

Your Business Instinct.
Our Hybrid
Cloud Portfolio.



Introduction

Hitachi's Partner-First Approach.

Your customers have huge hybrid cloud ambitions. And that means big opportunities for you.

Opportunities to show them ever-simpler management. Ever-greater flexibility. And ever-higher returns on every investment.

As a Hitachi Vantara Partner, you're in the right place.

It's time to turn those opportunities into more deals. Bigger deals. Tailoring solutions for every tech need. And influencing your customers' business strategy and plans from first inception.

You'll put customers at the forefront.

Going data driven isn't just today's winning strategy, it's the fuel for every future decision. You **can accelerate that journey** to data-driven innovation by delivering more comprehensive, flexible hybrid cloud solutions.

There's lots of new business on the horizon, since **two-thirds** of companies aren't seeing the benefits they expected from cloud migration. And many firms need your help with **security, compliance, legacy infrastructure and lack of skills.**

At Hitachi, we've built a **complete portfolio of solutions** to take your customers into the data-driven future. And we've created **a complete set of tools and expertise** – to help you move faster than the competition.

Here's how.

**The future belongs to the data-driven.
That means opportunity is everywhere –
but it's hard to stay on top of every new development.**

Discover our newest solutions and services for hybrid cloud, and the programs and tools that will help you lead your customers into the data-driven age.

The end goal? Turn your hard work into even higher revenues and profitability.

Keep reading to explore the new additions that are here to help.

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Discover the new solutions and resources that will help you meet your goals.

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Want the bigger picture?

Learn why working with us is easier than ever. Plus, discover the sales pitch that's winning business in every market.

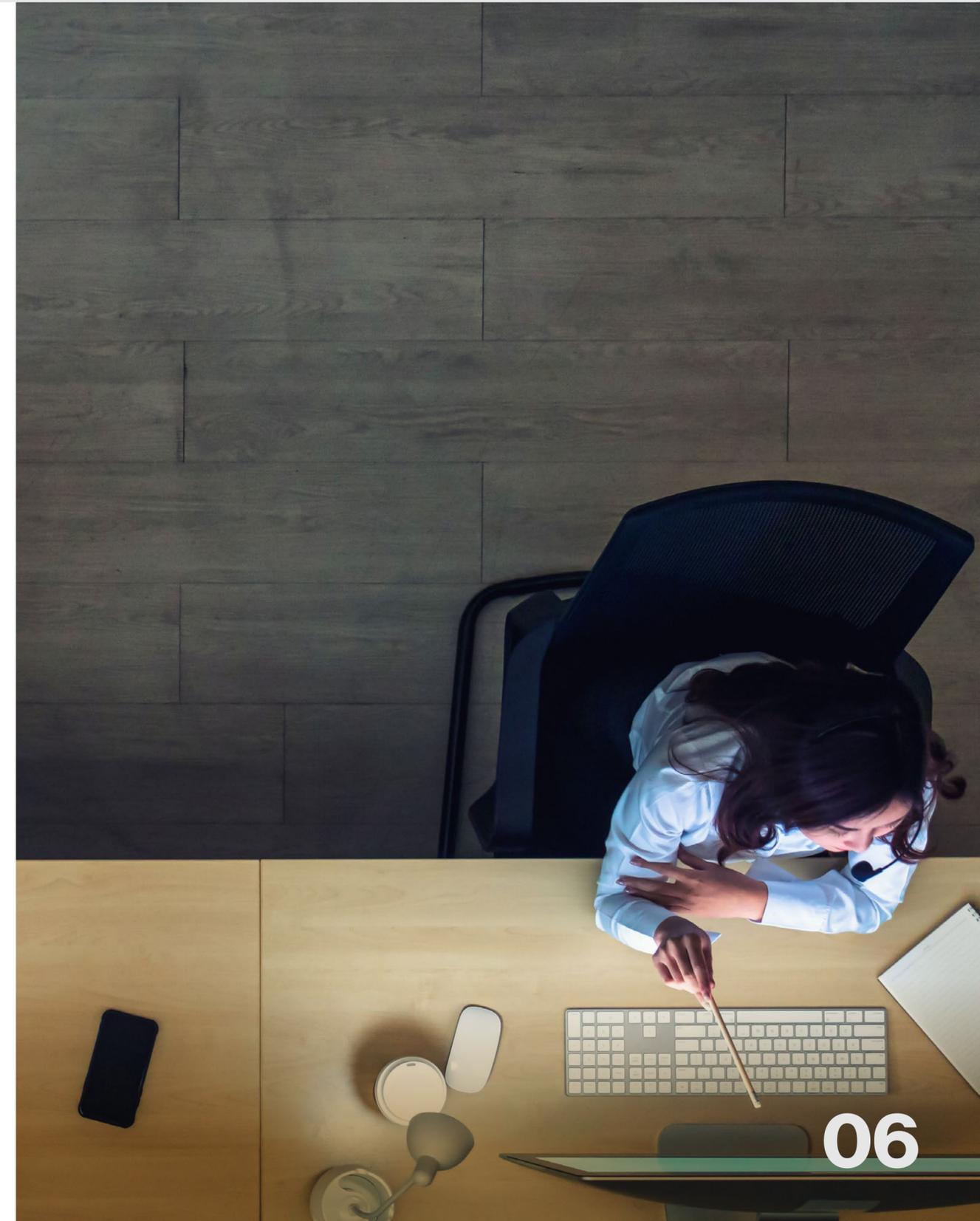
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Hybrid cloud agility and data protection the midmarket can afford.

