



March 2023

Hitachi Vantara Partner News

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Webinars →

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Visit **Partner Connect**, your gateway to the latest information from Hitachi Vantara.



Hitachi Vantara Continues to Make Waves in Two Industry Honors

We are pleased to announce that Hitachi Vantara has been chosen for CRN's [2023 Data Center 50 List](#) and that our Hitachi Vantara Virtual Storage Platform (VSP) 5600 has been recognized in the 2023-24 Data Center Intelligence Group (DCIG) High-End Storage Arrays report's Top 5 Solution Profiles.

CRN's annual Data Center 50 list highlights the most prominent data center suppliers working with channel partners to ensure peak performance and to nurture, innovate, and grow the data center industry. A panel of CRN editors has once again chosen Hitachi Vantara as a top technology supplier based on the breadth of data center services we offer our partners, our overall influence on the channel, and our total impact on the data center market. [See the list.](#)

In the 2023-24 DCIG High-End Storage Arrays report, DCIG specifically calls out our 100% data availability and a 4:1 "sight unseen" data reduction guarantee with deduplication and compression, along with our capability for multi-vendor consolidation, the Hitachi Ops Center software and our ability to accelerate automation. This is fantastic news and cements our position, especially when DCIG also evaluated HPE, Pure and IBM solutions but they did not make the report! [View the report.](#)

We are thrilled with both of these industry recognitions, as we believe they highlight what we strive every day to achieve: empowering you to deliver highly reliable, sustainable data infrastructure solutions for your customers' evolving edge-to-core-to-cloud environments.



How Green Is Your Gear?

Pure and other competitors are making a lot of noise about carbon neutrality and sustainability. But what makes a sustainable solution? Is it dependent on your component suppliers or whether you are committed to the effort of achieving Energy Star compliance?

Did you know that Pure, for example, doesn't have a single product that is [Energy Star Certified for Data Center Storage](#)? Or that Pure does not provide any documentation of Carbon Footprint for Product (CFP)-tested products, or even documentation for any products certified internally or by an external third party? Rather than relying upon hero numbers, Hitachi's certifications from leading sustainability experts provide you with data you can stand behind when engaging

customers on ESG initiatives.

Hitachi Vantara is proud to be Energy Star compliant. We are also the only storage vendor certified by Carbon Footprint for Products (CFP). We adhere to stringent internal protocols to design and develop infrastructure solutions that consume less energy and emit less carbon with each new version. Our CFP-certified storage solutions meet your customers' social responsibility goals, reduce their operating costs and accelerate their competitive advantage. And if our certifications aren't enough, [use our new CO2 Estimator](#) to find out how much you can reduce environmental impact with our CFP-certified storage infrastructure solutions. It is a great resource for starting an in-depth consultative discovery review of your customers' datacenter decarbonization objectives.

[Learn more](#) about achieving successful business outcomes with Sustainable solutions from Hitachi Vantara. And check out our new **Data Center Decarbonization Partner GTM Play** on the [Partner Marketing Hub](#), packed with easy-to-execute, customizable sales and marketing assets.

Some companies make all the noise about how green they are. Hitachi Vantara delivers.



Slide into Our FY23 Program with Ease and Improved Benefits

As we approach our new financial year, FY23, our Partner Program will continue to provide an outstanding partner experience. Because we recognize that you value consistency and reliability, the foundations of the program will remain the same and you will not be required to learn any new key components. However, given our philosophy of continuous improvement, you can be assured that we will always provide you with program improvements. This year, we will be:

- Ensuring our financial incentives are even stronger.
- Expanding sales enablement content.
- Accelerating how we manage, train and enable service delivery partners.
- Creating a dedicated landing page for pre-sales content.
- Providing partner tools that make it easier to do business with us.

Plus, much more. We will also be evolving our partner messaging, to better align with customer and market development. We look forward to telling you all about it in April! In the meantime, for a sneak preview, be sure to watch our March Partner Connect webinar. ([AMER/EMEA registration](#); [APAC registration](#))



Hitachi Vantara and Logicalis at Mobile World Congress

A successful partner ecosystem is based upon TRUST freely sharing values and expertise, and fundamentally supporting collaboration. This was a key topic of Kimberly King, Senior Vice President, Strategic Partners and Alliances and our partner, Morné Laubscher, CTO at Logicalis, who recently presented together at Mobile World Congress 2023 in Barcelona, Spain, on a panel discussing [the value of the partner ecosystem](#).



