

Your next market opportunity. Meets our **Data-Driven vision.**

The only Partner Program to meet demand
for data-driven digital transformation

Hitachi Vantara. Together, we go further.

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CEOs are shopping for technology. Let's help them choose.

Never has IT had more attention from the C-Suite, more focus strategic value, and more budget to make it happen.

Never has there been a better time to become a Hitachi Vantara Partner. More solutions – from edge to core to cloud. More scale – across any industry, any geography.

More support – a proven partner program.

Let's make this your year of opportunity and growth.



Kimberly King
Sr. Vice President
Strategic Partners & Alliance
Hitachi Vantara

So what does 'data-driven' mean? What can you sell today?

For customers, being data-driven means being able to make better, faster, smarter decisions. For solution providers, that means helping them get the right data in the right place and the right time for end-to-end digital transformation.



Our broad and ever-growing portfolio of products and services is designed to do exactly that. Hitachi Vantara partners get greater visibility across the C-suite by offering world-class solutions and services across three strategically crucial segments.



Edge-to-Core-to-Cloud Infrastructure

Help customers modernize and unify their infrastructure from on-premise, public and private to Hybrid IT Cloud.



Intelligent Data Operations

Help customers optimize their data fabric through DataOps, AI-driven automation, data modernization, management and analytics.



Data-Driven Solutions

Help customers in industry verticals advance their OT/IT integration with leading-edge IoT solutions and Video Intelligence tech for smart spaces.

Joining our Partner Program will build out your areas of expertise, grow your existing accounts and win you airtime in new markets. With our long heritage and unmatched industrial and digital capabilities, prospects will already know our name.

Let them know yours.



The bigger the portfolio, the bigger the opportunity.

And of course, becoming data-driven means hybrid cloud. For flexibility, lower costs and on-demand access to all data, applications and infrastructure.





Help organizations optimize and unify their infrastructure from on-premise to public, private and Hybrid IT Cloud environments.

Our portfolio provides powerful, complex solutions to application requirements and service-level demands.

IT Infrastructure

- Core Storage
- Data Protection
- IT Ops Management
- AI Operations
- Converged
- Hyperconverged
- Near Cloud
- Hybrid Cloud

Modern Object Store

- Hitachi Content Platform (HCP)
- HCP for Cloud Scale
- Data Governance
- Data Mobility
- Hitachi Content Software for File (HCSF)
- Hitachi Content Intelligence

Cloud Services

- Virtual Storage as-a-Service (STaaS)
- Data Protection-as-a-Service (DPaaS)
- Application Migration
- Application Modernization
- HARC
- Public Cloud





Empower organizations to accelerate digital innovation through advanced insights based on trusted data. Deliver AI-driven automation and collaboration, across Hybrid IT Cloud, core and edge.

Our comprehensive portfolio addresses the most demanding data management and analytics needs.

Lumada DataOps

- Data Integration & Analytics (Pentaho)
- Data Catalog
- Data Optimizer for Hadoop

Lumada Industrial DataOps

- Data Integration (Pentaho)
- Data Catalog
- IIoT Core
- IIoT Analytics





Bridge physical and digital worlds to accelerate industrial digitalization and power actionable, real-time insights with our extensive portfolio of Industrial IoT products, technologies and solutions.

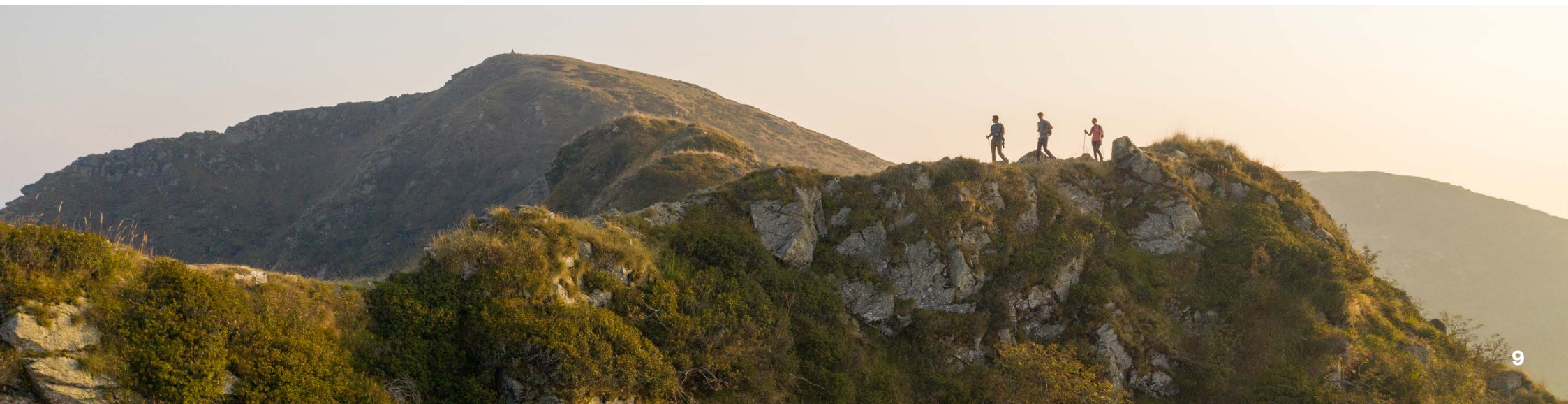
Transform video into insights to provide comprehensive intelligence. Overcome production and supply challenges, accelerate application deployment and cost-optimize and secure operations data management.

