



Hitachi Cloud Service Provider Program

Enable a New Level of Partnering

Hitachi Cloud Service Providers are a major pillar of the Hitachi Cloud strategy. The Hitachi Cloud Service Provider Program helps our service providers develop and bring to market differentiated and profitable cloud services “powered by Hitachi Data Systems.”

Our program offers a unique shared risk, shared reward model to accelerate profitability and reduce business risk. Hitachi technologies ensure you have the best, enterprise-class technology foundation.

The program is built on three core pillars:

- Elastic Financial Models.
- Strategy and Service Development.
- Joint Go-to-Market.

This program is intended to extend your expertise, widen the breadth and depth of addressable markets and increase the chance of profitability at every turn.



Elastic Financial Models

Hitachi Data Systems provides a choice in Cloud Service Provider Program tailored elastic financial models to reduce your costs and align with how you do business.

- Operating expenditure (opex) and Elastic Financial Models, such as infrastructure as a service and infrastructure on demand.
- Flex Buy.
- Leasing and capital expenditure (capex).

Strategy and Service Development

We assist our Cloud Service Providers in building the right joint strategy and high-value, differentiated services.

- 60-day process to bring CSP onboard.
- Partnership Planning Workshop.
- Cloud Design Workshop.

Joint Go-to-Market

A core benefit of the Hitachi Cloud Service Provider Program is the collection of programs and initiatives that enable co-branding, co-marketing and co-selling efforts.

- HDS sales cloud compensation.
- Funded Headcount.*
- Investment Rebate.*
- Cloud Service Provider Marketplace.
- Event Accelerator.

*Based on approved business plan.
*Terms and conditions for participation are available on [PartnerXchange](#).

The Use Cases Your Customers Want

The Hitachi Cloud Service Provider Program gives you the advantage of best-in-class Hitachi Data Systems cloud use cases that can be offered as the foundation for your unique and differentiated cloud offerings for your market and your customers.

Archive as a Service | Backup as a Service | Disaster as a Service | Infrastructure as a Service | Software as a Service | Storage as a Service | Industry Solutions | Desktop as a Service

To learn more about one way we work to promote your services to potential customers, please visit the [Hitachi Cloud Service Provider Marketplace](#).

Requirements

To participate in the Hitachi Cloud Service Provider Program, you must be a Hitachi TrueNorth Partner or Hitachi Global Systems Integrator Partner.

Additional requirements include:

- Annual Partnership Plan.
- Powered by Hitachi Data Systems branding and marketing.
- HDS-Centric Sales Staff Co-Selling.
- Monthly Point of Sale (POS) and Pipeline Reporting.
- Code of Conduct Compliance.

Contact Us

If you have any questions or need additional information, please contact your Channel Manager or Authorized Distributor.

For more information about the Hitachi Cloud Service Provider Program, visit [HDS.com](#) or contact cspinformation@hds.com

 **Hitachi Data Systems**

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Program Highlights

Event Accelerator

This event series is focused on providing opportunities to engage with end users to drive joint awareness and demand of the joint service offerings.

Cloud Service Provider Marketplace

This resource showcases Cloud Service Provider services and capabilities. It allows customers to locate Cloud Service Providers based on service type and geographical coverage, access collateral and more.

Cloud Workshops

Customized workshops provide the strategy and service creation framework to help you design, package and bring to market differentiated, profitable services.

Co-Selling

Expanded sales reach and incremental sales opportunities are provided through Hitachi Data Systems and associated channels.

HDS Sales Compensation

HDS sales teams are compensated for driving demand of CSP services “powered by Hitachi Data Systems.”