Vote for Kimberly King in Channel Madness Match Up!

Our very own Kimberly King, Senior Vice President, Strategic Partners and Alliances, has been selected as one of 32 executives featured in the ninth annual, head-to-head CRN Channel Madness Tournament of Chiefs. Voting for the first-round bracket opens **tomorrow**, Thursday, March 16.

Please [cast your vote for Kim!!](#)



Hitachi Beats Dell in SQL Performance Benchmark

The Hitachi vs Dell SQL performance benchmark results are in and speak for themselves. Hitachi's VSP E1090 outperforms both Dell's midrange PowerStore and Dell's high-end enterprise PowerMax 8000.

Find out why Hitachi Virtual Storage Platform (VSP) arrays continually outperform Dell's storage arrays.

[Read the results!](#)





Drive Business Utilizing Hitachi's Center of Excellence

If you listened to [last month's Strategic Partners and Alliances webinar](#), you learned that Hitachi Vantara's Center of Excellence (CoE) is ideally equipped for partners needing to run customer demonstrations or proof of concept trials on Hitachi Vantara solutions. You also learned how to access the rich content within the CoE storage portal. Deals utilizing CoE have a high close rate: customers that can see proof of concepts actually support marketing claims are much more apt to purchase. What partner types are a good fit for the CoE?

- Partners who do not have a physical lab environment of their own but have a need to demonstrate Hitachi and/or Hitachi plus third party solutions
- Partners responding to a request for proposal that have the ability to demonstrate capability as a part of their response
- Partners who have a lab environment but may not have the latest technology updates from Hitachi, or that equipment might be utilized for other PoCs
- Partners seeking technical subject matter expertise to help guide a customer or prospect through the details of Hitachi and/or Hitachi + third party solutions they are selling

Click [here](#) to engage the CoE, and click on Center of Excellence Request > PoC or Demo Request to get started!

Make sure to register for the [March Strategic Partners and Alliances webinar](#) to learn about CoE partner portal demonstrations for Hitachi Content Platform (HCP) solutions.



Celebrating Our Origins in Japan

Mark Ablett, President, Digital Infrastructure Business Unit, had the honor of hosting channel partners from around the world at our partner executive briefing event last month in Japan. Attendees enjoyed connecting and learning about our vision and strategy for driving business with our partner ecosystem. They networked with peers and Hitachi executives, including Keiji Kojima, President and CEO, Hitachi, Ltd.

A highlight of the event was visiting Origin Park, where partners discovered more about the history and values of Hitachi and the Hitachi Founding Spirit of Harmony, Sincerity,

and Pioneering Spirit. The in-depth exhibit at Origin Park invites viewers to walk through the history of Hitachi's innovations, from its first products made in 1910, which were three 5-horsepower induction motors built for Hitachi Mine (the one on display still runs!), all the way to Hitachi companies' technologies today and looking ahead into the future.

Thank you to all the partners who joined us in Japan. See photos [here](#). And if you didn't attend, celebrate the history of our origins by taking your own [virtual tour of Origin Park](#) right now!



InfoFlash Highlight

Since many partners have asked for a highlight of recent InfoFlash titles to be included in the monthly partner newsletter, we are delighted to bring you the following:

- February 14: INFOFLASH EOS for Arista 7010T and 7280R2 Series Switches
- February 21: INFOFLASH Pricing Change and Availability Announcements
- February 28: INFOFLASH VSS v1.12 and Hitachi Ops Center v10.9.1

We welcome you to easily access and read these recent InfoFlashes, as well as the [complete list](#) on the landing page of the Partner Connect portal. Every Tuesday, we update the portal with the very latest InfoFlash, so, be sure to [bookmark the page](#) to stay current!



Partner Program Updates



Limited Time Promotions Extended through End of Month

Don't miss the final days of our [Flash Storage Promotion](#) and [VSP 5100/E990 Promotion](#), both of which were extended through March 31, 2023. Receive a further reduction to Partner Velocity Pricing when you sell eligible products.

Product Updates and Launches Page on Partner Connect

Stay abreast of our frequent product updates. Check out our [Product Updates and Launches page](#) on the Partner Connect

portal. It is designed as a quick read, with additional links if you need to get more specific details on the speeds and feeds.

Upcoming Channel Partner Events

Hitachi Solution Days

May 15-17, 2023

Sun Gardens Hotel

Dubrovnik, Croatia

Back by popular demand, this three-day EMEA event gives you the opportunity to share technical sales knowledge and experience with the community and the Hitachi Pre-Sales team. Network with 150 peers from other reseller organizations. Discover key strategies for providing operational efficiency, productivity and infrastructure resiliency. And much more.

