

Top 10 reasons to partner with Hitachi Vantara

Accelerate profitability and growth

Trusted. Profitable. Sustainable. Get it all — and faster — when you partner with Hitachi Vantara.



Watch your profitability soar with a partnership that propels you into a world of innovation, excellence, and growth. **Hitachi Vantara offers more solutions** – from data infrastructure to data operations. **More scale** across any industry, any geography. And **more support** to ensure your success, including all the tools and resources needed to **make it easy** for you to **deliver world-class solutions to convert bigger deals, earn rich incentives, and develop new, expandable revenue streams.** You can trust your customers will have superior solutions and seamless experiences wherever they may be in their digital transformation.

With a Hitachi Vantara partnership you get access to:

1. Substantial profits, big incentives

Our program is designed first and foremost to **make you money** and reward your growth. Enjoy **competitive pricing, profitable margins, and enticing incentive programs** (on the front and back-end). Earn pricing discounts on net-new accounts and competitive take-outs, rebates and more. We'll not only help open the doors to new markets and revenue streams, **but make cross-selling and upselling the norm** to keep current customers engaged.

2. Diverse portfolio from an industry innovator

Provide your customers direct access to a globally recognized multi-vendor, cloud-agnostic portfolio acclaimed by experts like Forrester and Gartner. Bring innovative **data infrastructure, data solutions, and data operations to the table**— solutions that redefine industries.

3. Unrivaled reliability & performance

Give your clients a level of confidence they can't get anywhere else with our **100% data availability guarantee. Trusted by 75% of the Fortune 100 and 80% of the top 10 banks** for over two decades, our solutions safeguard customers' mission-critical data from ransomware attacks and other disasters.

4. Quoting made easy, deals made fast

With our streamlined processes and user-friendly tools designed to fast-track proposals, you'll be able to cut through the red tape, propelling you towards faster closures and happier clients. **65% of partner quotes approved within the hour!** 80% within the same day.

5. Stellar sales tools & resources

Targeting the most complex customer needs and selling our entire range is simple with your exclusive access to the **Partner Connect portal, Digital Selling Platform and The Global Center of Excellence (CoE)**—**your arsenal for product knowledge, strategic sales techniques, ongoing technical support, sales enablement resources and state-of-the-art tools**, such as: solution and product demos and proof of concepts; technical updates and roadmap visibility; access to speakers, content and messaging upon request.

6. Exponential growth opportunities

Align your brand and amplify your expertise instantly with **Hitachi's 110+ years of industrial knowledge and leading-edge IT capabilities**, including OT/IT Integration no other tech provider can offer. Our proven solutions and data-driven results across a diverse set of industries including energy, utilities, construction, manufacturing and transport will **set the stage to engage new prospects and seal larger, more complex deals.**

7. Sustainable solutions for a greener future

Empower your customers to leverage data to understand their impact on the climate and how they can drive effective sustainability practices across their organization. Partnering with Hitachi Vantara means offering products dedicated to **reducing operational costs and carbon footprint** in line with our goal to become carbon-neutral across operations by 2030 and throughout the value chain by 2050.

8. On-demand training to fit your schedule

Stay sharp and poised for any sale with access to our vast library of **on-the-go, mobile-friendly, e-learning courses.** Ranging from 5-minutes to a full-day, our training modules **equip your sales team to confidently sell our solutions** and your **technical team with the accreditation and support** to implement.

9. Comprehensive GTM support

Our **Partner Marketing Hub provides all the necessary resources to generate new business**, including co-marketing campaigns and templates, a dedicated concierge service, and access to MDF to help you **draw in a steady stream of high-quality leads.**

10. Flexible customer financing options

Hitachi Vantara's **investment in your success extends to customer financing.** Choose from XaaS consumption models, leases, and **EverFlex – an elastic pay-as-you-go model** – payment options that enable you to deliver an ideal solution for your customer's current needs, with the ability to scale for future requirements.

Let's accelerate business together.

By partnering with Hitachi Vantara, you aren't just selling products. You're bringing transformational solutions to your customers and getting the faster return on investment you need to accelerate your business, from the brand that more companies trust worldwide.

Take the first step today:

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