

FY22 Hitachi Vantara Partner Program

Partner With Us

Pathway to Growth

Optimize your business with us through engagement in our program. Our partner-first approach means we are here when and where you need us. How you manage your businesses and workforce has changed. You can be sure that our program, products, and solutions are here to support you through increased insights that bring value to your data in a secure environment. Our investments are to support your success. Let's win together.

- Best-in-class portals and automation tools
- Expanding virtual demos and meeting capabilities
- Recognizing your success and expertise
- Providing secure, compliant solutions to solve your customer's challenges
- Leveraging artificial intelligence and knowledge sharing to get answers quickly

FRAMEWORK FOR SUCCESS

Built around four business models and three industry-recognizable competencies, our program gives you flexibility to grow and change over time.

Whether you resell or co-create innovative solutions, manage differentiated as-a-Service offerings, or provide partner-delivered services, our commitment to you is to offer a **Predictable, Profitable and Pioneering** experience.



Predictable

Leverage proven and future-proof offerings from our integrated portfolio as well as open standards for third-party integration and repeatability.



Profitable

Build your own intellectual property and services catalog. Use our automation tools to improve efficiency, extend your touch points, and increase customer value.



Pioneering

Extend your relevance to your customers. Up level IT to an innovation center and increase focus on technology and business outcomes for greatest customer success.

4 BUSINESS MODELS + PRIMARY PARTNER TYPES

Resell Value Added Resellers, Solution Providers, Distributors

Deliver Global System Integrators (GSI), Regional Service Providers (RSI), Service Providers (SP)

Manage Cloud and Managed Service Providers, GSI, RSI

Create Alliances, Independent Software Vendors, Developers, OEM

“Being data-driven is the new competitive DNA of thriving businesses in today’s market. Hitachi Vantara and its partners can help organizations keep up, create value, and identify new opportunities using data.”

**KIMBERLY KING, VICE PRESIDENT
STRATEGIC PARTNERS & ALLIANCES HITACHI VANTARA**

OUR PROGRAM SUPPORTS YOU ACROSS ALL AREAS OF YOUR BUSINESS

Marketing

Training

Operations

Sales

Finance

BENEFITS

Access to Product Portfolio Assets

Advanced Roadmap Discussions

Branding and Program Badging

Center of Excellence

Competency Logos

Deal Registration Discount

Demo Program Participation

Digital Sales Platform

Enablement Tools and Resources

Executive Sponsors – Eligible

Flexible Financial Models

Free Online Training Courses

Incentive and Rebate Eligibility

Market Development Funds (MDF)

Partner and Technical Advisory Council Participation via Invitation

Partner Connect - Partner Portal access

REQUIREMENTS

Active Agreement including Business Model Addendum(s)

Completed Joint Business/Marketing Plan

Complete Competency Requirements

Become a Partner! *Partner with us!*

To learn more about our program and get started, complete our Partner Enrollment Form, or email partnerprograms@hitachivantara.com

Hitachi Vantara

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