Meet the latest addition to our Hitachi Virtual Storage Platform (VSP) E Series portfolio, the VSP E1090.

Now, your midmarket customers can support real-time, data-hungry applications, get automated management and enjoy hybrid cloud powers. Just like their enterprise competitors.



Hitachi Virtual Storage Platform (VSP) E Series portfolio

Our newly updated portfolio VSP E1090 will help you:

- Transform business with the lowest latency of any NVMe midrange storage on the market with 41µs.
- Give your customers a new level of flexibility, with a single point of management. In one platform, you can deliver a choice of NVMe, Hybrid Flash and All-Flash.
- Create greater IT scalability with Virtual Storage Scale Out. The VSP E Series supports clustering of up to 65 appliances with 130 controllers and 260 CPUs.
- Upgrade customers faster with non-disruptive, data-in-place migration.
- Offer midmarket customers the same security against attack that our enterprise customers enjoy.
 - The portfolio is protected by our Hitachi Storage Virtualization Operating System RF (SVOS RF).
 - Hitachi Ops Center Protector automatically replicates data between on-premises, near-cloud and public cloud – so your customers are safe against ransomware.



Cut your customer support workload – while improving service.

You work hard to keep customers happy. It's time to make that easier.

Provide remote support while the heavy lifting happens automatically.

Updates to our monitoring and analytics software mean it now executes even more repetitive tasks for you and your customers, finds the root cause of problems – and predicts issues. And even takes action to repair things or prevent problems automatically.

Hitachi Ops Center Clear Sight Analyzer & Automator are available with the latest VSP E Series:

- **Hitachi Ops Center Clear Sight:**

Our new easy-to-use, cloud-based monitoring tool and fleet management provides predictive analysis for less downtime and quicker resolution. And it gives you a single, complete view of your customer's business and operational metrics – so you can identify upgrade and upsell opportunities. Ops Center Clear Sight is integrated with Hitachi Remote Ops that cuts disruption to customer environments by up to 90%.

- **Hitachi Ops Center Analyzer:**

You won't have to worry about your customers getting great service with Analyzer. It continuously monitors the whole data path to ensure infrastructure is delivering for mission-critical applications – and makes automatic adjustments to stop potential problems in their tracks.