[See the agenda and register to join us!](#)

EMEA VAD Forum

May 16-17, 2023

Sun Gardens Hotel

Dubrovnik, Croatia

Our EMEA VAD Forum is back again. This annual two-day event is designed for our value-added EMEA distributors. Network with over 60 peers and join us to hear Hitachi Vantara's channel objectives for EMEA, and the role of distribution to drive and support growth.

[Register now.](#)



— Winning with Alliances



Cisco Live EMEA Recap

That's a wrap for [Cisco Live EMEA!](#) It was amazing to connect with our partners in Amsterdam after two full years! And what an event it was! Close to 1,000 attendees from some 18+ countries visited our booth to grab some popcorn, shoot basketballs and engage with our LiDAR demo. It was a fantastic opportunity to show our customers why we are different, and enjoy peer-to-peer discussions around our joint offerings with Cisco.

If you missed it, or just want a refresher, don't miss these Cisco and Hitachi Vantara assets:

- [7 Things We Learned at Cisco Live eBook](#)
- [Driving Partnerships Through 2023 – Cisco Live! Amsterdam](#)
- [How Hitachi Vantara and Cisco Teamed Up to Fight Data Traffic Jams](#)
- [4 Ways to Think Bigger with Your Data Partnerships](#)

New AWS Assets

See the new eBook, [Get to know IT/OT inside out through AWS and Hitachi Vantara](#). It's a quick guide to how we leverage our deep industry, IT, and OT experience, cloud portfolio, and AWS-validated capabilities successfully in introductory to advanced implementations.

Read this new solution brief to learn how to [Future-proof Your Business with Hitachi Vantara and AWS](#).

In Case You Missed It: Intel-Microsoft Asset

Curious about how to overcome the range of complex operational challenges the power utility industry faces? Review and share this article from Insight Tech on solutions offered by Hitachi Vantara, in partnership with Intel and Microsoft, including Hitachi Smart Spaces, Lumada Video Insights and Hitachi Intelligent Infrastructure Monitoring, [Overseeing Critical Infrastructure with Video Analytics](#).

Upcoming Alliance Events

2023 SAP Aerospace and Defense Innovation Days

April 17–19, 2023

The Waterfront Beach Resort, Huntington Beach, California
Hitachi Vantara will be a Silver Sponsor of the eighth annual 2023 SAP Aerospace and Defense Innovation Days event. Join us there to find out how A&D companies are rising to the challenge of developing new business models to avoid disruption, gaining efficiencies to focus on innovation, and transforming mission-critical systems to meet the changing needs of customers.

[Register today.](#)

Cisco Live 2023

June 4-8, 2023

Las Vegas, Nevada

Join the education, inspiration, and fun of Cisco Live 2023 in Las Vegas, or virtually from anywhere in the world. Gain knowledge, build community, share experiences, and explore a global and inclusive future together.

[Register now.](#)



— Partner Marketing

Fuel the Future: Hybrid Cloud Campaign Office Hours

- **March 16, 2023: Hybrid Cloud GTM Play Coaching Office Hours**



For even more personalized help on how to benefit from the new Hybrid Cloud GTM Play, sign up to attend our [Partner Marketing and Campaign Activation Coaching](#) on Thursday, March 16, 2023, 8AM PDT. During this online Office Hours session, we'll walk through how leverage this Play like a pro! [Register now.](#)

- **On Demand: Hybrid Cloud Webinar**
And don't miss the on-demand Hybrid Cloud Partner webinar, [Proven Strategies for Simplifying Hybrid Cloud](#) to learn how to create customized hybrid cloud solutions that drive increased profitability. [Watch now!](#)

New Sustainability Partner GTM Play: Sustainable Solutions = Successful Business Outcomes

Ambitious sustainability goals don't have to be just that. Help your customers make them a reality with Hitachi Vantara and discover how driving an eco-strategy can build your pipeline and increase your wins! Our newest partner GTM campaign, **Data Center Decarbonization**, on the [Partner Marketing Hub](#) is packed with easy-to-execute, customizable assets around our patented, eco-friendly solutions and innovative diagnostics such as our new CO2 Estimator. These are designed to open doors, create new conversations and persuasively position your expertise around critical customer outcomes, and include emails, social media posts, our CO2 Estimator, and much more.