Internet of Things (IoT)

- Lumada Manufacturing Insights
- Lumada Video Insights

Digital Solutions

- Smart Spaces
- Digital Hospital
- Hitachi Image Based Inspection



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's mature, multi-vendor, cloud-agnostic portfolio. It allows you to build a customized and consultative offering for each customer, as you help them modernize their digital core and become truly data driven.

Drive bigger deals, expand your market and increase your profile reach and stickiness within accounts.

Learning our products and services is fast and easy

Learning our products and services is fast and easy. Our portfolio is organized so it's logical and modular – like our one platform, which is managed via a single operating system.

Stay relevant, build lasting relationships

As a Hitachi Vantara Partner you'll automatically stay ahead of the curve when it comes to the latest innovations, offers and new deals.

We recently added:

- Our enterprise-class Virtual Storage Platform (VSP) storage now includes mid-market offerings.
- A readily available near-cloud/colocation offering via Equinix.
- Alliances with tech innovators such as VMware, Microsoft, Cisco and many more.



Get the tools and resources you need for the sales growth you want.

Our Partner Program is designed to help solution providers navigate the Hitachi Vantara portfolio as if it's their own. With self-serve, mobile-friendly access to a portal full of rich resources, you'll know how to unravel complex customer needs and sell from our entire range. You'll see how to link functionality and features directly to their business outcomes.

Our program supports you across all areas of your business:



Marketing



Training



Operations



Sales



Finance

Build a high velocity pipeline

Dipping into our Partner Connect Portal, Center of Excellence and Learning Platform, you'll be able to:

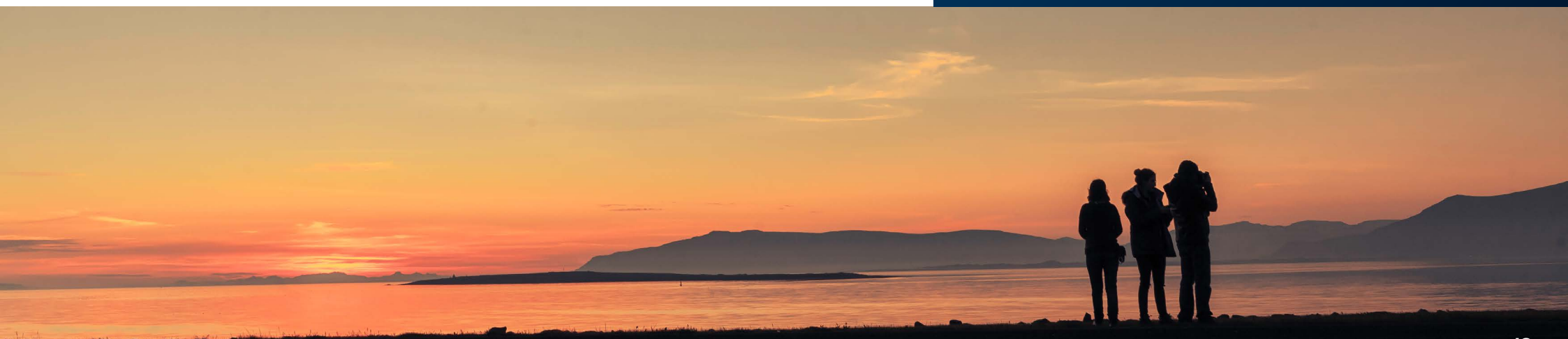
- Build your knowledge base and sharpen your sales pitch with our micro-learning and marketing resources in 6 languages.
- Speed up time-to-quote with deal configuration tools and best-fit recommendations, seamlessly integrating with Salesforce.
- Demonstrate the value of solutions anywhere with our online demo labs and sandbox tools.
- Close deals sooner with automated approvals, street-ready prices and dynamic pricing tools.
- See how margins and stackable incentives – front and back-end – mount up when you register deals.

