Data that powers your vision.

The only Partner Program that
supports data-driven transformation
for Cloud Service Providers

HITACHI
Inspire the Next

Hitachi Vantara. Together, we go further.

Contents.

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

Never has IT had more attention from the C-suite. More strategic value. More budget. 2022 is the year of investment for businesses becoming truly data driven as they continue their cloud journey.

There has never 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 model tailored around Cloud Service Providers. Let's make this your year of opportunity and growth.

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

Migrate to the Cloud for data-driven outcomes.

For your customers, being data-driven means being able to make better, faster, smarter decisions that get new products and services into market as soon as possible. For cloud and Managed Service Providers, that means helping customers get the right data in the right place at the right time with end-to-end, cloud-ready transformation solutions.

Our ever-growing portfolio of products and services is designed to do exactly that. Hitachi Vantara Partners grow a greater share of wallet 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-premises, public and private, to Hybrid IT Cloud.

Intelligent Data Operations

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

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 help you expand your consultancy offering, keep up with rapidly evolving needs and get you airtime with customers in new markets. With our long heritage and unmatched industrial and digital capabilities, prospects will already know our name.

Let them know yours.

50% of minimum commit end-user sales compensation on contract

Flexible financials minimize upfront investments

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.

EverFlex gives businesses the power to scale and flex as growth demands, making it:

Simple
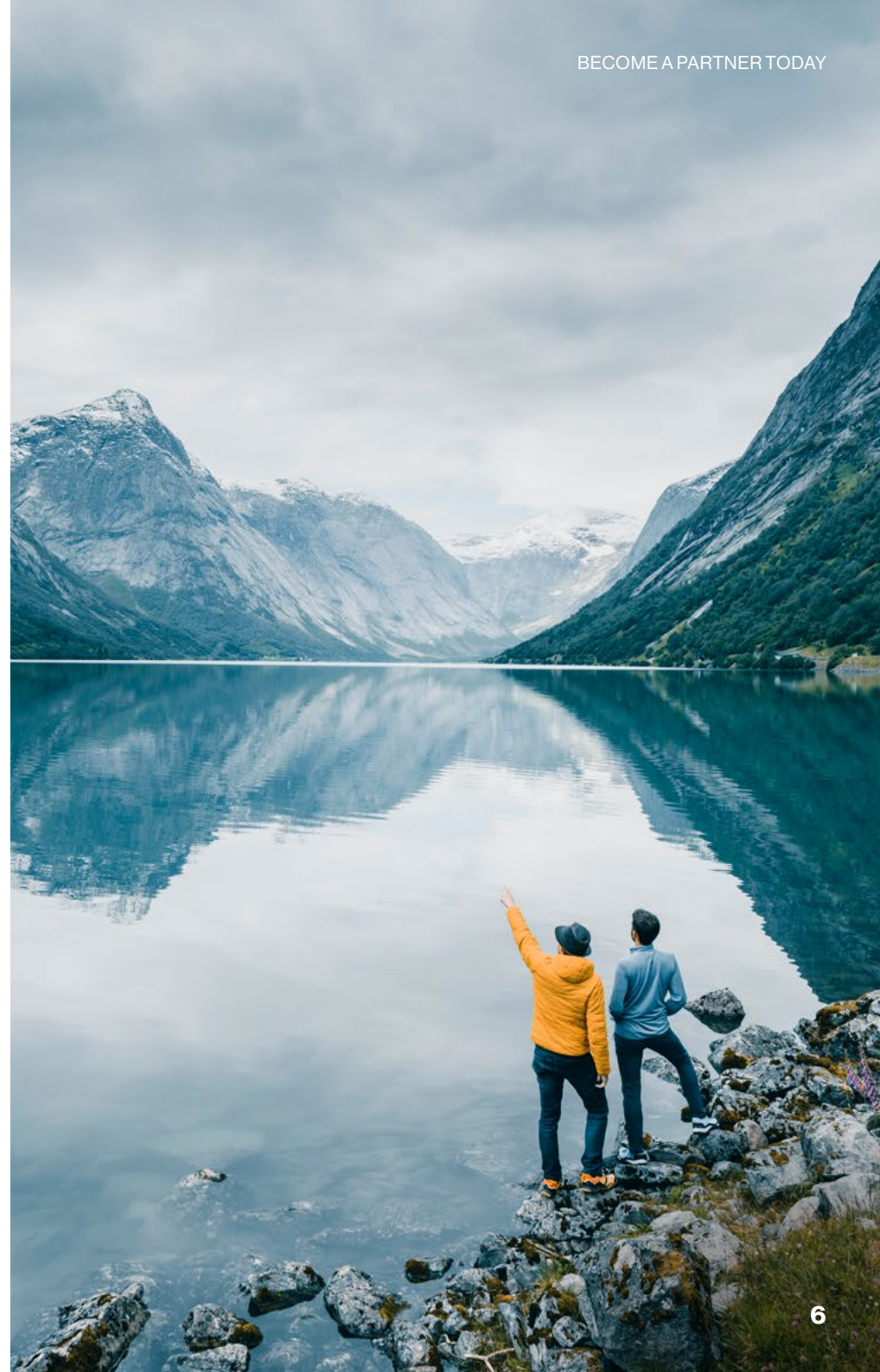Providing the agility needed to scale up or down as business demands change and adapt.

