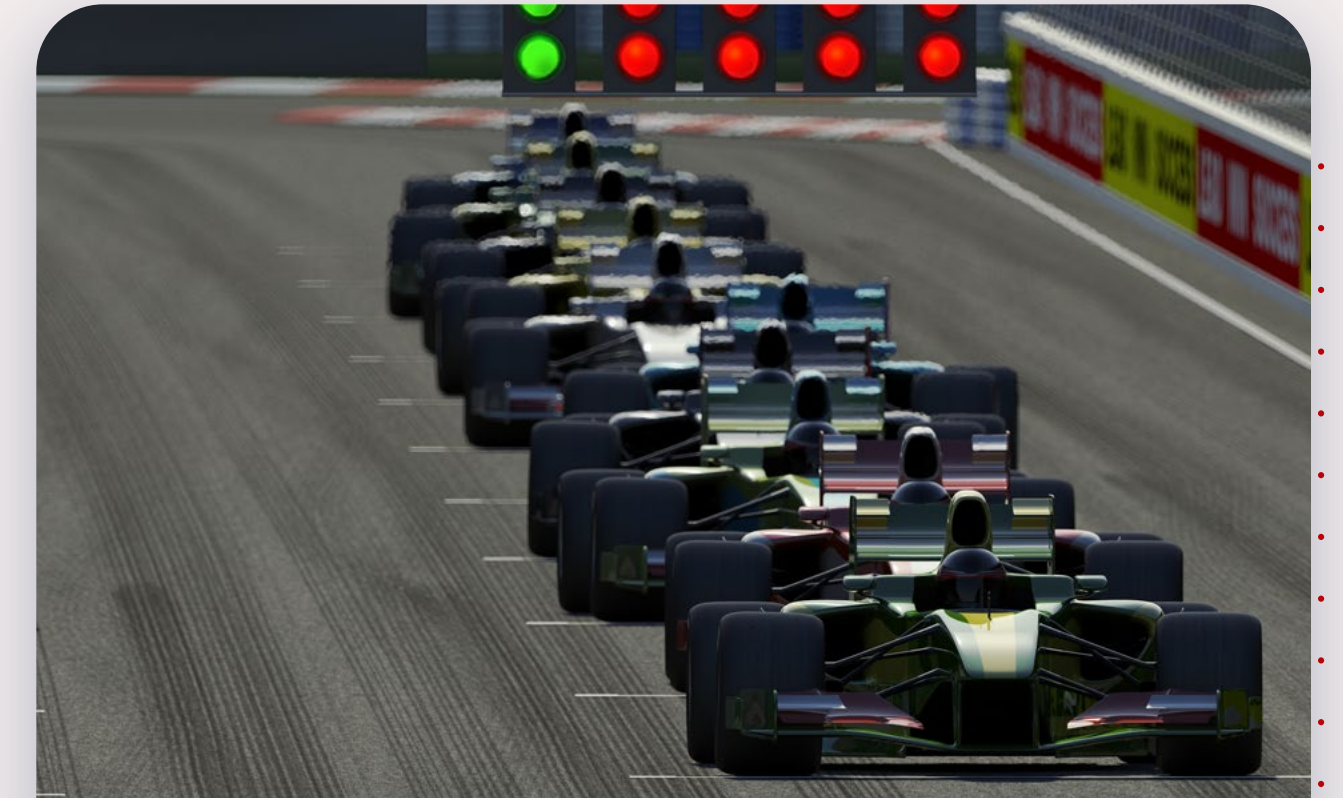
**Let's accelerate business together.**

“

*You can trust the people at Hitachi Vantara. They know the marketplace and understand our culture and style of doing business. Their blueprint works well for us as resellers, covering sales channels and distribution. The way they bring these elements to life for us takes our partnership to the next level. It's a beautiful process.*

**Don O'Neill**

Vice President, Business Development  
Accelerate Networks



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Portfolio with over

**\$220B+**

of Opportunity



## Your profitability: Our #1 priority.

You're in business to make money. Hitachi Vantara is not only fully committed to helping you make a lot more of it, we stand behind that commitment, with **a line of solutions that gives you better profitability than any other technology provider in our class.**

