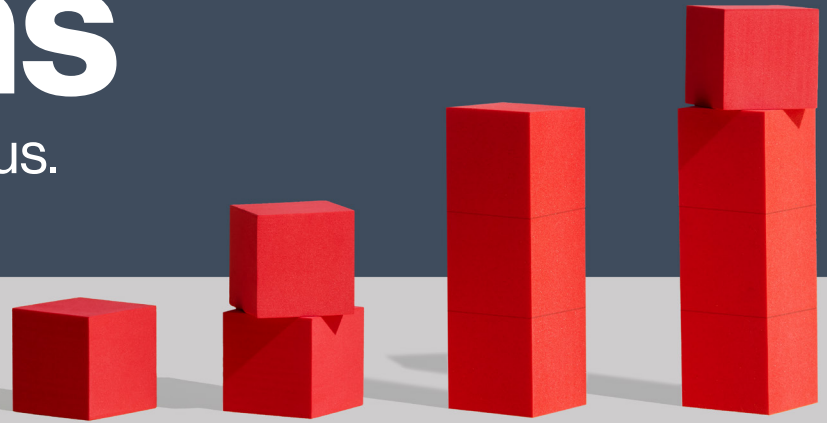


# Top 10 Reasons

You'll want to partner with us.

With the Hitachi Vantara Partner Program, you'll have all that you need to empower your business and drive profitability and growth.



## 1 Pitch perfectly.

Our portfolio is logical and modular with tools to help you sell our offerings as if they are your own. Dipping into our Partner Connect portal and Digital Selling Platform, you'll be able to sharpen your sales pitch with micro-learning and speed up time-to-quote with deal configuration tools that offer best-fit recommendations matching customer requirements.

## 2 Sharpen your expertise.

Choose from a badging framework focused on three areas of market competence: Edge-to-Core-to-Cloud Infrastructure, Intelligent Data Operations and Data-Driven Solutions. With self-serve, mobile-friendly access to a portal full of resources, you'll know how to target complex customer needs and sell from our entire range. You'll see how to link functionality and features directly to business outcomes.

## 3 Expand your opportunities.

You'll love the breadth and depth of Hitachi's mature, multi-vendor, cloud-agnostic portfolio. You'll be able to build a customized and consultative offering for each customer, as you help them modernize their digital core and become truly data driven. The bigger the portfolio, the bigger the opportunity.

## 4 Close deals faster.

Experience the speed of our intelligent pricing automation that helps you build and seal deals faster. More than 65% of partner quotes are approved within one hour. All our partner resources ensure you'll have a high-velocity pipeline. From engineered solutions, street-ready prices, configuration tools, online demo labs to sandbox tools—you'll have what you need to prove the value of solutions quickly and confidently.

## 5 Lead with us.

We're globally recognized in every area of our portfolio, from storage and cloud services to industrial software and IoT. Tech thought leaders like Gartner, Forrester and IDC recognize our leadership—you can see the quadrants, reports and white papers that prove it. We complete our offering through alliances with tech innovators such as VMware, Equinix, Cisco, major hyperscalers and more. With Hitachi, you'll stay top of mind with clients. Partnering with us also means leading with us.

## 6 Build C-suite rapport.

Businesses are investing everything to become data-driven and CIOs, CTOs and CEOs are shopping for tech that will get them there. As a Hitachi partner, you'll be able to talk about end-to-end transformation with world-class solutions that deliver the right data in the right place at the right time. Only a portfolio as broad as Hitachi's can unlock doors to top strategic priorities, allowing you to raise your profile, seal bigger deals and increase customer loyalty.

## 7 Build trust.

Hitachi is known across the world for making promises and keeping them. We've been delivering on our 100% data availability guarantee for over two decades, keeping business running for 80% of the Fortune 100. Our partners can give their customers a level of confidence they can't get elsewhere. With our reputation, long heritage and unmatched capabilities, your prospects will already know and trust our name.

## 8 Expand into new markets.

Tap into a rich stream of new prospects ready for digital transformation. Our 100-year, real-world heritage gives us a deep understanding of industries like energy, utilities, manufacturing, construction and transport. Combined with over 50 years at the leading-edge of IT, we have the OT/IT integration expertise no other tech provider can offer. We've baked this expertise into our IoT, IIoT and Smart Spaces portfolio as well as our Partner Learning Platform.

## 9 Offer financial flexibility.

Access a range of XaaS consumption options including purchase, lease and EverFlex – an elastic pay-as-you-go model. Give your clients the power to align their IT costs with business use, meet SLAs and scale up and down as needed. Flexible financial models allow your customers to reach time to value sooner and give you more versatility in meeting their business outcomes.

## 10 Keep your promises green.

We're helping governments, cities and companies combine data-driven capabilities with industrial know-how to cut their carbon footprint. We're committed to our own tough targets too: carbon-neutral across our operations by 2030 and across our entire value chain by 2050. We're doing the same for our clients, with new products like Virtual Storage Platform (VSP) 5600, which cuts power consumption by more than 32%. When clients prioritize sustainability, you'll need a partner who puts it at the forefront.

# Let's partner together.

With more solutions and tools to help you sell with ease. There has never been a better time to be part of the Hitachi Vantara Partner Program.

[Contact Us →](#)