

Built to Win

HITACHI

Power the Possible: Our Partner Roadmap to Win Together

Date
May 20, 2025

Welcome

Built to Win

Introducing Our Presenters



Wendy Noker
Director Channel
Hitachi Vantara Federal



Ryan Hinkle
Head of Sales
Hitachi Vantara Federal

Agenda

- New Partner Program Highlights
- FY25 Strategy & Priorities
- Getting Started Together
- Wrap up & Call to Actions



THANK
YOU

Running header

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Partner Program Highlights

Welcome

Territory Alignment



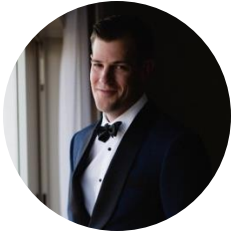
Jim Williams
Strategic Capture Executive

HITACHI

DoD & IC



John Buchanan
Navy, USAF, Space Force



Nate Dykstra
IC MD, Army



Kirk Hunter
IC



Cody Sellers
Civilian Manager



Trey Rogers
DOJ, DHS, DOS



Becky Van Niman
Financials, DOC, DOI, VA, HHS,
USDA, Peraton



Dylan Johnson
NASA, DOE

CIV



Scott Rosen
Raytheon, Northrop
Grumman, ManTech, SAIC



Pearl Knauss
Leidos, GDIT, Lockheed



Jonathan Ferguson
Pentaho

FSI & Pentaho

Sales



Aowab Alwazir
Sales Manager, Carahsoft



Jordan McFarland
Account Representative,
Carahsoft



Clay Barndollar
Account Representative,
Carahsoft



Nyah Sims
Backup Account
Representative, Carahsoft

Leadership



Patrick Gallagher
Vice President, Carahsoft



Rob Pickle
Sales Director, Carahsoft



Justine Bullock
Sales Director, Carahsoft



Jesse Robbins
Renewals Sales Director, Carahsoft

Technical Sales



Tyler Taneyhill
Technical Account Representative,
Carahsoft

Renewals



Megan Wyman
Sales Manager, Carahsoft



Jim Cella
Account Representative,
Carahsoft

Marketing



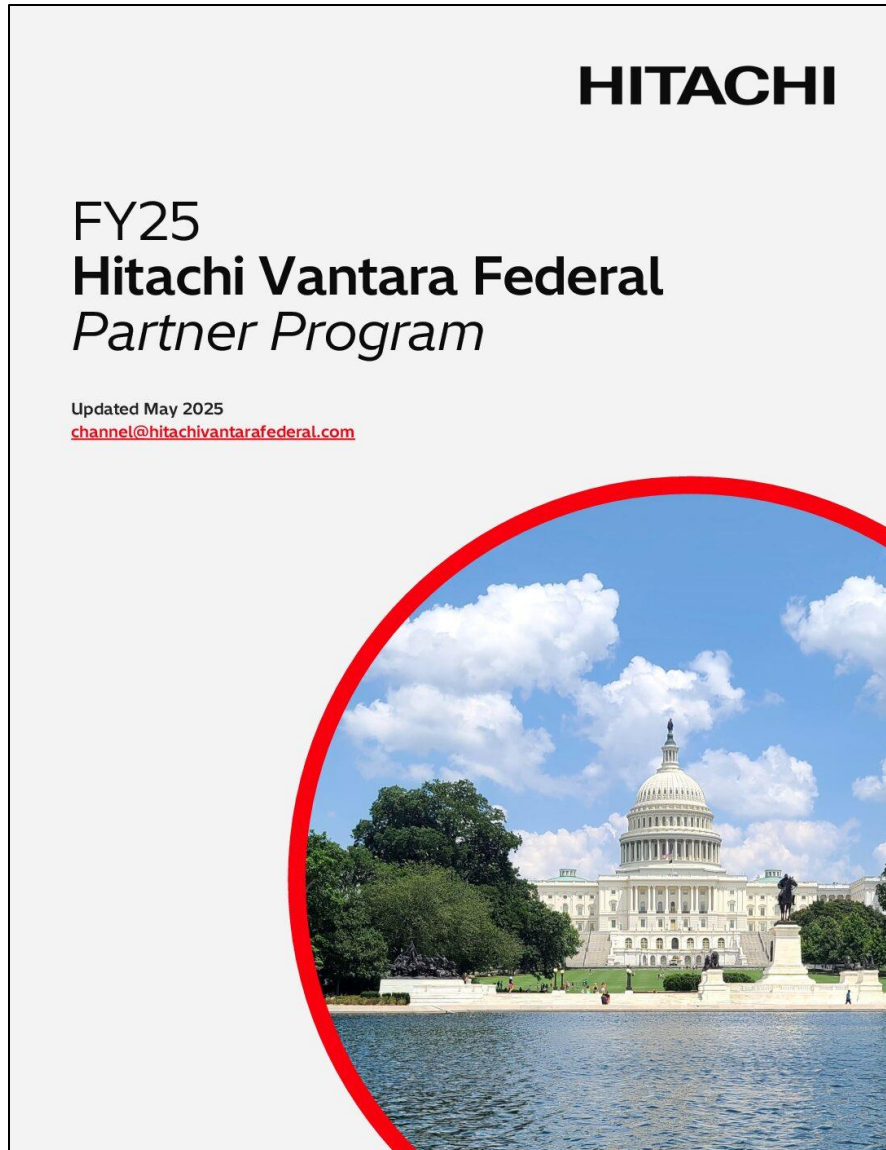
Kathryn Rodriguez
Marketing Director,
Carahsoft



