

HITACHI

FY25 Hitachi Vantara Federal *Partner Program*

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Welcome to the Hitachi Vantara Federal Partner Program

Our partner ecosystem plays a key role in driving mutual success, and through our partner program, we're committed to providing you with valuable opportunities for growth.

At Hitachi Vantara Federal (HVF) , we aim to be a trusted ally, helping you deliver innovative solutions to your customers while strengthening our long-term relationship. We strive to make the experience simple and seamless for both you and your customers.

Trusted: Hitachi Vantara Federal (HVF) is a Channel-Driven organization, fully dedicated to working closely with our channel partners to achieve shared success.

Profitable: With a diverse portfolio designed to meet your customers' critical needs, our program focuses on delivering strong margins across both our native storage products and 3rd party OEM solutions.

Simple: We provide 24/7 US-based Tier 1 support, including cleared citizens for government-related solutions, offering your customers peace of mind and easy access to assistance when they choose Hitachi solutions.

We're excited to continue supporting you and your business, providing the resources and partnership needed for continued success.

The Hitachi Vantara Federal Difference

Hitachi Vantara Federal (HVF) operates under a specialized program dedicated solely to serving the U.S. Federal Government. While we deeply value your continued partnership with Hitachi Vantara in supporting our commercial and SLED business, please note that the Vantara program is a comprehensive, multi-level global initiative that excludes Federal business.

Therefore, our Partners participating in this program who want to sell Hitachi Vantara products to the U.S. Federal Government are required to work exclusively through Hitachi Vantara Federal, as a separate legal entity. Hitachi Vantara Federal has entered into a Proxy Agreement that consists of the provisions of services and/or solutions to various agencies of the U.S. Government.

Hitachi Vantara Federal Partner Program Overview

Partners must comply with all contractual commitments, including the Hitachi Vantara Federal Partner Code of Conduct and program requirements. If at any time a Partner is not in compliance, it may result in a downgrade or termination of the partnership. Partners are required to sign the Hitachi Vantara Federal Partner Program agreements during onboarding.

While HVF will make every effort to notify Partners of changes to this Program, HVF reserves the right to update or modify the Partner Program and Program Guide at any time. It remains the Partner’s responsibility to regularly review and maintain compliance. Please contact the channel team alias for all compliance status questions.

Achieve higher Partner tier status by meeting milestones outlined in this guide. We evaluate progress and reward higher-tier achievements annually.

For questions, contact your channel team at: channel@hitachivantarafederal.com.

Partner Program Eligibility and Requirements

Requirement	Premier	Elite
Signed HVF Agreement (DARA)	✓	✓
Distribution Agreement	✓	✓
Completed Joint Annual Business Plan		✓
Complete Training Requirements	2	4
Revenue Requirements	\$500K	\$1.5M
Hitachi Logo on Partner Website	✓	✓

***Not including renewals or maintenance*

Opportunity Registration for Partners

Please register all HVF Opportunities via Carahsoft by emailing hitachivantarafederal@carahsoft.com and including the following information:

- **Agency Information:** Provide details about the relevant agency.
- **Customer Contact Information:** Include as much contact information as possible for the customer.
- **Product Being Quoted:** Specify the product being offered in the opportunity.
- **Expected Close Date:** Indicate the anticipated date for the opportunity’s closure.
- **Upgrade Opportunity:** Clearly state if this is an upgrade opportunity.
- **Expected Dollar Amount:** Provide an estimate of the opportunity’s value.

As part of their **concierge service**, Carahsoft will ensure personalized attention and support throughout the process. A Carahsoft representative will respond to your submission within **24 hours**. Once the opportunity is reviewed and approved/rejected by Hitachi Channel and Sales , you will receive a final response from Carahsoft with approval/rejection.

Certifications and Training

The Hitachi Vantara Federal Sales and Technical Training and Certification Program is designed to provide Partners with the knowledge and skills to identify and qualify sales opportunities, describe the value proposition of Hitachi Vantara Federal solutions and achieve revenue growth and higher profit margins per sale.

To maintain compliance with Hitachi Vantara Federal’s partner program, Premier and Elite partners are required to hold active sales and technical certifications.

Premier partners must hold a minimum of 1 Sales and 1 Pre-Sales Engineering Certification. Elite partners are required to hold a minimum of 2 Sales and 2 Pre-Sales Engineering certifications.