- **Hitachi Ops Center Automator:**

If you provide management or configuration services, Automator helps you deliver them up to 70% more efficiently. If not, you can win over your customers by delivering that same benefit directly to them. Automator provides customizable workflows such as smart provisioning and non-disruptive migration, that minimize manually intensive steps.

Win big business with unique hybrid cloud efficiency.

This is all about the biggest deals.

Our flexible Hitachi Unified Compute Platform RS (UCP RS) makes hybrid cloud seamless, strengthening your pitch with new features. Simplified management saves time and cuts your customers' IT total cost of ownership (TCO) with automated cost optimization. Performance boosts mean they can rely on real-time data access. And with our new sales tools, you'll convince prospects of its power faster.



01

Automation you won't find anywhere else.

Hitachi is the only hyperconverged (HCI) vendor to deliver a single management plane for converged (SAN), hyperconverged and hybrid cloud (VCF) infrastructure. Automating over 600 manual tasks, it cuts provisioning time by up to 80%.

02

Extreme performance. Complete integration.

Up to 2.5X improvement in IOPS and latency with new processors and NVMe SSD. The result? You'll deliver a rare level of management simplicity, since you'll offer one of the few Intel® Select certified HCI solutions for performance-critical tier one apps.

03

Speed up the sales cycle.

Get new sales and marketing support with messaging, collateral, campaigns, social kits, demos and proof of concept labs. Additionally, our online [Guru tool](#) and [sizing calculator](#) speeds time to quote with best-fit recommendations.

04

Fulfil every promise, whatever your skill set.

Deploy with confidence, thanks to help from Hitachi tier one virtualization and cloud experts. You'll have support at every step to design and deliver the perfect architecture for your customer.

Grow revenues by accelerating data-driven innovation.

Whether you resell, deliver, manage or create, we're making it easier to expand your reach and upgrade your data management offering.

How? It's all in the breadth of our new Lumada for DataOps platform. Our pre-integrated solutions and expertise enable you to expand your opportunities.

Talk to us about:

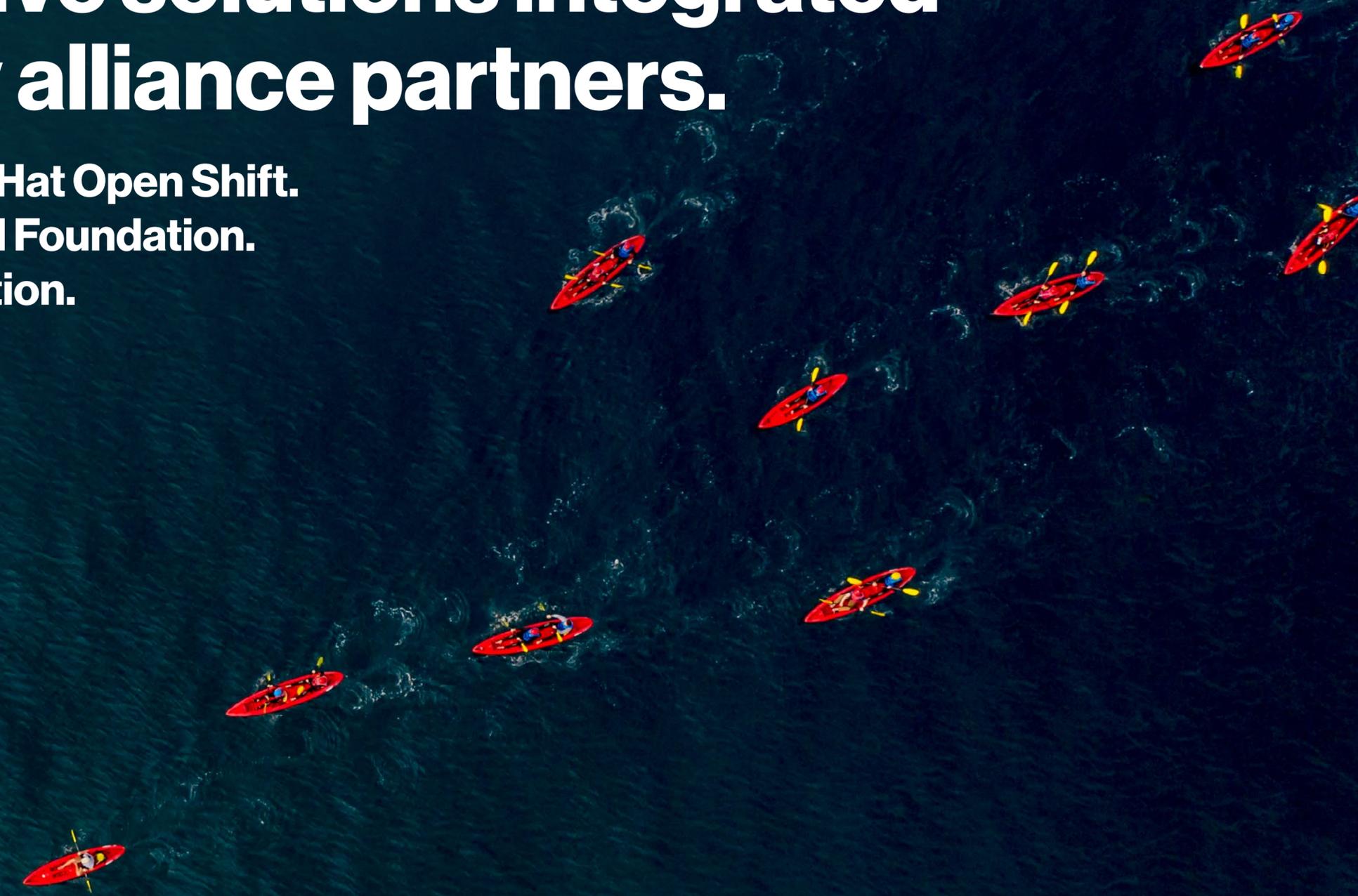
- **Getting customers closer to complete control of their data:**
Upgrade your Pentaho customers or win new business with features like containerized ETL and reusable data flows, lineage integration and hybrid data pipelines. Plus, leverage the upgraded data governance features and enhanced data quality of Data Catalog 7.0.
- **Developing unique products or services:**
Create faster as an ISV. Build the new apps and services your customers want in areas like customer intelligence, thanks to a foundation that integrates, catalogs, preps, publishes and provides analytics from edge to core to cloud. Plus, reusable pipelines that mean you don't have to recode.
- **Growing service earnings beyond product installation:**
Target new use cases like remote asset management and expand new opportunities by creating and collaborating on the Azure IIoT platform. Plus, there are new Industrial DataOps features like Remaining Useful Life Prediction, Sensor Based Anomaly Score Calculation, Maintenance Action Effectiveness Estimation and Anomaly Detection and Prediction.

Upsell comprehensive solutions integrated with top technology alliance partners.

**From VMware Tanzu Kubernetes to Red Hat Open Shift.
Cisco Validated Design to VMware Cloud Foundation.
Commvault to Veritas cloud data protection.**

Whatever your customers use – or whatever they’ve set their sights on – our new suite of solutions make it easier for you to add value.

Here are the fresh or upgraded integrations...



Updated VSP E Series

- Now, customers who run VMware vSphere Virtual Volumes can integrate seamlessly with our midrange storage.
- Use the VSP E Series for more than just block storage. Plugins make it easy for developers to work with containers using Cisco Intersight, Veeam, OpenStack and more.

Want to start selling the VSP E Series? Find it here. →

Hitachi Unified Compute Platform (UCP)

- Updated Hitachi Unified Compute Platform RS powered by VMware Cloud Foundation with Tanzu Kubernetes services.
- Container orchestration flexibility with Tanzu Kubernetes and RedHat OpenShift Container.
- Speed up deployment of Oracle databases, catalog-based services and more with our new integrated database platform.

