

Hitachi TrueNorth™ Specialization Program

The Hitachi TrueNorth Specialization Program empowers partners to grow their business, market reach and profitability through the delivery of advanced business solutions that embrace next generation technology and services.

Provide More Comprehensive Solutions: Address Customer IT and Business Challenges with Improved Quality and Less Risk

The Storage Management Challenge

Organizations, today, have increasingly complex IT environments and are looking for their primary solution providers to deliver more services to help architect, implement and manage their IT environments. To address their customers' requirements, solution providers require more training, access to services delivery information and support throughout sales and implementation to provide high quality solutions.

Hitachi TrueNorth Specialization Program

The Hitachi TrueNorth Specialization Program enables Hitachi TrueNorth Partners to sell and deliver service specializations as standalone offerings or in combination with the partners' own value-added solutions.

The service specializations are offered in areas where the market opportunity is the greatest and Hitachi Data Systems solution capabilities are the strongest. As the market

evolves, new areas will be planned. The current available specializations are:

- Virtualization – using Hitachi Virtual Storage Platform
- Migration – using storage controller-based migration
- File and Content Services – using multiple Hitachi technologies (delivery guidance available Q3 of 2011)

Additional specializations planned for release in 2011 include:

- Replication
- Management
- Application and Vertical Solutions
- Cloud

The Specialization Program provides comprehensive enablement for partners with the following tools and resources available upon completion of requirements:

- **Training** – provides enhanced training curriculum (hardware, software and services) tailored to specializations

- **Certification** – aligns with specialization course and exam completion
- **Delivery Guidance** – supplies partners with delivery kits and delivery guides; ensures highest quality delivery
- **Ongoing Online Collaboration** – continually aids in understanding new techniques and sharing best practices
- **Design and Presales Support Services** – offers assistance during the design phase of solution development
- **Delivery Assistance Desk** – provides answers to implementation questions; eliminates delivery roadblocks

The Specialization Program is designed to expand partner expertise and provide flexibility. The program empowers partners to develop customized, value-added services based on knowledge and capabilities learned. Also, partners have flexibility to create their own development path.

Training and Certification

Hitachi Data Systems Academy manages and teaches courses to employees of

TrueNorth Partners and administers testing for service specialization curriculum per Academy requirements. The courses are based on services and/or hardware or software products. This is an important investment of time and resources for the partner to deliver services efficiently and effectively.

Delivery Guidance

Hitachi TrueNorth Partner employees who are trained and authorized to deliver the service specializations may access the Hitachi Data Systems Global Solution Services delivery kits for each specialization via PartnerXchange. The delivery kits contain:

- Delivery instructions
- Project management guides and project checklists
- Deliverable examples
- Best practice documentation

The contents are directly associated with the respective Hitachi capabilities and specialization. Delivery kits are designed to complement the engineer's skills, training and knowledge to deliver a more robust and repeatable solution.

Ongoing Online Collaboration

In addition to delivery kits, partner employees (at the individual level only) who are authorized by Hitachi Data Systems will be able to communicate and share technical information with Hitachi services practitioners. This will allow the authorized Hitachi TrueNorth Partner employees to seek feedback and assistance on pertinent technical matters.

Sales and Presales Support Desk

Authorized Hitachi TrueNorth Partners will have access to the sales and presales support

SERVICE SPECIALIZATIONS BENEFITS AND REQUIREMENTS

Benefits for Partners

- Strengthen partner and customer business relationship.
- Leverage service and solution capabilities to broaden portfolio.
- Increase margins while aligned to key business model.
- Reduce risk in sales and delivery.
- Accelerate time to productivity.

Benefits for Customers

- Address specific IT and business challenges with comprehensive solutions.
- Accelerate time to value for technology investments.
- Reduce risk in implementation.
- Increase quality of service.

Terms and Eligibility

- Be a Hitachi TrueNorth Platinum or Gold Partner.
- Have a services practice with qualified skilled consultants.
- Be one of these existing partners:
 - I&C (Installation and Configuration) Partner
 - CSP (Certified Solution Provider) Partner
 - ASP (Authorized Services Provider) Partner
- Jointly work with your Channel Manager to submit strategy, application and business plan aligned with Hitachi TrueNorth Partner Program requirements.
- Additional criteria may apply.

desk, which is designed to assist partners with successful solution design and sales of specializations for which they have been authorized. Support is provided for:

- RFP and RFI
- Services sales
- Design and planning
- Solution positioning
- Services statement of work (SOW)

Delivery Assistance Desk

Authorized partners may also contact the delivery assistance desk, to achieve the successful delivery of specializations. Support includes:

- Technical assistance
- Services SOW
- Implementation
- Request management
- Collaboration
- Delivery kits management

Next Steps

To learn how to participate in this program, contact your Channel Manager or Authorized Distribution Partners.



HDS EMPLOYEES AND TRUENORTH™ PARTNERS ONLY

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