The price of each qualification exam is covered by Hitachi Vantara Federal (\$695 value) and certifications last two years.

Training courses can be found in the Learning Center by visiting [Partner University](#) .

Sales		Technical	
Course	Test	Course	Test
Selling Hitachi Vantara Solutions for Sales Professionals SCC2560	HQT 1025	Data Infrastructure Competency TXX4011S	HQT 2125
		Data Solutions Competency TXX4012S	HQT 2225

Partner Program Benefits

Program benefits are a crucial component in enabling Hitachi Vantara Federal Partners to enhance sales and advance the partnership. Eligible Partners may receive one or more of the benefits outlined below, depending on their tier level.

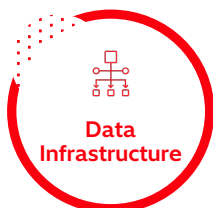
Benefit	Premier	Elite
Marketing		
Proposal-based Market Development Funds (MDF)		●
Use of Hitachi Vantara Federal logo	●	●
Lead generation campaign kits	●	●
Partner Locator listing on HVF website	●	●
Annual Public Recognition based on revenue and tier		●
ISR-led call campaigns		●
Training and Enablement		
Certification access	●	●
On-demand technical training	●	●
On-demand webinars	●	●
Partner Connect Portal		
Partner Connect Portal access	●	●
Learning Management System	●	●
Demonstration Program & Tools		
Demo equipment (Proposal Based)		●
Not-for-Resale licenses		●
Access to Product SMEs	●	●
Help and Support		
Partner support center	●	●
Other Programs and Benefits		
Deal Registration	●	●
Minimum 15% Registered Deal Pricing Protection **		●
Dedicated Channel Manager		●
Access to HQ Executive Briefing Center		●
Dedicated Channel Technical Resource		●

** On Hitachi Vantara Products and Services

Hitachi Technology Focus

By developing intelligent data platforms and hybrid cloud infrastructures, we power resilient digital processes, products, and experiences that turn data-rich government agencies into data-driven ones.

We understand how data underpins customers' mission-critical environments, and together, we can build a foundation for unlimited innovation. To achieve this, your expertise and joint alignment with our technologies, architectures, and solutions is pivotal.



Help customers simplify their hybrid cloud data infrastructure and take control of costs while maximizing performance, resiliency and agility. Our portfolio provides powerful solutions to meet application requirements and service-level demands.

Storage Platforms

- VSP One Platform
- VSP One Block
- VSP One SDS
- VSP One File
- VSP One Object

Storage Management Software

- Ops Center Overview
- Hitachi Storage Arrays Embedded Software

Services

- Services Overview
- EverFlex (IaaS)
- EverFlex with Cisco powered Hybrid Cloud
- Center of Excellence

Integrated Systems

- Converged
- Hyper-converged
- Rack Scale
- UCP Advisor



Increase your value to customers by solving their top problems with hybrid cloud, cyber resiliency and compliance, and managing diverse data and applications. Solutions built with our powerful technology alliances provide partners with highly flexible and adaptable environments, supporting rapid deployments that open new opportunities to deliver business outcomes that matter to your customers.

Hybrid Cloud & IaaS

- VMware
- Cisco Adaptive Solutions
- Microsoft Azure
- OpenShift Virtualization
- Oracle
- SAP HANA

Data Resiliency & Compliance

- Modern Data Protection
- Cyber Resiliency & Ransomware

Data & Application Transformation & AI

- Hitachi IQ
- Universal Volume Management
- Smart Data-Ops
- Hitachi AI-Ops
- Hyper-Ops Solutions



The Pentaho+ Platform provides the precision tools customers need to automate the work of complex data management in the cloud or on-premise, anytime, anywhere. Build your DataOps practice and empower your customers to achieve greater performance through simplified access to mission-critical insights driven by 100% trusted data.

