



## FY17 Hitachi TrueNorth Advisor Partner Program

### Guide Customers on the Best Path to Digital Transformation

The push toward Digital Transformation continues to change the face of our industry. Simultaneously, as the pace of competition increases, organizations are looking to harness the advantages of the cloud, Internet of Things (IoT) and analytics to realize the power of their data.

For solution-focused Hitachi TrueNorth Advisor Partners, a strong partnership with Hitachi Data Systems (HDS) can provide greater visibility and reduced risk to projects and opportunities that support the customer's requirements for Digital Transformation.

As authorized Hitachi TrueNorth Advisor Partners, solution-focused IT consultants, analysts and experienced application providers are recognized and rewarded for the identification, referral and development of previously unknown sales opportunities for HDS solutions and services. These partners earn referral fees as high as 9% on approved opportunities that convert into completed sales between the customer and HDS.

This program also helps grow and support the consultative businesses of Hitachi TrueNorth Advisor Partners through advanced training options, state-of-the-art solution guides, and an accessible and simple business model.



#### Financial Incentives

To reward eligible partners for identification, referral and development of opportunities, HDS offers the following referral fee structure:

##### Opportunity Referral, Up to 3%

- Location and research of business leads.
- Identification of key decision makers and assessment of preliminary needs.
- Introduction services.

##### Opportunity Development, Up to 5%

- Delivery of opportunity referrals.
- Engagement assistance and/or coordination of customer proposal.
- Design of preliminary customer solution.
- Sales order capture participation.

##### Sales Co-Development, Up to 9%

- Advanced, in-depth needs assessment.
- Joint engagement assistance.
- Provision of unique solution and/or services beyond the Hitachi solution.
- Delivery of services.

#### Training and Education

Hitachi TrueNorth Advisor Partners in good standing may access available HDS training courses, including on-demand, web-based training offerings that allow partners to enhance their knowledge and stay current on industry developments while maintaining an agnostic appearance and trusted advisor status to customers.

Hitachi Data Systems Academy courses provide in-depth product and technology information around HDS solutions and services.

HDS Academy offers a simple enrollment process and training fee discounts to fit each partner's company structure.

More information is available on Partner Connect.

#### Demonstration Resources

To help partners achieve greater expertise about a product or solution, HDS offers Hitachi TrueNorth Advisor Partners access to the latest demonstration offerings, including:

- Live and virtual demos in our enhanced Global Demonstration and Learning Lab (GDLL).
- Demo events at our Executive Briefing Centers (EBCs) across the globe.

Together, these tools and resources help partners better understand how products and solutions fit within specific customer scenarios.

For more information, contact [partnerprograms@hds.com](mailto:partnerprograms@hds.com).

## Program Requirements

To access program benefits, partners must meet the program qualifications as stated in the FY17 Hitachi TrueNorth Advisor Partner program manual located on Partner Connect.

A Hitachi TrueNorth Advisor Agreement or Addendum must be signed in addition to your current partner contract with HDS.

In order to qualify for and maintain the Hitachi TrueNorth Advisor Partner designation, each TrueNorth Advisor Partner must complete a Hitachi TrueNorth Advisor Partner sales deal registration form for any and all qualified HDS-approved sales opportunities. Partner entitlement to referral fees may be subject to additional requirements. Please discuss these topics with your Partner Manager or refer to the TrueNorth Advisor Partner program manual for details.

## Contact Us

If you have any questions or need additional information about the Hitachi TrueNorth Advisor Partner program, contact [partnerprograms@hds.com](mailto:partnerprograms@hds.com).

 Hitachi Data Systems



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