For over a decade, Hitachi Vantara has been working toward an energy neutral value chain to achieve our decarbonization targets. Via strategic partnerships and innovation, Hitachi is well ahead of rivals in decarbonizing the data center. We have proven that our patented technology reduces your customers' power consumption and CO2 usage; in fact, Hitachi Vantara offers the only Carbon Footprint of Products (CFP) certified storage solution in the market today.

Help your customers make their goals achievable. Activate the [Data Center Decarbonization GTM Play](#) today!



— Tech Specs

- [Dual SVP Failover Testing with OpenShift \(HSPC\)](#)
- [Configuring Cassandra with Hitachi Virtual Storage Software Block](#)
- [Virtual Storage Platform 5200 Storage System Performance Evaluation of Custom Workloads with Peak](#)



- [IOPS Customer Use Case 03616816](#)
- [Virtual Storage Platform 5200 Storage System Performance Evaluation of Custom Workloads with Peak IOPS Customer Use Case 03616820](#)
- [Deploying VMware Tanzu with Kasten Software Protection in a Hitachi VSP and HCP for Cloud Scale Configuration](#)
- [Hitachi Content Software for File \(HCSF\) v4.0.1.36-hcsf – Performance Evaluation](#)

Hitachi Virtual Storage Platform E1090 HUR and HTI Performance White Papers have been updated with NVMe results:

- [HUR Performance White Paper](#)
- [HTI Performance White Paper](#)

[VSP E1090 TC ADR Performance White Paper](#)

Interoperability

- Support has been approved for following Operating Systems:
 - Red Hat EL 9.1 (X64)
 - AIX 7.3 TL01
- Approved NVMe support for AIX 7.x for VSP 5x00 and VSP E1090.
- Approved support for Cisco MDS 9124v switch.

Certifications

- VMware
 - iSCSI mSFR certification with ESXi 7.0 on Hitachi VSP G700 (88-08)
 - [Hitachi Vantara](#)
 - [Hitachi](#)
 - FC switch mSFR Certification with ESXi 7.0 on Hitachi VSP G700 (88-08).
 - [Hitachi Vantara](#)
 - [Hitachi](#)
- Google
 - [Anthos Ready Storage Certification for HSPC v3.10.0 using Google Anthos v1.13.x](#)



Webinars

Our monthly Partner Connect Webinars help you stay up to date on our strategy, get the most value from your partner tools and resources, and drive demand and build pipeline with Hitachi Vantara. Visit the Partner Connect portal's [webinar](#)



[page](#) to register for upcoming webinars and to watch previous recordings on demand.

Hitachi Vantara Partner Connect Webinars

Please Join Us for Our March Partner Connect Webinar

AMER/EMEA:

THURSDAY, March 23, 8AM PT | 11AM ET | 4PM GMT | 5PM CET

[Register Here](#)

APAC:

THURSDAY, March 23, 8AM IST | 10:30AM SGT | 11:30AM KST | 1:30PM AEDT

[Register Here](#)

We are delighted to invite you to our March Partner Connect webinar, the final session of FY22. This month we have a sneak preview of what's coming in our FY23 Partner Program and following last month's segment on our Center of Excellence (CoE), we will focus on how you can use the CoE to showcase the Hitachi Content Platform (HCP) portfolio to customers and prospects:

FY23 Partner Program – Sneak Preview!

We are looking forward to updating you on the latest features and benefits of our FY23 Partner Program in April and have been working hard to improve our partner experience. Join us to get a preview of some of the enhancements coming your way, including:

- Comprehensive virtual partner event programs covering sales, marketing, and presales.
- Updated financial incentives.
- Expansion of training and enablement support.
- ...and more!

Showcasing Hitachi Content Platform using the Center of Excellence

Available to partners, the CoE is our global showroom providing free-of-charge services like proofs of concept, demonstrations, and web portal experiences in multiple solution areas, including HCP. Object Storage has been a Hitachi offering for more than 17 years, integrating to applications and file systems via the REST and S3 APIs. In this segment, we will provide a demonstration on how to use the CoE to showcase HCP to your customers and prospects, covering:

- Our new CoE portal for demo and POC access.
- Object Storage solutions HCP/HCP for Cloud Scale.
- Integrating applications to utilize Object Storage via S3.

Don't miss this informative partner webinar—register today!