Cost effective
The efficient pay-as-you-go pricing keeps IT costs aligned with business use.

Guaranteed SLAs
Business and technical requirements are met under powerful SLA guarantees and outcome commitments.

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 their data, applications and infrastructure.

Edge-to-Core-to-Cloud Infrastructure
Hitachi Vantara
PARTNER

Help organizations optimize and unify their infrastructure from on-premise to public, private, hybrid and multi-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

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

Intelligent Data Operations
Hitachi Vantara
PARTNER

Empower organizations to accelerate digital innovation through advanced insights based on trusted data. Deliver AI-driven automation and collaboration, across the 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.
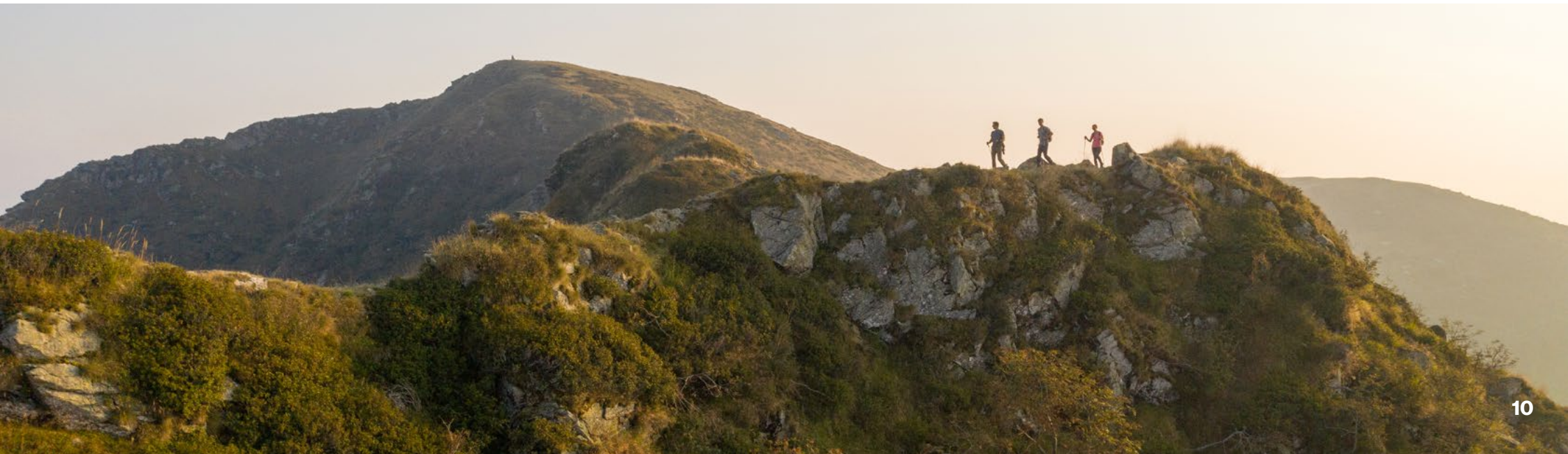
Transform video into insights to provide comprehensive intelligence. Overcome production and supply challenges, accelerate application deployment, and cost-optimize and secure operations data management.

