

HITACHI

**LATAM Partner
Summit FY26**
Built to Grow. Powered by Data.

Brazil Breakout Session



HITACHI

Our Best Team for you





TUDO COMEÇA COM UMA CONEXÃO

Pentaho

Services

Sales
Operations

HR

Sales

Pre-Sales

CS&S

Partners

ONE BRAZIL TEAM

Supply
Chain

Field
Marketing

Sales
Enablement

Procurement

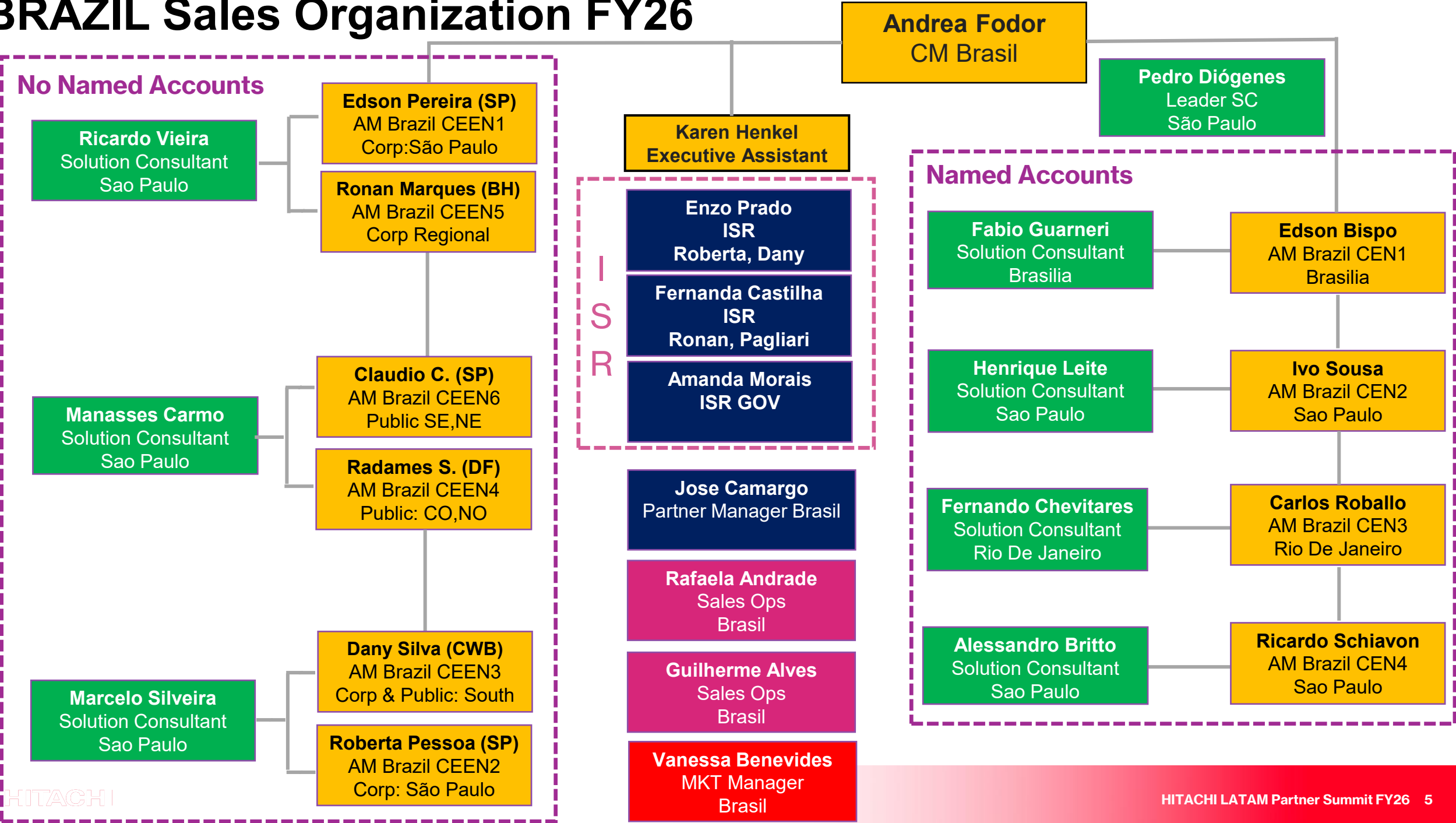
Finance

Product

IT

Legal

BRAZIL Sales Organization FY26



BRAZIL

FY'25 RESULTS

APR25 – MAR26

Growth YoY

NR Actual

38%

NR Booking

52%

GR Actual

3%

GR Booking

12%

Sales Motion

Indirect

35%

-4pp

NEW LOGOS

9,2%

DIRECT 54%

PARTNER 46%

Block



56%

YoY +18%

File



1%

YoY -48%

Object



2%

YoY +2000%

3rd Party



38%

YoY -4%

Other HV



3%

YoY -74%

Products

PRICE FORECAST APPLICATION - HORIZON



HORIZON

See what's coming. Turn shifting hardware costs into a clear, data-backed conversation with your customers.

