

TOP 100 Executives

Partner Program Flexibility Boosts Hitachi Vantara Success

Q. What would you say to partners about why they should partner with Hitachi Vantara?

A. Our Hitachi Vantara partner business continues to see strong growth year over year. Why? Because partners are central to the way we innovate, solve new and emerging customer problems, penetrate new accounts, offer robust customer support, and add skills and offerings.

We continue to strategically expand our partner ecosystem across the globe to add new expertise, capabilities, solutions and services while protecting our under-distributed ecosystem model. Increasingly, our partner engagements are flexible, offering our partners choice in how and where they want to engage, but also predictable and profitable.

We want our partners to be successful and impactful – via differentiated offerings and a rich, stackable incentive structure to enable greater total margins. We offer a range of enablement resources, tools and systems, marketing support, investment funds and more to support the business objectives of our partners.

Q. We hear you have made significant changes around ease of doing business. Can you tell us how you tackled that and why?

A. Making it easier for our partners to do business with us has been one of our primary objectives. We first needed to understand where the partner pain points were. Then, we began to tackle them.

We have inserted choice and flexibility into the partner engagement model around how partners want to engage with us. We have exponentially sped up deal-pricing guidance and automated deal-approval workflows. We have massively streamlined the partner onboarding process.

We have rolled out new tools and systems for technical support, sandbox and online labs, midrange storage workflow recommendations, a marketing hub with pre-populated campaigns, and flexible consumption models that give both our partners and customers flexibility. And, we're not done yet.

Q. What is it like for you as a female VP in a male-dominated industry?

A. I don't look at my work from a male or female perspective. Everyone should have the opportunity to earn their seat at the table. I'm lucky to have worked for organizations, like Hitachi Vantara, who have given me opportunities because I have been the right person for the role based on my track record and contributions, regardless of my gender. That said, I know that my experience has not been everyone's experience. I sincerely hope that our industry does more to provide opportunities to people of all backgrounds to have a voice at the table.

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Kimberly King
VP, Global Strategic Partners
& Alliances

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Hitachi Vantara is committed to driving mutual success, built on a predictable, profitable, and pioneering partner experience. Learn more about partnering with Hitachi Vantara.
www.hitachivantara.com/partners