



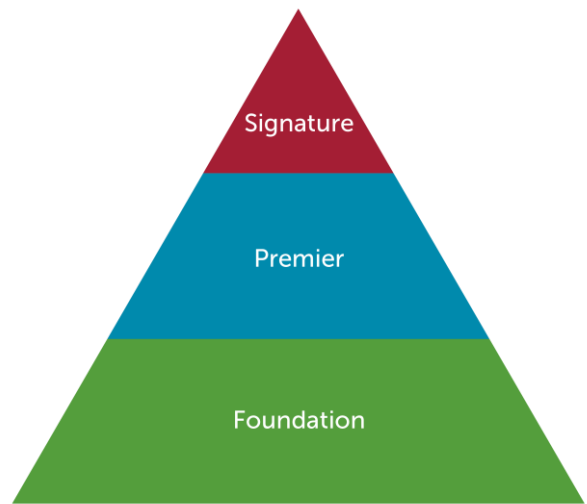
FY17 Hitachi Alliance Partner Program

Expand Opportunities and Accelerate Customer Transformation

Hitachi Data Systems is committed to the continued innovation and growth of Hitachi Alliance Partners in the marketplace, particularly around cloud, analytics and internet of things (IoT). To support this goal, our Hitachi Alliance Partner Program for FY17 offers:

- Functional and standards-based testing.
- Access to HDS labs for interoperability testing and certifications.
- Demonstration resources, equipment and software licenses.
- The opportunity for referral fees when acting as a Hitachi Advisor Partner.
- Go-to-market (GTM) support.

As a part of the Hitachi Alliance Partner Program, HDS offers three partner-level designations aligned with joint business investment and revenue contribution: Foundation, Premier and Signature. These partner levels ensure alignment of the joint solutions, based on revenue contribution, market focus, business structure, vision and expertise.



Hitachi Alliance Partner Program Levels

Foundation Partners

Synergistic and tactical partners who can help solve customer challenges.

Benefits include:

- Functional and standards-based testing.

Annual revenue: < US\$10 million*

Premier Partners

Drive consistent alignment with HDS and share a focus on developing interoperable, joint solutions.

Benefits include:

- Qualification testing and validation.
- GTM support.

Annual revenue: US\$11 to US\$99 million*

Signature Partners

Offer products that are tightly integrated with Hitachi offerings.

Benefits include:

- Joint business planning.
- GTM support.
- Joint investment.
- Technical resources.
- Sales alignment.

Annual revenue: > US\$100 million*

*Partner resell and co-sell revenues, OEM revenue, revenue drag and influence are included in revenue contribution calculations.

Requirements, Benefits and Resources

REQUIREMENTS
Accept Hitachi Alliance Partner Program Agreement
Remit annual program fee
Complete joint annual business plan
Ensure web presence
Collaborate on joint solution collateral, certification, integration documentation
Maintain partner profile
Reach revenue contribution threshold

BENEFITS AND RESOURCES*
Referral fee opportunity
HDS lab access
Access to virtual machine versions of Hitachi software and documentation
Demo support and loan equipment
Alliance management
Joint collateral creation
Partner locator
Partner Connect portal
Third-party compatibility guide
Use of Hitachi Alliance Partner Program logo and branding
Executive Briefing Center access

*Based upon approved business plan and partner level.

Why Partner With Hitachi?

The digital economy demands new applications and services that are faster and better than the competition. Our unique value to the industry and our customers is our power to combine Hitachi's 106 years in operational technology (OT) with 57 years of market-leading information technology (IT) expertise to bring unique cloud, analytics and IoT solutions to the marketplace. Together with our partners, we are well positioned to help drive digital transformation for organizations in all industries, across the globe.

There's never been a better time to be an HDS Alliance Partner!

To join the program, please visit www.HDS.com or contact allianceprogram@hds.com



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