Flexible financial models for quicker ROI

Hitachi Vantara Partners have access to a range of XaaS 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.

We're easy to do business with

We approve more than 65% of partner deals within one hour and over 80% within the same day where use of our AI driven pricing engine is applied.



Grow business in new industries.

As a Hitachi Vantara Partner you'd be tapping into a real-world heritage that no other technology provider can offer. We have been building machines, hospitals, train systems, factories, infrastructure and equipment across the world for more than 100 years. This gives us an in-depth, grassroots understanding of industries like energy and utilities, manufacturing, construction and transport.

When you layer that with our 50 years at the leading edge of IT, you can see why we're best placed to support you with digital transformation in industries that are crying out for OT/IT expertise. That integration is baked into our IoT, IIoT and Smart Spaces portfolio, as well as our Data-Driven Solutions Competency and Partner Learning Platform.



Industrial use cases: opportunities open to partners

Supply Chain Intelligence

Create greater efficiencies with supply chain control tower.

Fraud Intelligence

Stop fraud and ensure regulatory compliance for your Banking Core.

Grid Intelligence

Connected grid, Field Service Management.

Asset Intelligence

Predict failures and boost production through Asset Performance Management.

Digital Hospital

Connected care and enhanced patient experience through optimized Digital Operations.

Industrial Operations

Optimized production, high efficiency and predictable quality.

Smart Spaces

Build Smart Retail, Smart Airport and Smart Cities through video intelligence.

Smart Transportation

Fleet Management and driver and passenger safety.

Reduced Carbon Footprint

Through improved technologies and data-in-place upgrades.

Benefit from our IT/OT integration experience

8th LARGEST	Technology company in the world	#+800,000 KM	of freight lines managed	+1.8B	Providing stable supply of energy to 1.8B people
24th LARGEST	Manufacturing company in the world	+1,500 KM	1st automated heavy-haul railway in Australia	+36,000	Hitachi Energy employees in 90 countries
+ 140,000	Manufacturing employees	+1,500 KM	of driverless unattended metro rail solutions	+25%	of the world's high-voltage substations managed
+ 200	Manufacturing facilities	+80%	of revenue outside Japan (27 countries)		
+ 20	Countries with manufacturing facilities	#1	World's largest Power Grid installed base		
#1	First high-speed rail in Europe, 1961 / First Shinkansen bullet train, 1964	+130 GW	Leader in HVDC systems (>130GW installed)		

4 more reasons to become a Hitachi Vantara partner.

1 We're famous for reliability



2 We're powering good

Corporate commitment

<p>QUALITY EDUCATION</p>	<p>GENDER EQUALITY</p>	<p>DECENT WORK AND ECONOMIC GROWTH</p>	<p>RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>CLIMATE ACTION</p>	<p>PARTNERSHIPS FOR THE GOALS</p>
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Business strategy

<p>GOOD HEALTH AND WELL-BEING</p>	<p>CLEAN WATER AND SANITATION</p>	<p>AFFORDABLE AND CLEAN ENERGY</p>	<p>INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>SUSTAINABLE CITIES AND COMMUNITIES</p>
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Our targets

2030

Carbon neutral from our own operations

2050

Carbon neutral across our entire value chain

3

We're recognized as innovators

Storage



Primary Storage Arrays

Gartner MQ 2021 – Leader



Distributed File Systems and Object Storage

Gartner MQ 2021 – Challenger



Radar for Enterprise Object Storage

GigaOm 2021 – Leader

Cloud services



Worldwide Cloud Professional Services

IDC MarketScape 2020 – Major Player



Enterprise Data Fabric

Forrester Wave 2020 – Strong Performer



Consulting and Integration Services

IDC MarketScape 2020 – Market Leader

Industrial software



Asset and Field Service Management

ARC Advisory Group 2017 – 2022



Cloud-Enabled Utilities EAM Applications

IDC MarketScape 2021 – Leader



Utilities Asset Performance Management Assessment

IDC MarketScape 2020-2021 – Leader

IoT platforms



Industrial IoT Platforms

Gartner MQ 2021 – Leader



Smart Manufacturing Platforms

ABI Research 2021 – Leader



Industrial IoT Platform

Forrester Wave 2021 – Strong Performer

Company Innovation



Advanced 4th Industrial Revolution Lighthouse –

The World Economic Forum: Omika Works



Top 50 Innovators

BCG Innovation Survey



Key Acquisitions and Expansions

ABB Power Grids, IO Tahoe, GlobalLogic

4 We're committed to the channel



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

Hitachi Vantara



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