Want to start selling Hitachi UCP? Find it here. →

Cisco and Hitachi Adaptive Solutions for Converged Infrastructure

- Benefit from decades of innovation with this deployable CI architecture – by the Cisco Intersight hybrid cloud operations platform.
- Deploy for any workload at cloud scale and unlock the value of data with AI-assisted automation and analytics for real-time decision-making.
- Protect investments with best-in-class architecture backed by a 100% data availability guarantee.
- Now includes the latest Hitachi VSP Storage and Cisco UCS X-Series (compute) – all managed by Cisco Intersight.

Want to start selling Cisco and Hitachi Adaptive Solutions for Converged Infrastructure? Find it here. →



Hitachi Cloud Connect for Equinix

- Grow your deal size when you work with customers who use Equinix. Now you can resell the firm's co-location services under a single contract with VSP platform products – whether they buy using CAPEX or flexible consumption. It consolidates billing for your customer and lets them control everything together with our leading AI-powered management software, Hitachi Ops Center.
- Help enterprise customers expand capacity without growing their own data center floor space, by selling VSP storage to be placed in Equinix locations rather than on premises.
- Offer prospects a hybrid cloud facility with free choice of hyperscaler services, since Equinix offers a direct connection to all of the biggest providers.
- Protect your customers from attack by offering data replication services to co-located resources that remain within their firewall. Critical snapshots of data are “locked down” to prevent deletion or damage from internal or external malicious threats.



Lumada DataOps

- Offer extra public cloud migration opportunities and increase consumption for Azure data services, thanks to new cloud-native connectors for data integration.
- Give your customers greater hybrid cloud agility thanks to new connectors that make it easy to move data between Azure data services and Snowflake, Cloudera CDP and MongoDB Atlas.
- Customers struggling with governance? Raise data quality and streamline compliance automatically with new Collibra connectivity and IO-Tahoe capabilities.
- Increase your customers' consumption of AWS cloud services, with containerized deployment support for Pentaho Data Integration and Business Analytics on AWS Cloud.

Want to start integrating with Lumada DataOps? Find it here. →



Veritas InfoScale

- Simple-to-manage joint solution from Hitachi Vantara and Veritas helps customers avoid downtime, maintain productivity and keep complete application stacks available.
- Customers can deploy applications anywhere in the hybrid cloud with confidence, whether to VSP E Series on-premise, failover/DR to public cloud target or to another private cloud.
- Reduce complexity from a single dashboard with automated processes for application-level failover, DR, DR fire drills or even application-level mobility.

Want to start selling Veritas InfoScale? Find it here. →



Data protection for cloud-native solutions with Commvault

- Give customers peace of mind as they move to hybrid cloud, by modernizing their data protection. All with a single platform that protects both on-premises resources and cloud-native technologies, including: resources that remain within their firewall. Critical snapshots of data are “locked down” to prevent deletion or damage from internal or external malicious threats.
 - Containers: Kubernetes, Docker, RedHat OpenShift, and D2i.
 - Public cloud IaaS: Microsoft Azure Virtual Machines, Amazon EC2, Google Compute Engine, Oracle Cloud, etc.
 - PaaS/DaaS: Microsoft Azure Database, Microsoft Azure SQL, Microsoft Azure Cosmos DB, Amazon RDS, Amazon Aurora, Amazon DynamoDB, Amazon Redshift, Amazon DocumentDB, Google Cloud Database, Oracle Database Cloud Service, etc.
 - SaaS applications: Office 365, Salesforce, etc.
- Upsell by adding the Commvault HyperScale X for Hitachi Data Protection Suite to your VSP platform and Hitachi Cloud Connect for Equinix sales.

Dial up ongoing revenue and break down budget barriers.