Pentaho+ Platform

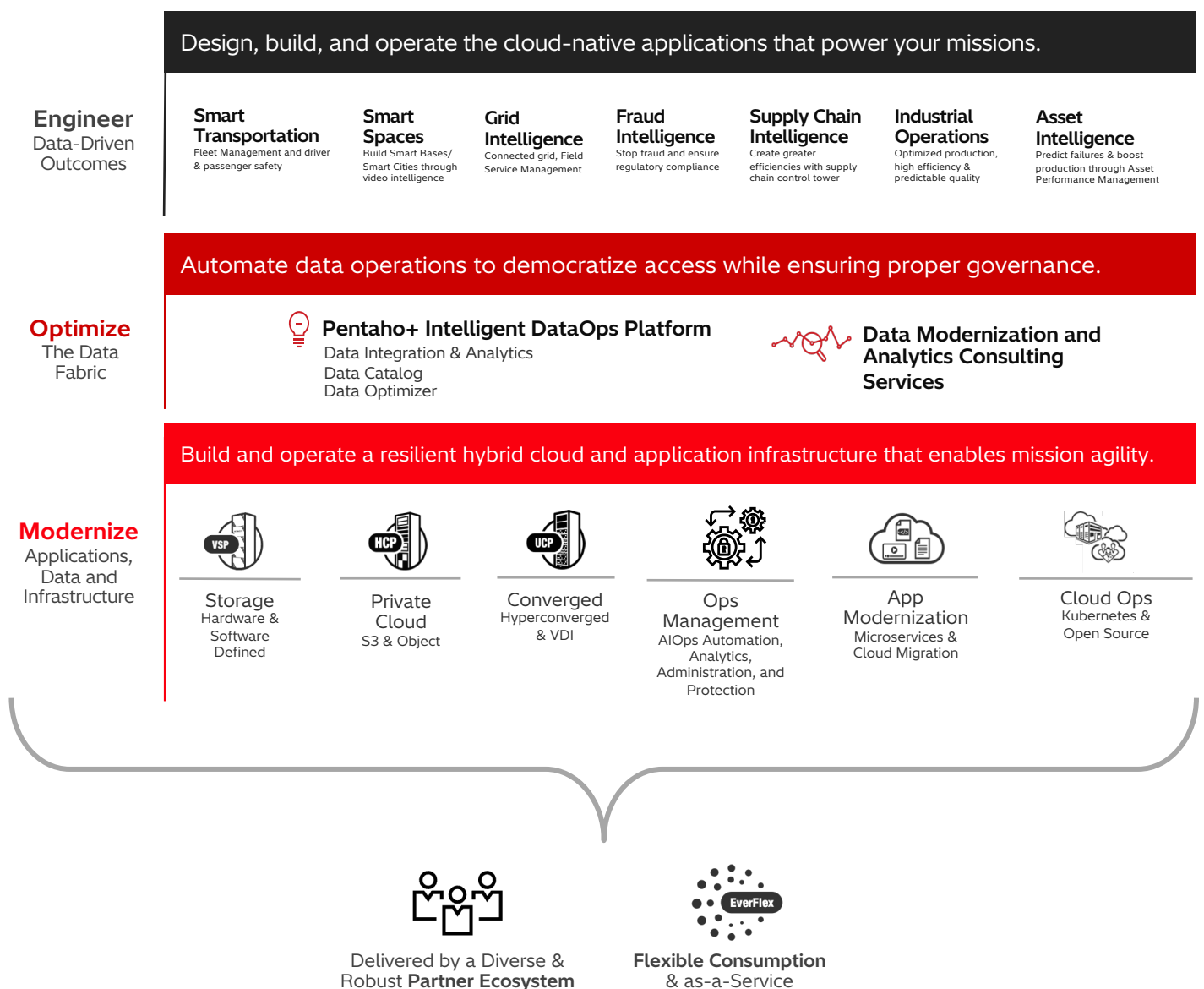
- Pentaho+ Platform Overview
- Pentaho Data Catalog
- Pentaho Data Optimizer
- Pentaho Data Quality
- Pentaho Data Integration
- Pentaho Business Analytics

Our Portfolio and Services Capabilities

As technology continues to evolve and market dynamics shift, customer expectations are constantly changing. To stay ahead in this ever-changing landscape, Hitachi Vantara Federal Professional Services provides an extensive suite of solutions designed to empower our partners and deliver exceptional value to end customers.

We encourage you to connect with your partner manager to explore tailored solutions, discuss specific requirements, and receive detailed insights on scoping and pricing for professional service engagements.