### Enjoy best-in-class profitability with front- and back-end incentives

- ✓ The front-end money that you can make on margin is impressive. Back-end rebates on net new commercial and enterprise accounts further increase your profitability, and are also available on standalone third-party solutions sold into net new accounts.
- ✓ Hitachi Vantara storage products have better market longevity than all of our competitors' products, enabling ongoing sales conversations with customers and the ability to build upon your initial installation.
- ✓ You can seal bigger deals and increase stickiness within accounts by cross-selling and upselling hybrid cloud solutions.
- ✓ Our logical, modular, and highly scalable product portfolio enables you to only offer what is required to deliver an ideal solution for current needs, with the ability to scale for future requirements.

Plus, margins and stackable incentives — front- and back-end — mount up when you register deals. Approved deal registration protects your deal ownership, qualifies you for extra discounts and speeds engagement around the opportunity.

### Collaboration and investments to maximize your profitability

You can be assured of this: we are not overdistributed, so there's less competition and greater profitability for our channel partners.

Everything we do for you is aimed at growing your revenue, helping you gain market share, and providing seamless support for your customers' business transformation across all market segments.

# Benefit from our innovative, globally recognized portfolio

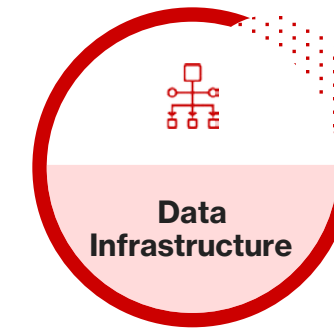
Hitachi Vantara is globally recognized as one of the world's pioneers in every area of our portfolio, including data protection and sustainable innovation, and we complete our offering through alliances with tech innovators such as Cisco, Commvault, Equinix, SAP, VMware, major hyperscalers and many more.

Diverse customers from mid-market to enterprise need to move to cloud their way. That's why solution providers love the breadth and depth of Hitachi Vantara's mature, multi-vendor, cloud-agnostic portfolio. It allows you to build a customized and consultative offering for each of your customers as you help them modernize their digital core and become truly data driven.



*Hitachi Vantara's portfolio has evolved over the years, and the Hitachi VSP E-series is very attractive for midmarket customers and departments within large enterprises. The strength of the Hitachi Vantara portfolio is underpinned by its go-to-market approach. Hitachi Vantara is really partner-focused, and they've demonstrated more than once that they will go the extra mile to bring value to the customer and support us through the sales cycle.*

**Pierre Munro**  
Product Account Executive  
Eclipsys



Help customers simplify their hybrid cloud data infrastructure and take control of costs while maximizing performance, resiliency, and agility. Our portfolio provides powerful solutions to meet application requirements and service-level demands.

### Storage Platforms

- Primary Block Storage
- File & Object Storage
- Mainframe Storage
- VSP One

### Storage Management Software

- AI Operations
- IT Ops Management
- Data Governance
- Data Mobility

### Services

- Storage-as-a-Service (STaaS)
- Hitachi EverFlex with Cisco Powered Hybrid Cloud

### Integrated Systems

- Converged
- Hyperconverged



Increase your value to customers by solving their top problems with hybrid cloud, cyber resiliency and compliance, and managing diverse data and applications. Solutions built with our powerful technology alliances provide partners with highly flexible and adaptable environments, supporting rapid deployments that open new opportunities to deliver business outcomes that matter to your customers.

### Hybrid Cloud

- UCP and VMware
- UCP and Microsoft Azure
- Hitachi and Cisco
- Integrated Systems
- Hitachi Cloud Connect
- HCP Anywhere Enterprise

### Data Resiliency & Compliance

- Modern Data Protection
- Cyber Resiliency & Ransomware

### Universal Data & Application Management

- Data Governance
- Hitachi Content Software for File
- Hitachi Content Intelligence

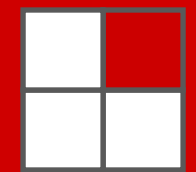


The Pentaho+ Platform provides the precision tools customers need to automate the work of complex data management in the cloud or on-premise, anytime, anywhere. Build your DataOps practice and empower your customers to achieve greater performance through simplified access to mission-critical insights driven by 100% trusted data.