Hybrid Cloud GTM Play Coaching Office Hours

March 16, 2023 8AM PST | 11 AM EST

[Register now.](#)

For personalized help on how to benefit from the new Hybrid Cloud GTM Play on the Partner Marketing Hub, sign up to attend our [Partner Marketing and Campaign Activation Coaching](#). During this online Office Hours session, we'll walk through how leverage this Play to promote right-fit solutions to your customers.

[Register now.](#)

Proven Strategies for Simplifying Hybrid Cloud

[On Demand](#)

Helping your customers go data driven isn't just today's winning strategy, it's the fuel for every future decision. To learn why, watch [Proven Strategies for Simplifying Hybrid Cloud](#) on demand. We discuss key use cases and solutions that help you develop a cost-optimized, flexible hybrid cloud that accelerates business opportunities for your customers. Watch to learn:

- How to design hybrid cloud for today and tomorrow.
- How to avoid common pitfalls while driving innovations with cloud.
- Customer success stories for hybrid cloud.

We also share how to activate, leverage and generate new leads with all the rich marketing and sales resources of our new [Hybrid Cloud GTM campaign](#), available now on the Partner Marketing Hub.

[Watch it today!](#)

February Partner Connect Webinar

[On Demand](#)

Don't miss two great presentations to help you get the most from our Partner Program, accelerate sales and find new opportunities:

- **Get the Center of Excellence (CoE) Advantage!**
The CoE is our global showroom for all Hitachi Vantara products and solutions available to both customers and partners. Located at all major Hitachi Vantara distribution centers, the CoE offers many free-of-charge services like proofs of concept, demonstrations, and web portal experiences. In this presentation, you'll learn how you can benefit from CoE services and CoE technical experts.
- **Put Data to Work with Hitachi Content Software for File (HCSF)**
Hitachi Vantara's partnership with Weka is putting data to work with HCSF, an NVMe-native, high performance storage solution with the capacity and hybrid cloud capabilities of our HCP object store. This makes it ideal for use with artificial intelligence, machine learning, analytics applications, media and entertainment, and other GPU-accelerated workloads across a broad

array of industries. Join us to discover the latest features and benefits of HCSF.

[Watch it now!](#)



— Blogs



Moving Beyond Partnering to Co-Creating

Kimberly King, Senior Vice President, Strategic Partners and Alliances

In our era of rapidly evolving technology, developing a trusted partner/vendor relationship around co-creation can enhance your position in the marketplace. [Read the blog](#) to learn how co-creation can help you better align your go-to-market strategies, get the most effective solutions into your customer's hands sooner and more.

Is Hydrogen the Secret Weapon to a Greener Future?

Hu Yoshida, CTO Emeritus

Hydrogen related technologies are starting to be developed as part of decarbonizing our environment. For example, hydrogen fuel cells are already being used in some fleet operations, where faster recharging rates are critical. However, while it is the most plentiful element in the universe, hydrogen still has to be manufactured, transported, distributed and stored, which makes it costly. [Read the blog](#) to find out how Hitachi and others are helping to create a viable ecosystem for the use of hydrogen power.



— Resources

Stay Engaged with Us: Helpful Links, New Resources and Tools

Please register on the [Partner Connect](#) portal to access and receive Hitachi Vantara partner-specific information.

View the [Infographic](#): Modernization of the Data Center with Cisco and Hitachi Vantara

See the [Infographic](#): Stand Tall Against Your Competitors with Giants of Data

Check out the new [Hitachi Vantara Partner Knowledge Zone on CRN](#): for featured content, industry news and perspectives.

Visit the [Global Preference Center](#): Now available in 6 different EMEA languages for a better partner and customer experience.

Discover [Learning](#): Search our extensive portfolio of elearning by role or solution and access accreditation and certification paths.

Review the Latest [InfoFlash](#): For updates on product announcements, pricing changes and more. Access all the InfoFlashes from the sortable list view on the [Partner Connect portal](#) landing page.

Use [Sales Resources](#): Take advantage of this wide range of assets and resources, such as playbooks and sales guides. Access from the pulldown menu on the [Partner Connect portal](#) landing page.

Explore the [Partner Marketing Hub](#): Execute marketing campaigns, browse the content library and post our latest social and digital media assets. You can also access the PMH under the Sales tab on the [Partner Connect portal](#).

Got questions? Find answers here:

[FY22 Hitachi Vantara Partner Program](#)

And don't forget to follow us on:



[HitachiVantara.com](https://www.hitachivantara.com) | [community.HitachiVantara.com](https://community.hitachivantara.com)

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