**No big customer budgets?
No problem.**

Cut the need for CAPEX by delivering more solutions from Hitachi – and our partner vendors – as a service. Our EverFlex portfolio allows customers to find the payment model they need to take the plunge. And lets you turn more one-off purchases into ongoing revenue.



It means you can help your customers refocus on their aims – and scale up or down quickly in fast-moving markets. Here's how:

- **Storage as a service:**

Your customers can pay only for what they use – and adjust quickly for usage shifts. All while keeping data exactly where they need it. Including on-premises, if it's best for security.

- **Data protection as a service:**

Deliver robust backup, recovery, retention and replication for customers – baking security into their operations, without the CAPEX commitment.

- **Infrastructure services:**

Provide pay-per-use private and hybrid cloud for VMware environments and cloud-native deployments. Helping customers modernize while staying flexible for the future.

Want a Quick Overview of the Tech? Find it here.



Get the answers and tools you need faster.

Are you already finding and nurturing leads at pace with digital marketing campaigns you can launch in as little as five minutes? And taking your selling or support game to a higher level with our training and testing resources?

Last year, we added some extras to help speed your customers to the close. Here are some highlights:

- Access what you need faster with our new-look [partner portal](#).
- Impress customers from afar with new tools for virtual demos, technical reviews and more.
- Get answers quickly thanks to our artificial intelligence tech for sharing knowledge.
- Upskill your teams with expertise and support through our new learning management platform.

Your talents meet our tailored support.

Together, we go further.

You're ambitious. Focused. Nimble. That's what it takes to win in fast-moving markets. And at Hitachi, we're the same.

So, when you work with us, you'll:

- Stay one step ahead of the market, as we keep adding new tools and solutions.
- Win customer confidence with Hitachi's reputation for reliability.
- Stay cloud agnostic, because we make sure you're never locked in.
- Pick the technology alliance partners that work for you, because we work with them too.
- Take customers data driven faster, because we have cloud tools and accelerators to make a rapid impact.
- Provide industry-leading expertise and solutions, because we'll support you at every step.
- Have access to a unique blend of IT and OT expertise, since we own and transform businesses in almost every vertical.
- Bring AI to your customers in any industry, because we've done it before.
- Move from helping manage data to monetizing it for your customers.



Create their cloud, their way.

Go to market with a winning story – one that's bigger than any individual solution.

At Hitachi Vantara, we take a unique approach to what your customers and prospects need. Starting not from our solutions, but from their business goals. Tailoring hybrid cloud platforms to deliver against those aims. And using pre-integrated hardware, software and services – plus accelerators – to get them to desired outcomes faster.

Explore the three key solution areas. We consider and combine all three to build their cloud, their way.



Data modernization

Delivering on-demand and well-governed access to innovative data processing, management, analytics and storage applications.



Application modernization

Building modern application environments that automatically connect data between critical applications. Creating links between customer insight, products and processes for your clients.



Infrastructure modernization

Creating new efficiencies for your customers by helping them select the best place for any application – in the cloud, on-premises or hybrid. Optimizing cost, availability, performance and governance.



EBOOK

Your Business Instinct. Our Hybrid Cloud Portfolio.

Ready to put your customers at the forefront with hybrid cloud?

You've explored the solutions that will make it possible. Now, it's time to push ahead.

Discover the Solutions →

Get in Touch With Us Today →



Hitachi Vantara

Corporate Headquarters
2535 Augustine Drive
Santa Clara, CA 95054 USA
hitachivantara.com | community.hitachivantara.com

Contact Information
USA: 1-800-446-0744
Global: 1-858-547-4526
hitachivantara.com/contact

Partner Connect Portal
partnerportal.hitachivantara.com

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ABOUT HITACHI VANTARA

Hitachi Vantara, a subsidiary of Hitachi, Ltd. (TSE: 6501), turns data-rich businesses into data-driven ones. For more information, please visit hitachivantara.com.