### Pentaho+ Platform

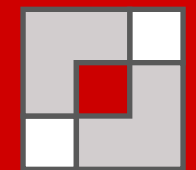
- Pentaho Data Integration & Analytics
- Pentaho Data Catalog
- Pentaho Data Storage Optimizer

## We're recognized as innovators by the experts



### Primary Storage

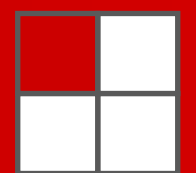
Gartner Magic Quadrant 2023 – Leader



### Primary Storage

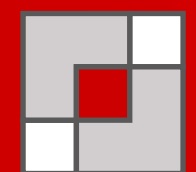
Gartner Critical Capabilities 2023

#1 for Online Transaction Processing Use Cases



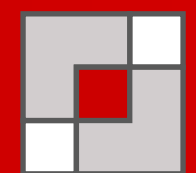
### Distributed File Systems and Object Storage

Gartner Magic Quadrant 2023 – Challenger



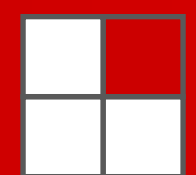
### Distributed File Systems and Object Storage

Gartner Critical Capabilities 2023



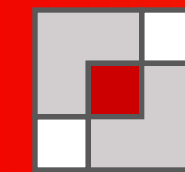
### AI Software Platforms

IDC MarketScape: Worldwide General-Purpose Computer Vision AI Software Platforms, 2022 – Major Player



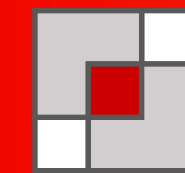
### Primary Storage

QKS SPARK Matrix™ Q3 2023 – Leader (August 2023)



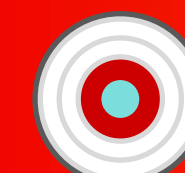
### Hyperconverged Infrastructure

Forrester Hyperconverged Infrastructure Landscape, Q2 2023  
Notable Vendor – Medium Sized Category



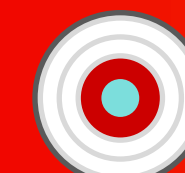
### Object Storage

Forrester Object Storage Landscape, Q3 2023  
Notable Vendor – Medium Sized Category



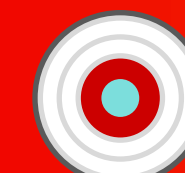
### Radar for Enterprise Object Storage

GigaOm 2023 – Leader (March 2023)



### Storage as a Service (STaaS)

GigaOm Sonar Report – Leader (August 2023)



### Block-based Primary Storage Ransomware Protection

GigaOm Sonar Report – Leader (August 2023)

## There's reliability. There's performance. And then there's Hitachi Vantara.

To sell more to your customers—and attract new ones—you ideally want to be the vendor with products and services they truly, actually, legitimately can't get anywhere else.

Welcome to one of the extraordinary benefits of your partnership with Hitachi Vantara.

Because as our partner, you can leverage our legendary guarantees to provide your customers with a level of bank-grade confidence they simply can't get anywhere else.

- ✓ Hitachi Vantara has been delivering on our **100% data availability guarantee** for over two decades, keeping business running for **75% of the Fortune 100 and 80% of the top 10 banks.**
- ✓ Our Virtual Storage Platform (VSP) is the **highest ranked platform** again in online transaction processing use cases in the 2023 Gartner® Critical Capabilities for Primary Storage Report. And named a Leader, for a 15<sup>th</sup> consecutive time, in the 2023 Gartner® Magic Quadrant™ for Primary Storage report.
- ✓ Hitachi Storage Virtualization Operating System (SVOS) software **delivers superior adaptive data reduction (ADR) and operational efficiency**, covering a broad range of efficiency services including thin provisioning, snapshots and linked clones, compression, deduplication, and cloud connect.
- ✓ Our trusted solutions **safeguard your customers' mission-critical data from ransomware attacks and other disasters**, and our policy-based backup, archive, and recovery automate data recovery to create highly resilient, simplified copy data management processes that meet the most demanding SLAs.