Kelly Pentz
Marketing Team Lead,
Carahsoft



Jillian Barnett
Marketing Coordinator,
Carahsoft



FY25 Partner Program

Key Benefits

- **Trusted Channel-Driven Model:** 100% partner-focused for federal business
- **Profitability-Driven:** Strong margins across native and third-party OEM solutions – Brocade, Commvault
- **Simplicity:** 24/7 US-based Tier 1 support, cleared citizens for federal compliance

Growth & Enablement

- **Tiered Rewards:** Premier and Elite tiers based on performance
- **Free Certifications:** Sales & technical training valued at \$695 per exam
- **Deal Registration Support:** Via Carahsoft with 24-hour response. Average 15% Deal Reg Protection for Elite Partners.

Comprehensive Services

- **Federal-Focused Solutions and Technology:** Access to NFR and Demo Equipment *
- **Access to Professional Services:** Co-sell & custom-scope with dedicated partner managers

Alliance and Go to Market

- **Strategic Vendor Partnerships:** Commvault, WEKA, Hammerspace, Brocade, and more – Sell Bundled SKUs to Maximize \$\$ Targets
- **Proposal Based MDF:** Plan and Request 6 Months out

Congratulations to our *Elite* Partners!



Data Center Solutions



Built to Win

FY25 Partner Program

INITIATIVES

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	Maximize Renewal & Refresh Attachment	Win Programmatic Pursuits	Land New DI Logos
Mission-Ready Infrastructure (VSP One)	Encourage customers to grow their use of Hitachi by introducing storage and appliance solutions (HDPS, HCP Anywhere Enterprise) that extend the value of a unified platform.	Position as a trusted, secure data platform designed to support mission-critical federal programs.	Lead with our next-gen, all-in-one data platform to build a solid foundation for infrastructure, data, and apps—especially in greenfield or competitive accounts.
High-Performance, AI-ready Infrastructure (Hitachi iQ)	Cross sell into existing environments where customers are exploring or piloting AI and HPC workloads.	Offer as the infrastructure backbone for AI, modeling, and high-performance data use cases in key federal programs.	Prioritize accounts with growing AI and HPC needs by promoting our AI-ready infrastructure as the base to speed up insights, scale workloads, and drive innovation.
Mission-Driven Expertise & Training (Professional Services, Training)	Attach services and training to renewal and refresh quotes to ensure faster adoption, reduced support burden, and better ROI.	Offer services + training as a force multiplier to reduce risk and ensure mission success for large-scale programs.	Leverage training and expert services to reduce risk during new implementations while building lasting trust and in-house expertise.

Getting Started Together

1:1 Strategic Account Planning

We'll meet with you to identify where we've already won together—and where we can win next:

- Leverage install base data to outline **attach & expansion targets**
- Pinpoint high-potential **white space opportunities**
- **Prioritize accounts and plays** that align with our mutual goals

Partner Enablement to Accelerate Execution

We're providing everything you need to act right away:

- **Pre-built campaign kits** – Email copy, social posts, landing pages
- **Turnkey event support** – Ideas, templates, co-funding opportunities
- **MDF guidance** – Ideas for creative, high-impact use of marketing funds

Rewards & Recognition that Drive Results

We're investing in the activities—and outcomes—that generate pipeline and revenue.

