



# 5-STAR WINNER PARTNER PROGRAM GUIDE

## Hitachi Vantara Simplifies Private Cloud Storage

### **Q. As the pandemic puts more pressure on company finances, how has the cloud factored into the shift to data center consolidation?**

**A.** COVID-19 accelerated cloud adoption and we don't see this model changing anytime soon. The definition of cloud also moved to a hybrid model providing flexibility, security and performance. With consumption-based pricing, such as Hitachi EverFlex, data centers can use the hybrid cloud model to power consolidation.

### **Q. How does Hitachi Vantara provide a better storage-as-a-service experience than hyperscalers, such as AWS and Azure?**

**A.** Hitachi Vantara is focused on simplicity of use, predictable performance, a transparent cost model and a long-term engagement. Customers need flexibility to use, move or dispose of data. Hitachi Virtual Storage as a Service lets partners build a long-term storage service that their customers can consume securely, quickly and cost effectively. The Hitachi Virtual STaaS solution enables a "store and leverage" model versus the hyperscale "consume and leave" strategy.

### **Q. How quickly can cloud service providers and other solution providers get up to speed with Hitachi Virtual Storage as a Service?**

**A.** The Hitachi Virtual STaaS solution is designed to be partner driven and to make private cloud storage consumption simple and cost effective. Our partners can have fast 14-day order-to-delivery for first deployments and four-hour service activation with a pre-validated architecture and a simple but effective management console. Partners can activate customers quickly and get to revenue with minimal effort. We share the risk and reward with them by co-developing, co-marketing and co-selling. When our partners win, we win.

### **Q. Why choose Hitachi Vantara to build as-a-service solutions with?**

**A.** We are all about partnership when building cloud service solutions. With our industry leading technologies and services, we enable our partners to build their own cloud services. We rely on service provider partners to own and deliver those services to the market.

We have defined a prescriptive solution development methodology called PDM—Plan, Develop and Monetize. It defines our co-development, co-marketing and co-sales strategy. We work with a targeted set of partners who have the same goals and success philosophy as us.

Grow your business with Hitachi Virtual Storage as a Service.  
[www.hitachivantara.com/partners](http://www.hitachivantara.com/partners)



## HITACHI

Inspire the Next



**Glen Lomond**  
Global Cloud Solutions  
Architect

“Hitachi Vantara is a cloud enabler by providing industry leading technologies and services from which cloud services can be built.”