100%

**Data Availability Guarantee**

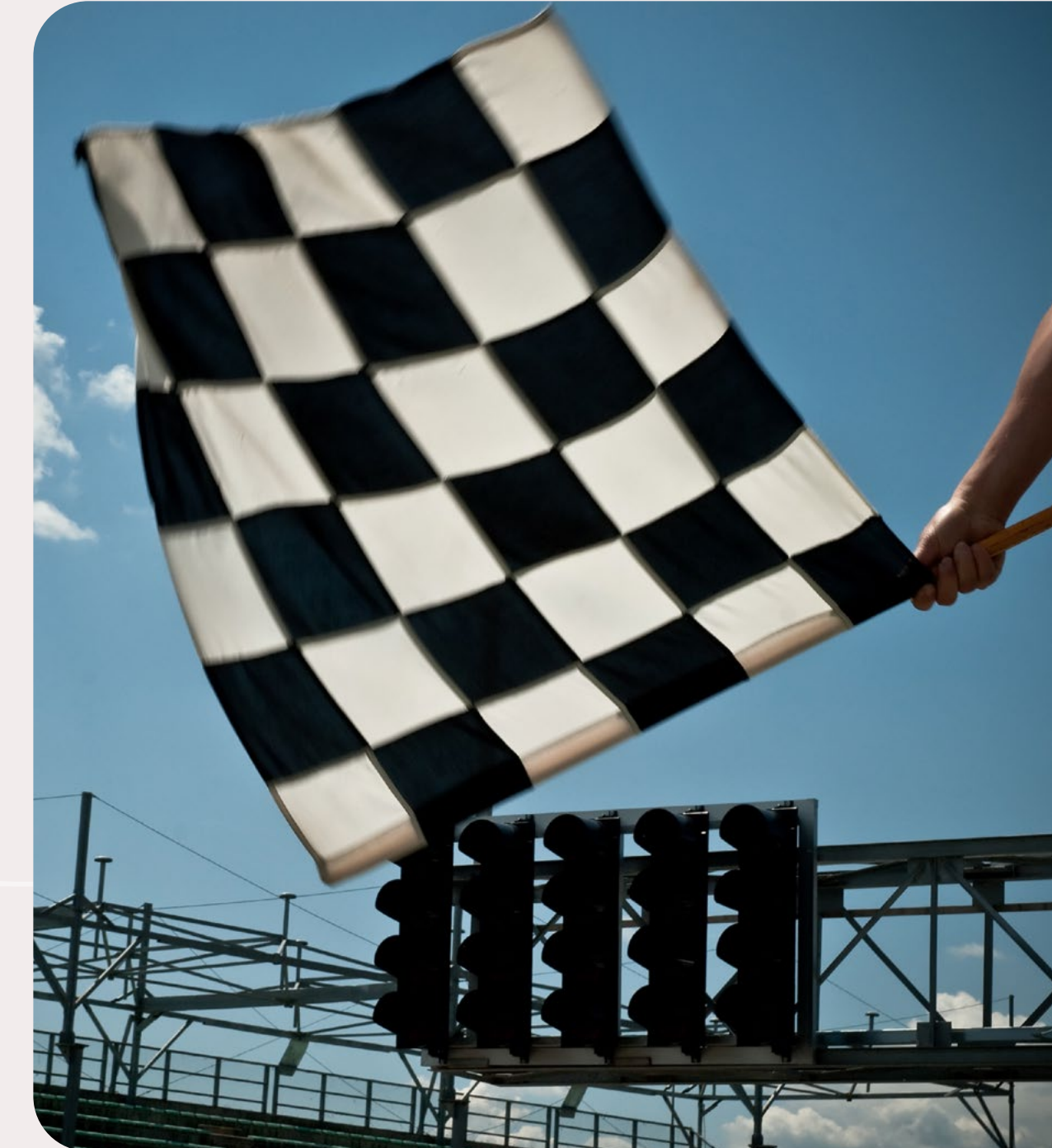
**Trusted for over  
two decades by:**

75%

**of the Fortune 100**

80%

**of the top 10 banks**



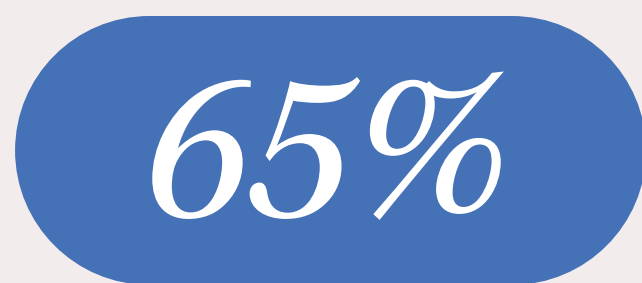
## Doing business with us has never been so easy

It's true. Because we've put a huge amount of time and effort into making sure you can put less time and effort into working with us. We've organized our portfolio so it's logical and modular. That's why learning our products and services is fast and easy.

- ✓ Close deals sooner with automated approvals, street-ready prices, and dynamic pricing tools.
- ✓ Demonstrate the value of solutions anywhere, quickly and confidently, with our online demo labs and sandbox tools.
- ✓ To successfully lead you across market segments and open new doors, we help you innovatively package solutions—whether it's data storage paired with ransomware security, a tie-in with VMware, or storage modernization.

To cap it off, speed up your time-to-quote—to capture customer interest—with our streamlined deal configuration tools that give you best-fit recommendations to match your customers' requirements. Our quotes are simplified and designed to be springboards to a higher price point as you expand your offering with the customer.

### And remember:



**of partner quotes  
are approved  
within the hour**



**of quotes within  
the day**

“

*The Hitachi Vantara Partner Program aligns with our customer first mindset. The Hitachi Vantara culture is unique, the depth and breadth of knowledge and experience the Hitachi Vantara engineering team has is something you don't always see. That experience makes a big difference when I need to find solutions for my customers.*

**Sachin Soni**  
Co-founder and CTO  
Centum Technologies

### Flexible financial models for quicker ROI

Hitachi Vantara Partners have access to a range of consumption options including purchase, lease and EverFlex – an elastic pay-per-use model that gives you the power to align costs, meet SLAs and scale as needed.