- **Custom recognition** for partner efforts and wins
- **Callouts** and surprise spotlights
- **Joint celebrations** to recognize team wins and milestones

Q1	Q2	Q3	Q4
APR <ul style="list-style-type: none">• 4.30 – Partner Happy Hour in Annapolis	JUL <ul style="list-style-type: none">• TBD Partner Quarterly Webinar	OCT <ul style="list-style-type: none">• 10.28 - 10.30 TechNet Indo-Pacific• TBD Partner Quarterly Webinar	JAN <ul style="list-style-type: none">• TBD Partner Quarterly Webinar• TBD Partner Quarterly Happy Hour
MAY <ul style="list-style-type: none">• 5.5 - 5.8 – NLIT• 5.18 – 5.21 GEOINT• 5.20 – LabTech @ Berkeley Labs• 5.20 – Partner Quarterly Webinar	AUG <ul style="list-style-type: none">• 8.6 Leidos Supplier Symposium• 8.25 – 8.27 – DAFITC• TBD Partner Quarterly Happy Hour	NOV <ul style="list-style-type: none">• 11.16 - 11.21 SC25• TBD Partner Quarterly Happy	FEB <ul style="list-style-type: none">• 2.10 - 2.12 AFCEA West
JUN <ul style="list-style-type: none">• 6.5 – Partner Virtual Office Hours• 6.10 – Partner Happy Hour in Reston• 6.26 Hammercon	SEPT <ul style="list-style-type: none">• 9.3-9.4 HPC User Forum• 9.4 Tech on Tap• 9.18-9.19 Intelligence & National Security Summit	DEC <ul style="list-style-type: none">• 12.7 - 12.10 DoDIIS• 12.8-12.13 Spacepower	MAR

Wrap Up & Call to Actions

Virtual Partner Office Hours

Thursday, June 5, 2025
2:00 p.m. ET

Join us online for a deeper dive into:


- Partner processes
- Campaign kits for VSP One and Hitachi iQ
- How to leverage our MDF Program
- Align on upcoming events

Q1 Hitachi Federal Partner Office Hours


HITACHI | carahsoft.


Virtual Partner Office Hours


[Register Now](#) June 5, 2025
2:00pm ET; 11:00am PT



Let's Go Deeper—Together

 Thursday, June 5, 2025

 2:00pm ET; 11:00am PT
60 minutes

 Online

[Register Now](#)

Following our quarterly partner webinar, we're opening up the floor for an **interactive virtual office hours session**—designed to give you a deeper dive into the programs, resources, and opportunities we introduced.

Bring your questions, ideas, and interest in collaborating—we're here to help you **take action and win.**

Topics we'll cover include:

- How to meet program requirements and leverage available tools
- Step-by-step guidance on deal registration
- Launch details for our new MDF program
- Clarifications on certifications and new offerings
- Early opportunities for joint planning and go-to-market alignment
- Campaign assets and materials for Virtual Storage Platform (VSP) One and Hitachi iQ

[Register Now](#)

Partner Happy Hour

Tuesday, June 10, 2025
5:00 p.m. – 7:00 p.m.

Morton's Steakhouse
11956 Market Street
Reston Town Center

Q1 Hitachi Federal Partner Activity


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Partner Happy Hour


Morton's Steakhouse Reston


Register Now


June 10, 2025
5:00pm - 7:00pm ET



Built to Win, Built to Celebrate

 Tuesday, June 10, 2025

 5:00pm - 7:00pm ET


 **Morton's The Steakhouse**
11956 Market St.
Reston, VA 20190

Register Now

Join us in Reston, Virginia, for the **Partner Happy Hour**, an in-person event designed to connect our partner community, celebrate shared success, and toast to the opportunities ahead.

Carahsoft is teaming up with Hitachi Federal to bring the energy of the new quarterly partner cadence to life, and we're kicking things off with an evening you won't want to miss!

What to Expect:



- Themed cocktails inspired by the "Built to Win" momentum
- Fun Giveaways and surprise prizes
- Partner recognition and standout moments
- Games, great conversations, and good vibes
- Networking with Hitachi Federal and fellow partners

Whether you're driving a deal forward or just looking to reconnect in person, this is your chance to relax, recharge, and celebrate what we're building, together.

Space is limited — **secure your spot!**

Resources

- [FY25 Hitachi Vantara Federal Partner Guide](#)
- [Hitachi Vantara Federal Contacts & Alignments](#)

Thank you

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