Andrea Fodor

Future Pricing
17 product types

View

Market Updates

Upload BOM

Results

Upload your BOM

Upload foundational exports from CPQ to model future predicted cost increase impact to your quote over the next 120 days. Splitting a deal across several BOMs? Load them all — Horizon shows a combined forecast and lets you drill into each.

✓

1 BOM loaded

152 rows total · click to add more

SalesReport 20712407-3.xls

152 rows · 56 cols

×

LINE CODE BREAKDOWN

4
SuperS Code (skip)

20
S Code (skip)

128
P Code (price)

BRIDGE MATCH FOR P CODE LINES

128
Mapped

0
Unmapped

All P Code lines have a bridge mapping.

Currency

USD — US Dollar

↕

Calculate Future Pricing →

Pricing & Market Updates

5 updates · newest first

×

Cisco Nexus Price Book Update Effective August 1 with Increases up to 22%

External/Supplier News

Chris Harvish · 10 Aug 2026

A new price book for Cisco Nexus products was received on Friday, with price increases ranging from 3% to 22%, effective August 1. This update is critical for sales and pricing teams to reflect current costs accurately. The pricing changes will impact deal approvals and quoting processes as CPQ updates are underway.

Block 85 Controller Costs September Refresh

External/Supplier News

Chris Harvish · 6 Aug 2026

Updated cost increases for Block 85 controllers have been uploaded. Increases for September from 14-25%. The increase in Block 85 controllers from July to September 1st will be 29-58%.

Our understanding from the factory is this increase in temporary, cost impact is largely confined to the first half of FY26 Q3; normalization is expected from the second half in the November timeframe.

DRO Pricing Increases Take Effect in August

External/Supplier News

Chris Harvish · 21 Jul 2026

Updated pricing for DRO within the Block Storage portfolio will take effect from 1 August. The changes reflect the latest supplier cost movements and should be considered when evaluating deal profitability, pricing validity periods and forward-looking commercial commitments.

Storage Vendors Increase Pricing Activity

External/Supplier News

Gabriela Garcia · 21 Jul 2026

A new pricing intelligence review highlights recent pricing actions from Hitachi Vantara, Dell, IBM, NetApp, EverPure and HPE. The analysis tracks vendor price increases, discount governance changes and strategic pricing decisions observed across the market between April 2025 and July 2026, providing insight into evolving competitive pricing behaviour.

