Hitachi Vantara Federal

HITACHI

How to Sell Hitachi iQ: Partner Guide Outline

Introduction

What is Hitachi iQ?

Hitachi iQ with NVIDIA HGX is a pre-engineered, AI-ready infrastructure solution designed to simplify and accelerate high-performance computing and AI workloads. Modeled after the high-end NVIDIA BasePOD™ architecture, it combines powerful GPU compute, enterprise-grade storage, and intelligent software in a single, validated system—eliminating the complexity and risk of building and integrating infrastructure on your own.

Whether deployed in a data center, SCIF, or tactical edge environment, Hitachi iQ accelerates your customer's ability to deploy and scale AI, ML, and HPC applications with confidence.

Attributes

- **Turnkey architecture** – ready to run on day one
- **Purpose-built for federal AI/HPC workloads**
- **Enterprise-proven storage performance and resilience**
- **NVIDIA-certified** and backed by Hitachi's deep mission expertise

Why it Matters Now

AI adoption across the federal government is accelerating—and infrastructure is struggling to keep up. From the Pentagon to public health, agencies are launching ambitious AI and HPC initiatives, but many lack the scalable, secure, and performant infrastructure to support them.

Key Drivers

- **CDAO Mandates:** The Department of Defense's Chief Digital and AI Office (CDAO) is leading the charge in operationalizing AI across the services.
- **Executive Orders & OMB Guidance:** The White House is directing agencies to prioritize AI adoption, safeguard AI use, and ensure data infrastructure modernization.

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- **Mission-Driven AI:** From threat detection to autonomous systems, AI is reshaping mission execution—but only for agencies equipped to support it.

The Bottleneck is Infrastructure. Legacy systems can't handle the volume, velocity, or complexity of AI and HPC workloads. Agencies need infrastructure that is secure, scalable, and simple to deploy.

Partner Opportunity

Selling Hitachi iQ opens the door to larger, strategic opportunities tied to government priorities and funded initiatives. This is more than just another storage sale—it's a chance to lead with innovation, drive bigger deals, and become a strategic advisor to your customers.

Key Opportunities for Partners

- **Attach to AI & HPC Funded Initiatives**
    - Tap into funded modernization efforts across DOE, DoD, and Intelligence Community (IC) focused on AI/ML, high-performance computing, and data-intensive missions
    - Align with current mandates and directives (e.g., CDAO, CHIPS Act, AI Executive Orders)
- **Sell a Complete Infrastructure Solution — Not Just Storage**
    - Move up the value chain by selling compute + storage + software as one solution
    - Differentiate from commodity infrastructure vendors
- **Increase deal size and partner influence by providing a turnkey mission-enabling platform**
    - Access Enablement, Training & MDF
    - Hitachi provides sales enablement, training sessions, demo resources, and technical support to help you succeed
    - Unlock MDF and campaign-in-a-box resources to accelerate sales and pipeline generation

Sales Plays

To help you prioritize your outreach and campaigns, here are three proven sales motions to drive demand and attach Hitachi iQ to real opportunities.

- **Target Existing Storage Customers with Emerging AI Needs**
    - Best Fit: Agencies already using Hitachi (or legacy infrastructure) and exploring AI/HPC
    - Look for signs of upcoming modernization, data science hiring, or pilot projects
    - Position iQ as the natural next step — a smart add-on that accelerates AI without disruption
    - Use discovery questions to uncover new workload demands that existing systems can't support
- **Net-New AI Infrastructure Needs (DOE, Defense, IC)**
    - Best Fit: Research labs, R&D programs, or mission groups building new AI or HPC environments

    - Target DOE National Labs, DoD innovation centers, and IC organizations standing up AI models or analytics pipelines
    - Emphasize speed to deployment, certification, and ability to operate in secure environments
    - Highlight NVIDIA certification and readiness for large-scale GPU workloads
- **Joint Accounts with NVIDIA, Red Hat, or Analytics Partners**
    - Best Fit: Agencies deploying solutions that include partners in the AI ecosystem
    - Look for opportunities to co-sell with:
        - NVIDIA (GPU infrastructure and AI/ML frameworks)
        - Red Hat (OpenShift AI, container orchestration)
        - Analytics partners (e.g., Pentaho, SAS, Palantir, etc.)
    - Offer iQ as the ideal hardware foundation for AI platforms customers already want to use

The Value Proposition: Why Federal Customers Choose Hitachi iQ

Federal agencies are under pressure to operationalize AI, modernize infrastructure, and support data-intensive missions — all while navigating budget, talent, and time constraints. Hitachi iQ delivers a turnkey, mission-ready solution that accelerates AI and HPC adoption with simplicity and confidence.