## Our growth history is your growth opportunity

As a Hitachi Vantara partner, you're tapping into a heritage—and growth opportunity—that no other technology provider can offer you.

Doors—and income streams—will open because your prospects will already know our name, thanks to our **110+ years** of building machines, hospitals, train systems, factories, infrastructure, and equipment around the world, and over 60 years at the leading edge of IT.

So in addition to our in-depth, grassroots understanding of industries like energy and utilities, manufacturing, construction and transportation, we're **uniquely positioned to support you with digital transformation** in industries that are crying out for OT/IT expertise.

In short, joining our Partner Program will build out your areas of expertise, grow your existing accounts, and win you airtime in new markets.

### Benefit from our IT/OT integration experience

**8th LARGEST** Technology company in the world

**24th LARGEST** Manufacturing company in the world

**+140,000** Manufacturing employees

**+200** Manufacturing facilities

**+ 20** Countries with manufacturing facilities

**#1** First high-speed rail in Europe, 1961/First Shinkansen bullet train, 1964

**#+800,000 KM** of freight lines managed

**+1,500 KM** 1st automated heavy-haul railway in Australia

**+1,500 KM** of driverless unattended metro rail solutions

**+80%** of revenue outside Japan (27 countries)

**#1** World's largest Power Grid installed base

**+130 GW** Leader in HVDC systems (>130GW installed)

**+1.8B** Providing stable supply of energy to 1.8B people

**+36,000** Hitachi Energy employees in 90 countries

**+25%** of the world's high-voltage substations managed



## Training made simple: You'll be a know-it-all in no time

Getting you up to speed is one of the most critical parts of our partnership. But don't worry; we've made it easy and super convenient.

You can leverage our **one-day, online accreditation courses** to quickly learn everything you need to know to deliver services based on your role. And there's little overhead required on your side, and no industry-standard testing facility examination required.