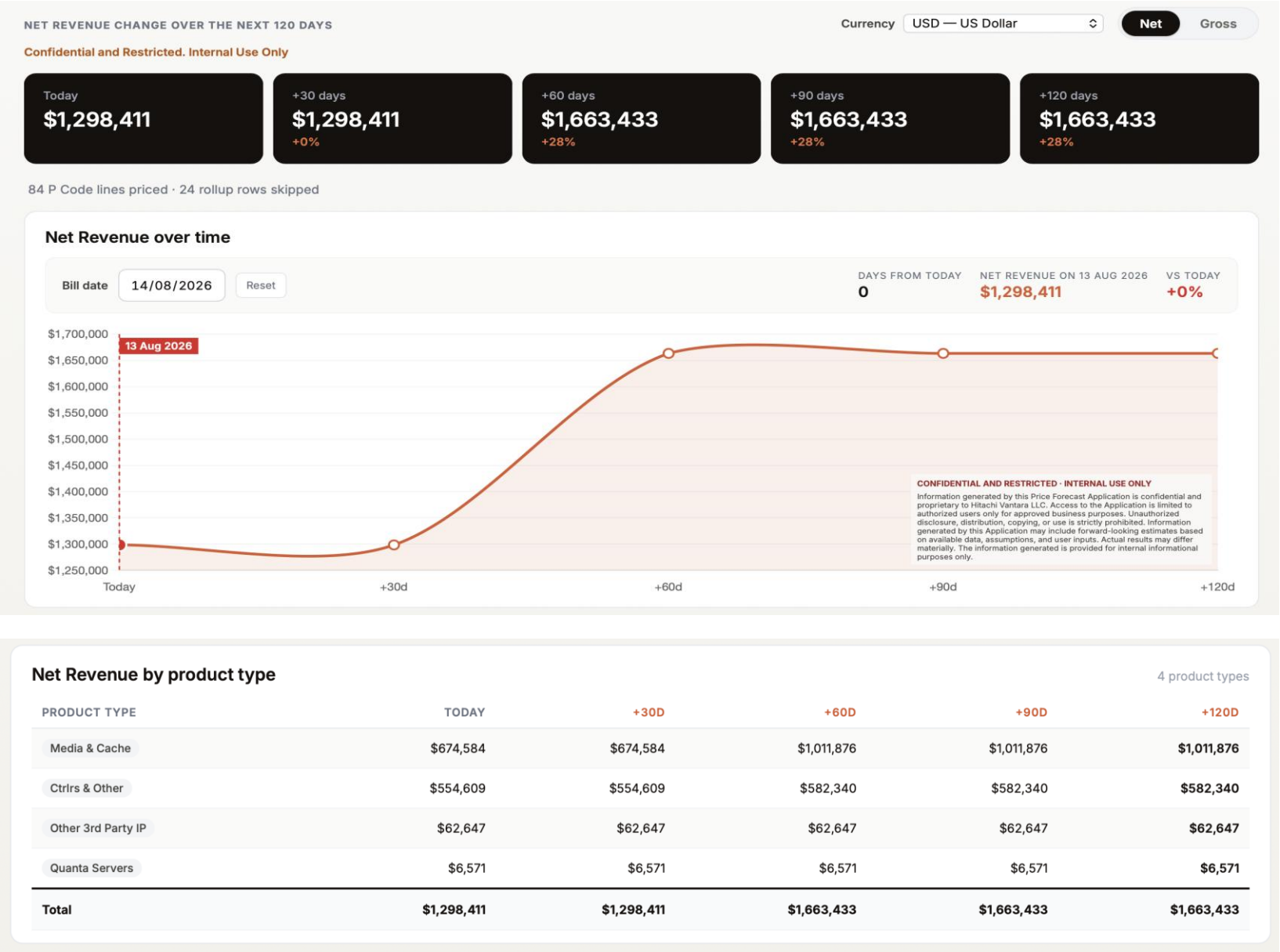
Block 85 Controller Costs Rise Ahead of August Refresh

External/Supplier News

Chris Harvish · 13 Jul 2026

Block 85 controller costs are expected to increase by between 13% and 26% from 1 August, reflecting the latest supplier cost updates. At the same time, selected HPE server components, including memory and SSDs, are expected to see temporary cost reductions of between 7% and 25%. Commercial teams should review pricing assumptions and margin expectations for opportunities scheduled beyond the August effective date.

Price forecasting has never been more challenging



MARKET DYNAMICS - 2026



World Events Impacting Business



Geopolitical tensions & inflation & lack of components



Cyber security threats



AI & digital transformation



CIO Spending Priorities



AI-driven IT Transformation



Infrastructure Modernization



Cybersecurity



Technology Trends



Unification of data infrastructure



Consumption & deployment choice



AI Infusion & new AI workloads

2026 is The BEST Time to Sell Data Storage

AI Fueling Massive Investment



84%

of organizations agree that **AI is critical** to their organization's future strategy.



87%

agree that their adoption of **AI** will drive or is driving **substantial data growth**.

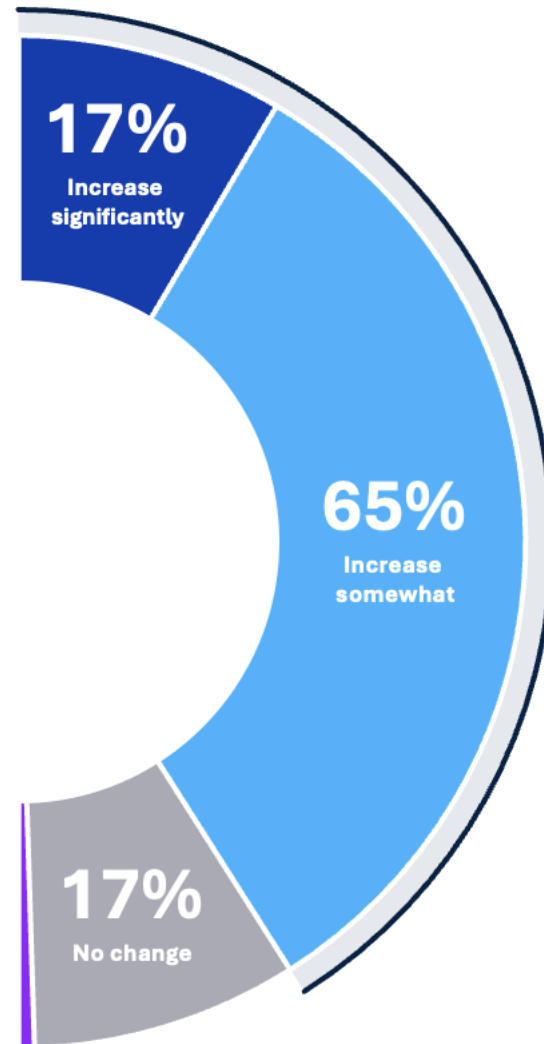


89%

are planning to make **significant infrastructure investments** to support new AI initiatives.