Internet of Things (IoT)

- Lumada Manufacturing Insights
- Lumada Video Insights

Digital Solutions

- Smart Spaces
- Digital Hospital
- Hitachi Image Based Inspection

But as you know, diverse mid-market and enterprise customers need to move to cloud their way. That's why cloud service providers love the breadth and depth of Hitachi's reliable, multi-vendor, cloud-agnostic portfolio. It allows you to build a customized and consultative offering, as you help clients modernize their digital core and deliver data-driven outcomes across the business.

You'll drive bigger, more strategic deals and increase your reach and stickiness within accounts.

Over 40 CSP partners across the world

Get the support 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

Training and tools to grow your pipeline

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

- Access joint go-to-market resources, support with global and local marketing and funds for demand-generation.

- Build your knowledge base and sharpen your sales pitch with our micro-learning and marketing resources in 8 languages.

- Select from a range of flexible financial models including purchase and leasing, as-a-Service and shared risk and reward schemes.

- 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.

Enabling you to deliver end-to-end transformation

We'll give your consulting, sales and pre-sales teams a 60-day onboarding immersion as well as ideation, planning and cloud design workshops. You'll know our portfolio so well, it'll feel like your own.

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.

We have a broad spectrum of
regionally based
CSP partner managers to provide full support

Grow business in new industries.

As a Hitachi Vantara Partner you'll 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

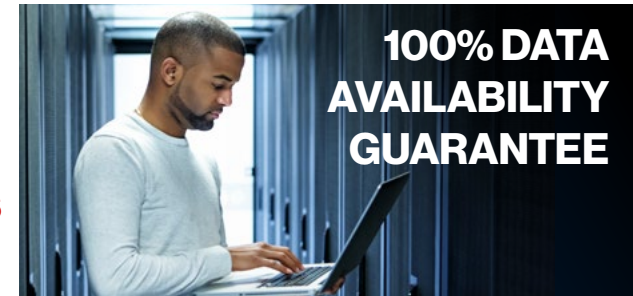Fleet Management and driver and passenger safety.

Our generous rebate program encourages partner engagement

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)		

5 more reasons to become a Hitachi Vantara CSP.

1 We're famous for reliability

100% DATA AVAILABILITY GUARANTEE

2 We're powering good

Corporate commitment

QUALITY EDUCATION	GENDER EQUALITY	DECENT WORK AND ECONOMIC GROWTH	RESPONSIBLE CONSUMPTION AND PRODUCTION	CLIMATE ACTION	PARTNERSHIPS FOR THE GOALS

Business strategy

GOOD HEALTH AND WELL-BEING	CLEAN WATER AND SANITATION	AFFORDABLE AND CLEAN ENERGY	INDUSTRY, INNOVATION AND INFRASTRUCTURE	SUSTAINABLE CITIES AND COMMUNITIES

At Hitachi, we see a brighter future. Here's how we're building it…

Our goal is to achieve carbon neutrality throughout our value chain by 2050.

Our target is to be 100% carbon neutral from our own operations by 2030.

Our advanced acoustic analysis is helping Rainforest Connection fight illegal deforestation.

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

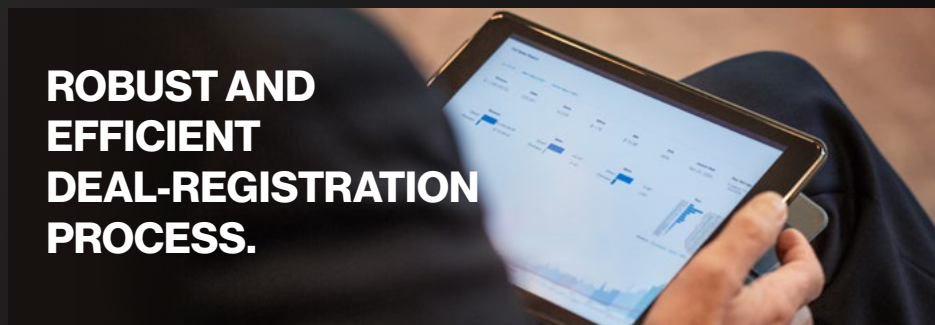**Top 50 Innovators**
BCG Innovation Survey

Key Acquisitions and Expansions
ABB Power Grids, IO Tahoe, GlobalLogic

4 We're committed to the channel

5 We're committed to Cloud Service Providers

ROBUST AND EFFICIENT DEAL-REGISTRATION PROCESS.

Interested in becoming a CSP? Get in touch.

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