You can **earn digital badges** to communicate your credentials in areas of market competence around Data Infrastructure, Data Solutions and Data Operations.

Finally, build your knowledge base and sharpen your sales pitch with our e-learning, from **five-minute modules to one-hour micro courses**. All of our training modules are on-demand, so you can learn on your own time. Our courses and materials in English are also captioned in six languages to assist non-English speakers.

### Gain accreditations based on your role



**Sales:**

Selling Hitachi Vantara Solutions for Sales Professionals



**Presales:**

Data Infrastructure Competency



**Technical:**

Services Delivery Certifications



## Tools and resources you can actually use

What good are tools and resources if they're difficult to use—or aren't even useful?

Not to worry: these Hitachi Vantara partner tools are top notch and maximized for ease of use—and your growth.

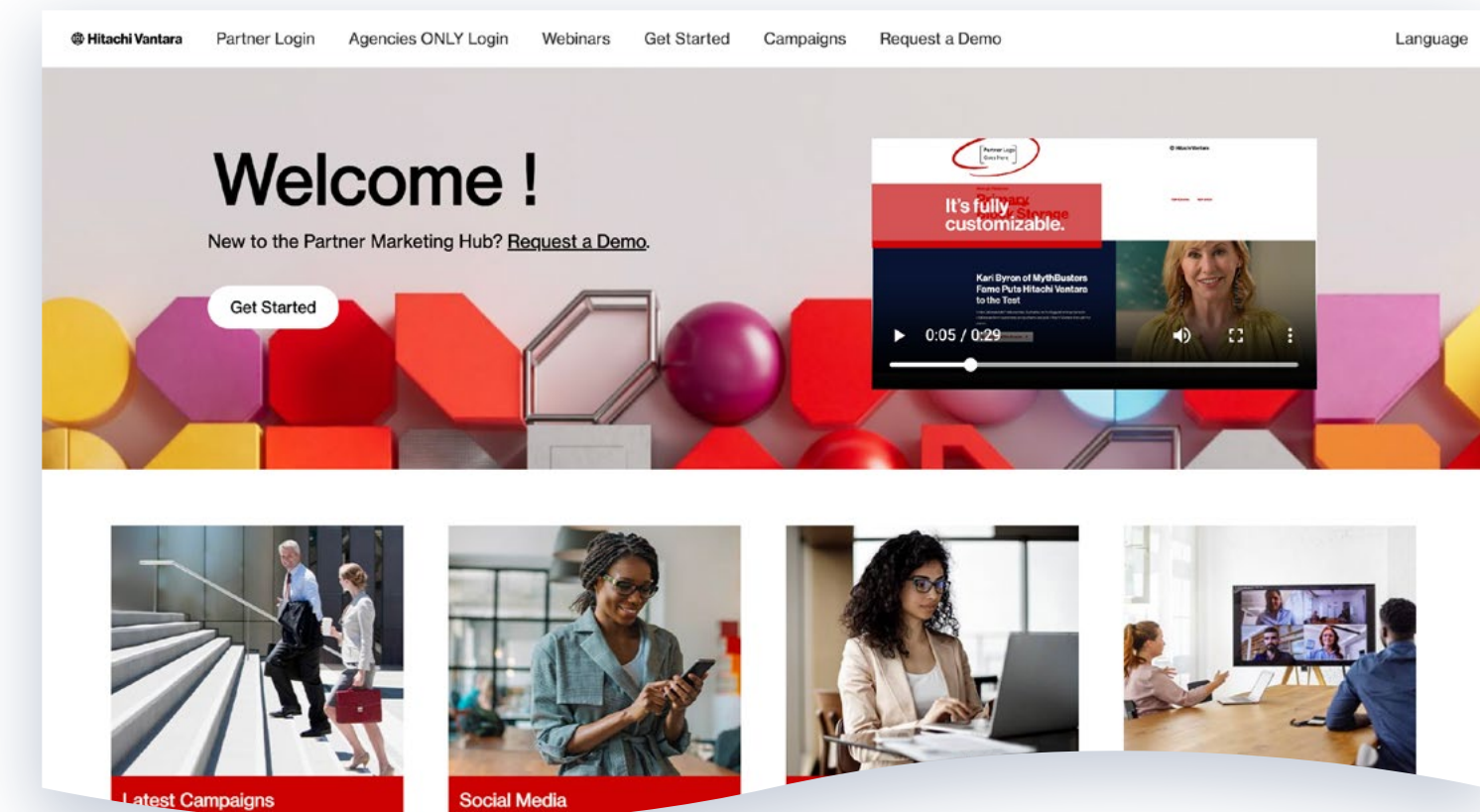
They're self-serve, and give you mobile-friendly access to a portal full of rich resources that will help you unravel complex customer needs and—important—sell from our entire range. You'll see how to link functionality and features directly to their business outcomes.