- Agencies need **trusted infrastructure partners** to support new mandates around AI and digital transformation—Hitachi has decades of experience in mission-critical government deployments.
- Agencies face **time, talent, and integration constraints**—Hitachi iQ offers a shortcut to stand up powerful AI environments without building from scratch.
- Agencies want **vendor consolidation and reduced risk**—Hitachi iQ delivers a single-source solution backed by a global enterprise with local, federal-focused support.

Conversation Starters

Use the following challenges as conversation starters to help partners uncover customer pain points before introducing the solution.

Infrastructure Not Ready for AI or HPC

- What You Hear:
    - “We want to do AI, but we don’t have the right infrastructure in place yet.”
    - “Our current environment wasn’t built for GPUs or large-scale compute.”
- The Pain:
    - Legacy storage and compute stacks can’t support the performance, concurrency, or architecture AI requires.
    - Customers may lack GPU infrastructure, fast data paths, or integrated stacks.
- How Hitachi iQ Helps:

    - Delivers a pre-engineered, GPU-optimized platform that eliminates the need to rebuild infrastructure from scratch.

Disparate Silos Slowing Data Movement

- What You Hear:
    - "We've got data in too many places."
    - "Moving data between systems kills our AI workflow."
- The Pain:
    - Fragmented infrastructure creates friction in AI pipelines.
    - Disparate storage, compute, and network components introduce latency, data loss risk, and complexity.
- How Hitachi iQ Helps:
    - Combines compute + storage + networking in a single system with integrated software to streamline edge-to-core data flows.

Inability to Scale and Manage Unstructured Data

- What You Hear
    - "We're drowning in data—video, logs, sensor feeds, documents…"
    - "We can't keep up with performance or capacity demands."
- The Pain
    - Agencies generate massive volumes of unstructured data that legacy file systems and general-purpose storage can't manage efficiently.
    - Scalability is limited, and data growth outpaces infrastructure readiness.
- How Hitachi iQ Helps
    - Delivers high-throughput storage and GPU compute in a modular system that scales seamlessly with unstructured workloads.

Long Deployment Cycles or Procurement Complexity

- What You Hear:
    - "It takes us 6–12 months to get a system deployed."
    - "We're stuck waiting for parts, integration, and testing."
- The Pain:
    - Procurement cycles delay mission delivery.
    - Integrating multiple components across vendors adds time and risk.
    - Agencies may struggle with year-end deadlines and budget pressures.
- How Hitachi iQ Helps:
    - Provides a turnkey solution that can be purchased, delivered, and deployed faster—eliminating integration delays and simplifying acquisition.

Lack of In-House Integration Expertise

- What You Hear:
  - "Our team doesn't have the bandwidth to build or manage this."
  - "We don't want to play systems integrator."
- The Pain:
  - Agencies lack the technical staff to design and integrate AI/HPC stacks.
  - Risk of failure or underperformance when building from scratch is high.
  - Many teams are already stretched managing existing infrastructure.
- How Hitachi iQ Helps:
  - Delivers a fully engineered and validated system that's ready to run, backed by Hitachi and supported by federal experts—no integration lift required

What makes Hitachi iQ unique in the federal market

Differentiator	What It Means for Your Customer
One-Box AI-Ready Infrastructure	Hitachi iQ is a pre-integrated stack that combines compute, storage, and networking into a single, fully engineered system—no DIY assembly required. This drastically reduces setup time and eliminates compatibility issues.
NVIDIA-Certified for AI Workloads	Hitachi is one of the only federal-authorized providers offering an NVIDIA-certified AI infrastructure platform—giving agencies confidence that their models and frameworks will run optimally on day one.
Built for Federal Security, Scalability, and Reliability	Designed to meet federal deployment and security requirements—whether installed in a traditional data center, SCIF, or edge environment. Built-in data protection and high availability ensure mission continuity.
Backed by Hitachi's Proven Data Infrastructure Pedigree	Hitachi is already trusted by leading defense, intel, and civilian agencies for storage at scale. Hitachi iQ builds on this proven legacy, bringing the same performance, resilience, and trust into the AI and HPC space.
24/7 U.S.-Based Federal Support	Centralized, around-the-clock support from experts based in the U.S. who understand federal mission needs, security requirements, and deployment environments.