Email: channel@hitachivantarafederal.com



Alliance Partner Ecosystem

The alliance ecosystem plays a crucial role in helping federal customers by providing highly flexible and adaptable environments that support rapid deployments. These partnerships open up new opportunities to achieve meaningful mission outcomes . By co-creating solutions, we are able to address over \$220 billion in market opportunities, offering a portfolio that sets the global benchmark for enterprise-class performance, availability, resilience, simplicity, and security.

Furthermore, we have partnered with some of the most trusted vendors, such as Commvault, WEKA, Hammerspace, Brocade, and others, to create fully integrated daa solutions that complement, rather than compete with, existing systems. This ensures that federal organizations are equipped with future-proof solutions capable of meeting the demands of today’s fast-evolving landscape.



Partner Tools & Resources

Partner Demonstration Resources

To help Partners achieve greater expertise around a product or solution, understand how offerings fit within specific customer scenarios, and meet GTM objectives, Hitachi Vantara Federal offers a comprehensive demo program. This program includes the Global Demonstration and Learning Lab (GDLL), Partner On-Loan and To-Own demo equipment program, and demo events and capabilities within Hitachi Vantara Executive Briefing Centers.

Demo Equipment and Software License

HVF encourages Partners to access Hitachi hardware on-loan, or at a significant purchase discount for lab environment. Demonstration software licenses or Not For Resale (NFR) licenses may also be available.

Hitachi Vantara Federal Sales, Pre-sales, Technical Training

Hitachi Vantara Federal Partners may access condensed, on-demand WBT's, which enable their staff to train how, where and when they prefer, ultimately minimizing travel time required to complete the training, and associated training costs. HVF also offers convenient online exams, in addition to in-person testing locations.

Global Demonstration and Learning Lab

In this fast-paced, competitive marketplace, demonstration resources can be critically important to the sales process, offering a clear picture of how well a product addresses specific use cases or customer business objectives. To meet this need, Hitachi Vantara Federal offers a comprehensive Partner demo program – from demo equipment to an on-demand, 24x7 self-service Global Demonstration and Learning Lab (GDLL) – to help Partners achieve greater expertise and meet sales and go-to-market objectives.

The GDLL portal expands learning via unlimited access to Hitachi Vantara software technologies, ISV offerings and other specialty labs, increasing confidence with Hitachi Vantara software and solutions.

Through the GDLL, partners can request live in-person or virtual demos led by subject-matter experts, view and email online product overview videos, and leverage a growing portfolio of sand-box labs.

To access the GDLL, log in to <http://labs.hitachivantara.com> with Hitachi Vantara Federal single sign-on credentials.

Executive Briefing Centers

Hitachi Vantara Federal Executive Briefing Centers (EBC), located at Hitachi Vantara's HQ in Santa Clara and at Hitachi Vantara Federal's office in Reston, VA, provide a professional and confidential setting for corporate leaders, government officials, industry analysts, and investors to connect with Hitachi Vantara Federal executives and corporate product subject matter experts. EBC meetings offer opportunities to explore new innovations, view exclusive demos, receive competitive updates, and engage in industry discussions.

Additionally, we can mobilize our team of product SMEs to create a custom EBC on the road to meet specific customer needs. To request a meeting or demo, contact your Hitachi Vantara Federal Partner Manager.

Legal & Ethical Requirements

Code of Conduct Compliance

All Partners of Hitachi Vantara Federal are required to understand and comply fully with Hitachi Vantara Federal Partner Code of Conduct. The Partner Code of Conduct can be found at [Hitachi Vantara Partner Code-of-Conduct](#).

Partner Ethics

When conducting business with Hitachi Vantara Federal and customers, Hitachi Vantara Federal expects that Partners will stay informed and comply with ever-changing business ethics and legal developments.

Hitachi Vantara Federal offers a free Anti-Corruption for Business Representatives course (POC2321) in its LMS, and encourages Partner's sales staff to complete it. In addition to the Partner's obligations to comply with its agreements with Hitachi Vantara Federal, applicable laws and regulations, and the Partner Code of Conduct, Hitachi Vantara Federal requires that the Partner's own Code of Conduct contain similar anti-bribery, anti-corruption and export control provisions, and that the Partner will comply with all such provisions.

For further details, contact your channel team at: channel@hitachivantarafederal.com

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