### Build a high velocity pipeline

Our Partner Connect Portal, Center of Excellence, and Learning Platform offer many of the tools and resources listed throughout this eBook:

- ✓ Micro-learning and marketing resources (in six languages)
- ✓ Deal configuration tools and best-fit recommendations (seamlessly integrating with Salesforce)
- ✓ Online demo labs and sandbox tools
- ✓ Automated approvals and dynamic pricing tools
- ✓ CO2 Estimator tool

Plus, inside sales resources to support demand generation and deal development. In addition to pipeline generation, they focus on initiatives to ensure partners are maximizing the benefits of our partner program.



## Marketing support: Ready when you are

Hitachi Vantara's Partner Marketing Hub is ready to go to work for you, filled with a variety of dynamic campaign content:

- ✓ "Campaign-in-a-box"-style resources, with everything from content for co-branding to email templates and social media kits.
- ✓ Marketing emails that are automatically associated with a particular salesperson.
- ✓ Reference analytics on the hub to rank different leads on a scale of propensity to convert.

Plus, we invest in leading-edge advertising and marketing to educate end-users about the modular building blocks they need to have cutting-edge, customized hybrid cloud solutions that deliver data in the right place at the right time.

And we provide a concierge service to help you navigate all of these sales and marketing resources.

## Sustainability: It's our future—and another plus for you

Achieving sustainability through digital and green transformation isn't just a worthwhile goal. It's something we should all be working toward. And your customers will be interested in what you're doing about it, because they want to be part of it.

As a Hitachi Vantara partner, you've got a great story to tell them.

You can offer them lower running costs and a competitive advantage with the **only CFP certified storage solution on the market today.**

In fact, Hitachi Vantara is committed to becoming carbon neutral across our operations by 2030 and across our entire value chain by 2050. We're doing the same for our clients, with new products like **Virtual Storage Platform (VSP) 5600, which cuts power consumption by at least 32%.**

Help your customers consume less energy and emit less carbon as you move from a niche offering to the de facto green standard in any RFP response.

Through digital transformation and green transformation, we're working with our partner ecosystem to help governments, cities, and companies combine data-driven capabilities with industrial know-how to cut their carbon footprint.

### We're powering good

#### Corporate commitment

QUALITY  
EDUCATION



GENDER  
EQUALITY



DECENT WORK  
AND ECONOMIC  
GROWTH



RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



CLIMATE  
ACTION



PARTNERSHIPS  
FOR THE GOALS



#### Business strategy

GOOD HEALTH  
AND WELL-BEING



CLEAN WATER  
AND SANITATION



AFFORDABLE AND  
CLEAN ENERGY



INDUSTRY,  
INNOVATION AND  
INFRASTRUCTURE



SUSTAINABLE  
CITIES AND  
COMMUNITIES



#### Our targets

# 2030

Carbon neutral from  
our own operations

# 2050

Carbon neutral across  
our entire value chain

# Ready to accelerate?

*Schedule a meeting with our partner experts  
or visit us to find out more.*

Apply today →



## *About Hitachi Vantara*

Hitachi Vantara is transforming the way data fuels innovation. A wholly owned subsidiary of Hitachi Ltd., we're the data foundation the world's leading innovators rely on. Through data storage, infrastructure systems, cloud management and digital expertise, we build the foundation for sustainable business growth.

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