



How To Succeed

by Seeing the Whole Story

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Hitachi Vantara Invests In Partner Success Program Flexibility Powers Partner Growth

Q. Where are the opportunities for Hitachi Vantara partners today?

A. The opportunities for partners can be found across our entire portfolio — wherever they have skills, competencies, solutions and services or business objectives. This can mean engagement in core data center business or in areas like data analytics, data governance, modernization, cloud services, virtualization, containerization, manufacturing insights, COVID-19 safety, IoT and smart cities.

We understand that our partners are continually transforming to meet the changing needs of their customers. We see traditional resellers building up IoT and analytics practices and moving to support hybrid cloud. Similarly, systems integrator and ISV partners are making new bets around specific vertical industries, such as financial services, manufacturing, transportation and healthcare, deepening their expertise and offering high-value solutions and services.

Our Hitachi Vantara Partner Program offers our partners flexibility and choice. They pick the business models and the focus areas based on their business goals and objectives and we will engage with them to accelerate the achievement of these goals.

The opportunities are endless.

Q. What are your goals for the Hitachi Vantara partner ecosystem in 2021?

A. We have several goals related to our partner business in 2021. We're laser-focused on improving partner profitability, accelerating growth and increasing partner-driven revenues. This is true across all segmentations and geographies, but it's particularly true in the commercial midmarket space where the opportunity is massive.

Our partners will play a growing role in our go-to-market efforts in this arena to provide scale and expand reach, support new opportunities and deliver services and solutions.

Q. How are you investing to support the achievement of these objectives?

A. The key to achieving these goals will be continued investment in portfolio innovation, as well as the incentives, systems and tools required to ensure that our partners can grow a profitable business with us.

One area of focus is around the commercial midmarket. On the heels of our launch of new Hitachi VSP E Series midrange storage offerings, we're doubling down with new partner incentives, tools and systems to create new market opportunities for Hitachi Vantara and our partners.

Of course, we must continue to make it easier for our partners to do business with us across our entire portfolio. As such, we will invest in the resources required to support our partners when and where needed, but most importantly, in the tools and systems to increase automation and self-service and provide greater transparency and collaboration.

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Mark Ablett
Chief Revenue Officer,
Hitachi Vantara

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

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