Real-world impact Hitachi iQ delivers for government customers

Outcome	How Hitachi iQ Delivers
Fast AI Deployment Without Infrastructure Guesswork	Agencies don't have time for long deployment cycles. Hitachi iQ arrives fully integrated, enabling weeks—not months—to go live with AI or HPC environments.
Simplified Acquisition for Complex Workloads	With compute + storage + networking bundled into one solution from one vendor, procurement is streamlined—ideal for agencies using contract vehicles or facing end-of-fiscal-year urgency.
Supports Missions Involving ISR, Modeling/Simulation, and Cyber	Built for high-volume, unstructured, and performance-intensive workloads common in ISR (video/image analysis), cyber (anomaly detection), and DoD/DOE modeling and simulation.
Reduces Risk and Speeds Time to Value	With NVIDIA certification, built-in data protection, and a proven architecture, Hitachi iQ minimizes deployment risks while accelerating mission outcomes—giving program managers confidence and IT teams breathing room.
Simplify Modernization	Consolidates disparate infrastructure components into a single, optimized platform—ideal for agencies looking to modernize legacy systems
Support Explosive Data Growth	Designed to handle massive volumes of unstructured, high-performance, and sensor-driven data without compromise
Enhance Cyber Resilience	Built with secure architecture and enterprise-grade data protection for sensitive federal workloads

Target Customer Profiles

Role	Why They Care About Hitachi iQ
CIO / CTO / CDO (Chief Data or Digital Officers)	Focused on mission enablement through innovation. Looking to operationalize AI, improve infrastructure agility, and align with federal mandates. Hitachi iQ helps them show measurable progress on digital transformation.
Chief AI Officers / AI Program Leads	Responsible for AI strategy, pilot-to-production transitions, and overcoming infrastructure bottlenecks. Hitachi iQ accelerates deployment of ML workloads and eliminates time lost in custom system integration.
Program Managers for AI, HPC, or Analytics Initiatives	Managing projects like ISR modernization, cyber defense, or scientific modeling. They need ready-to-run solutions with minimal procurement complexity. Hitachi iQ offers a fast path from requirement to implementation.

Role	Why They Care About Hitachi iQ
Infrastructure / Storage Architects	Tasked with deploying reliable, scalable, secure systems. They want solutions that are validated, performant, and easy to manage—and Hitachi iQ simplifies their job.
Mission Leaders Focused on Modernization	Drive investments in next-gen capabilities (AI, digital twin, cyber resilience). Want proven, scalable tech that aligns with mission objectives and funding cycles. Hitachi iQ offers a turnkey path to capability delivery.

Key Use Cases for Hitachi iQ

Use Case	Description
AI/ML Model Training & Inference	Enables agencies to train and run machine learning models quickly and reliably, supporting missions like document analysis, fraud detection, and predictive analytics.
HPC for Scientific Computing	Supports data-heavy research and simulations at DOE labs, DoD R&D centers, and other science-based missions where performance and parallel processing are essential.
Secure Edge-to-Core Data Workflows	Moves data securely between field sensors, edge devices, and central infrastructure—ideal for ISR, tactical deployments, and remote monitoring.
Data Consolidation & Analytics Acceleration	Combines fragmented data silos into a unified infrastructure to enable faster insights, reduce latency, and increase analyst productivity.
Cyber Threat Detection & Behavior Analytics	Accelerates the ingestion and analysis of massive logs and traffic data for anomaly detection, zero trust, and real-time response.
Predictive Maintenance (Aircraft, Ships, Vehicles)	Uses AI to predict failure points and extend the life of mission-critical assets—reducing costs and improving readiness across the DoD.
Battlefield Simulations & Digital Twins	Supports real-time and large-scale simulation workloads that model battlefield conditions or replicate operational systems.
Climate & Weather Forecasting	Powers the data and compute needs of agencies like NOAA and the Air Force for complex environmental models.
Smart Infrastructure Monitoring	Enables AI-driven analysis of infrastructure systems (bridges, power grids, military bases) to detect early signs of failure or threats.
Genomics, Bioinformatics, Precision Medicine	Handles unstructured health data and complex compute for genomics research, drug discovery, and health outcome modeling.

Use Case	Description
LLM/NLP for Document Classification	Supports deployment of large language models to extract insights from unstructured documents—ideal for IC, DoJ, and health agencies.
Claims Processing	Applies AI to accelerate review and approval of claims across agencies like VA, CMS, and DoD benefits offices.
Warfighter Health Monitoring & Predictive Analytics	Supports AI models that track performance, detect risk indicators, and optimize physical/mental health programs for military personnel.

Competitive Positioning

How to Position Hitachi iQ Against Dell, NetApp, Pure, and Other Competitors

In most federal infrastructure opportunities, you'll be up against traditional storage vendors (Dell, NetApp, Pure) and white-box AI stacks cobbled together by integrators. While these players may be familiar to the customer, Hitachi iQ offers a turnkey, AI-ready infrastructure solution that they can't match on simplicity, reliability, and mission fit.

