



## FY17 Hitachi Cloud Service Provider Program

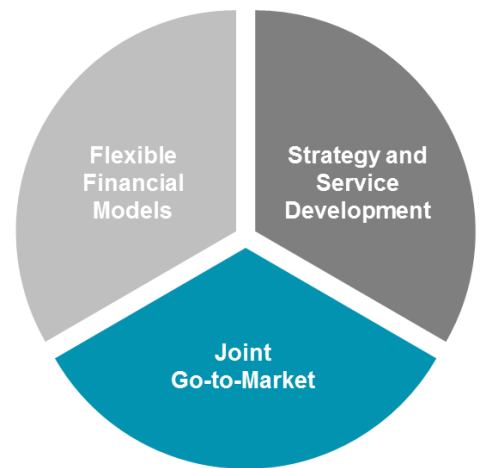
### Powering Business Today and Tomorrow

There is no doubt that cloud is changing the way we consume data and how we do business. As-a-service offerings have dramatically increased, improving productivity, mobility and business agility. Together, Hitachi Data Systems (HDS) and its Cloud Service Provider (CSP) Partners can help businesses to take advantage of advancements and industry trends, with differentiated and profitable “powered by Hitachi Data Systems” cloud services. Those services meet a variety of customer needs and desired business outcomes – from foundational cloud offerings, such as infrastructure or data protection as-a-service solutions, to highly specialized services around Internet of Things (IoT), analytics, big data, and vertical markets.

As an extension of our team, HDS is committed to the continued innovation and growth of its CSP Partners in the marketplace. To support these goals, the FY17 Hitachi CSP Partner Program features continued investment in:

- Flexible partnerships and financial models
- Strategy and service development frameworks
- Joint go-to-market activities

In addition, HDS also provides award-winning sales enablement, training and marketing benefits. In FY17, HDS is also expanding its Hitachi cloud reseller ecosystem of Partners to extend the reach of the “powered by Hitachi Data Systems” services.



### Flexible Financial Models

To help CSP Partners extend expertise, expand markets and increase the profitability of “powered by Hitachi Data Systems” services, HDS provides service options:

- On Demand.
- As a Service.
- Purchase.
- Leasing.

### Strategy and Service Development

To help CSP Partners build the right strategy and high-value differentiated services, HDS has created tools, frameworks and workshops, including:

- 60-day Onboarding Program.
- Joint Strategy and Planning Workshop.
- Cloud Design and GTM Workshop.
- Service Ideation Workshop.
- CSP Service Accelerator Kit.

### Joint Go-to-Market

The CSP Program supports CSP Partners with co-branding, co-marketing and co-selling efforts to drive demand and accelerate success. Support can include:

- Co-selling for expanded sales reach and incremental opportunities.
- Funded headcount\*
- Investment rebate\*

*\*Based on approved business plan. Terms and conditions for participation are available on Partner Connect.*

## Cloud Use Cases Your Customers Want

The CSP Program gives you best-in-class HDS cloud use cases that serve as the foundation for differentiated cloud offerings for your market and your customers. Top as-a-service use cases include:

- Infrastructure
- Data protection
- Vertical and industry solutions
- ERP
- Messaging and collaboration
- Big data
- VDI
- IoT
- Analytics

## New Opportunities Through Cloud Resellers

As an additional benefit, we offer access to our growing ecosystem of Hitachi cloud reseller partners to help you broaden your reach of your “powered by Hitachi Data Systems” services. This connection provides a path to even greater market opportunities.

## Why Partner With Hitachi?

The digital economy demands new applications and services that are faster and better than those of the competition. Our unique value to the industry and our customers is the 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 Internet of Things (IoT) solutions to the marketplace. Together with our Partners, we are well positioned to help drive digital transformation for customers in all industries across the globe.

## Requirements, Benefits and Resources

The CSP Program is an extension of the Hitachi TrueNorth Partner Program or Global Systems Integrator (GSI) Partner Program. Prior to joining the Hitachi CSP Program, a service provider must join one of these two programs.

### REQUIREMENTS

Annual plan and quarterly business review
“Powered by Hitachi Data Systems” branding and co-marketing
Monthly point-of-sale (POS) and pipeline reporting
HDS and partnership visibility on partner web properties
Maintain partner profile

### BENEFITS AND RESOURCES\*\*

Flexible partnership and financial models
Enablement workshops
CSP Service Accelerator Kit
HDS sales compensation
Cloud-ready partner ecosystem to resell and white label “powered by Hitachi Data Systems” CSP services
Joint sales engagement and promotion
Joint collateral creation
Partner locator
Partner Connect portal
Partner demo resources
Development funds*
Use of Hitachi CSP Program logo and branding
Ensure web presence

\*Based upon approved business plan.

\*\* Additional requirements/benefits may apply under the TrueNorth Partner Program.

## Contact Us

For questions or additional information, visit [www.HDS.com](http://www.HDS.com) or contact your Partner Manager, Authorized Distributor or [partnerprograms@hds.com](mailto:partnerprograms@hds.com)

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