Capability	Hitachi iQ	Dell	NetApp	Pure Storage
Turnkey AI Stack	✅ Pre-integrated compute, storage, networking, and software	❌ Requires custom integration across business units	❌ Mix of third-party and own solutions	❌ Primarily storage, compute sold separately
NVIDIA-Certified	✅ Yes – certified AI stack, federal-authorized	⚠️ Some components certified, but not bundled solutions	❌ Not fully certified as an AI infrastructure stack	❌ Not certified as a full-stack AI platform
Mission-Ready for Federal	✅ SCIF/tactical deployable, zero-trust friendly, built for classified environments	⚠️ General enterprise focus, FedRamp on cloud products	⚠️ Public sector division, less AI mission focus	⚠️ Enterprise-centric, lacks deep federal integration
Unstructured Data Scale	✅ Proven at scale across DoD, IC, DOE workloads	⚠️ Competes with EMC Isilon/PowerScale, more complex	⚠️ Cloud-focused scaling, not as performant at edge	⚠️ Flash-optimized, not purpose-built for HPC workloads
Procurement Simplicity	✅ One box, one vendor, one SKU	❌ Requires multiple line items and vendor contracts	❌ Partner-dependent for full-stack deployments	❌ Often needs third-party compute/GPU integration

Capability	Hitachi iQ	Dell	NetApp	Pure Storage
Support Model	✅ Unified support from Hitachi for full solution	❌ Separate silos for compute, storage, GPU, software	❌ Relies on integrators for GPU/HPC support	❌ Limited to storage domain, integration left to partners

Battlecard Quick Hits: Hitachi iQ vs. the Competition

Competitor	Weak Spot	What to Say
Dell	Fragmented business units; slow to deliver unified AI stack	*"With Dell, you're piecing together components across multiple product lines. Hitachi iQ is engineered, integrated, and mission-ready—day one."*
NetApp	Strong cloud/on-prem storage, but limited HPC/AI credibility	*"NetApp excels in hybrid cloud storage—but when it comes to GPU infrastructure and mission-ready AI, they're not certified or turnkey like Hitachi iQ."*
Pure Storage	Premium flash-only storage with no integrated AI stack	*"Pure is fast storage, but iQ brings compute, AI stack, and scale into one platform—purpose-built for your performance workloads and growing unstructured data."*
DIY / White-Box Integrators	High integration risk, long timelines, no validation	*"Building your own stack introduces risk, delays, and support complexity. Hitachi iQ is already integrated, certified, and backed by a single support model."*

Sales Tools & Assets

- **Enablement/Partner only:**
  - Sales quick reference: here
  - Hitachi iQ 101 presentation: here
- **Customer-facing:**
  - Solution Brief: Top 10 Reasons Why Hitachi iQ: here
  - Video: here
  - Customer Case Studies: here

Call to Action

Let's win more federal business—together. You're enabled. The opportunity is real. Now it's time to take action and start driving pipeline with Hitachi iQ.

Action	Description
1. Register an Opportunity	If you've identified a potential customer with AI, HPC, or infrastructure modernization needs, log it through the partner portal or reach out directly to your channel manager to protect and track the opportunity.
2. Request Sales Support or a Joint Call	Need help presenting Hitachi iQ to a prospect? Our federal sales and technical experts are ready to support joint calls, technical deep dives, or customer meetings.
3. Schedule a Training or Demo	Set up a private **partner enablement session or a live demo** with your customer to walk through the Hitachi iQ stack and its mission-fit value.
4. Access Marketing & Sales Assets	Leverage turnkey email templates, datasheets, pitch decks, and customer-facing resources via the partner portal or by contacting our team.
5. Align on a Joint Account Plan	Reach out to identify **target accounts** where we can co-sell with your team and other ecosystem partners (e.g., NVIDIA, Red Hat, analytics vendors). Let's build a go-to-market motion together.
6. Get Certified	Choose from a number of Hitachi iQ or other Hitachi related certifications to help with your positioning and messaging.

Who to Contact

Contact	Role	How They Can Help
Wendy Noker	Hitachi Federal Channel Manager	Your primary point of contact for opportunity registration, partner strategy, enablement, pricing and co-selling support.
Bridget Guercio	Partner Program Manager	Assistance with SPIFFs, marketing resources, and portal access.
Hitachi Partner Portal	Self-service tools and resources	Access training, datasheets, case studies, and deal registration. Contact Wendy for login help.

Let us help you lead with AI.
Register an opportunity, invite us to a customer call, or schedule a private iQ demo. The sooner we connect, the sooner we can start driving results.