2026 is The BEST Time to Sell Data Storage

SAN (Block) Storage is a Primary focus for Buyers



Two Thirds

expect higher growth for structured (block) data

82%

plan to increase storage budgets in 2026

2026 is The BEST Time to Sell Data Storage

What buyers say will
Decide Storage New
Purchases



Performance

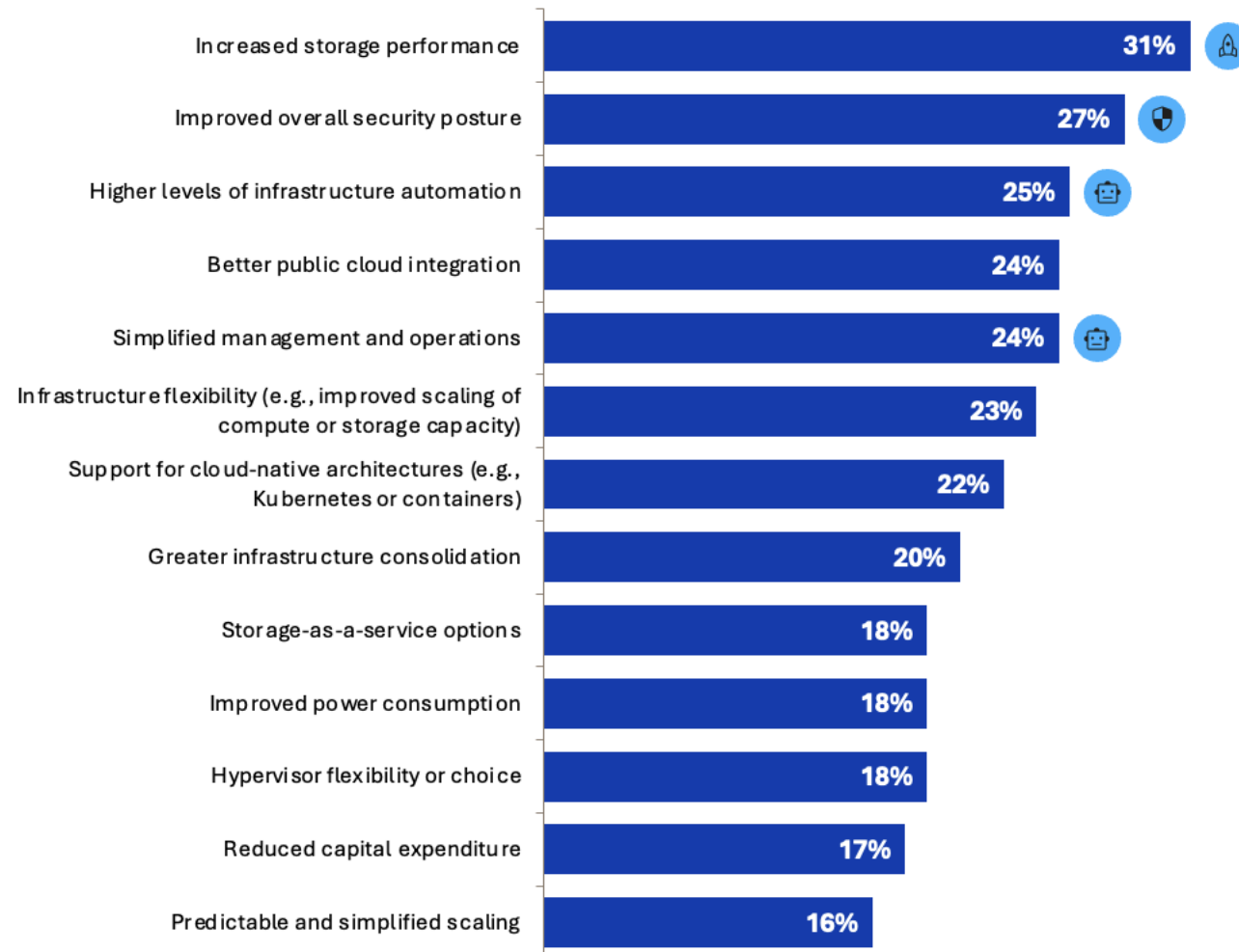


Security

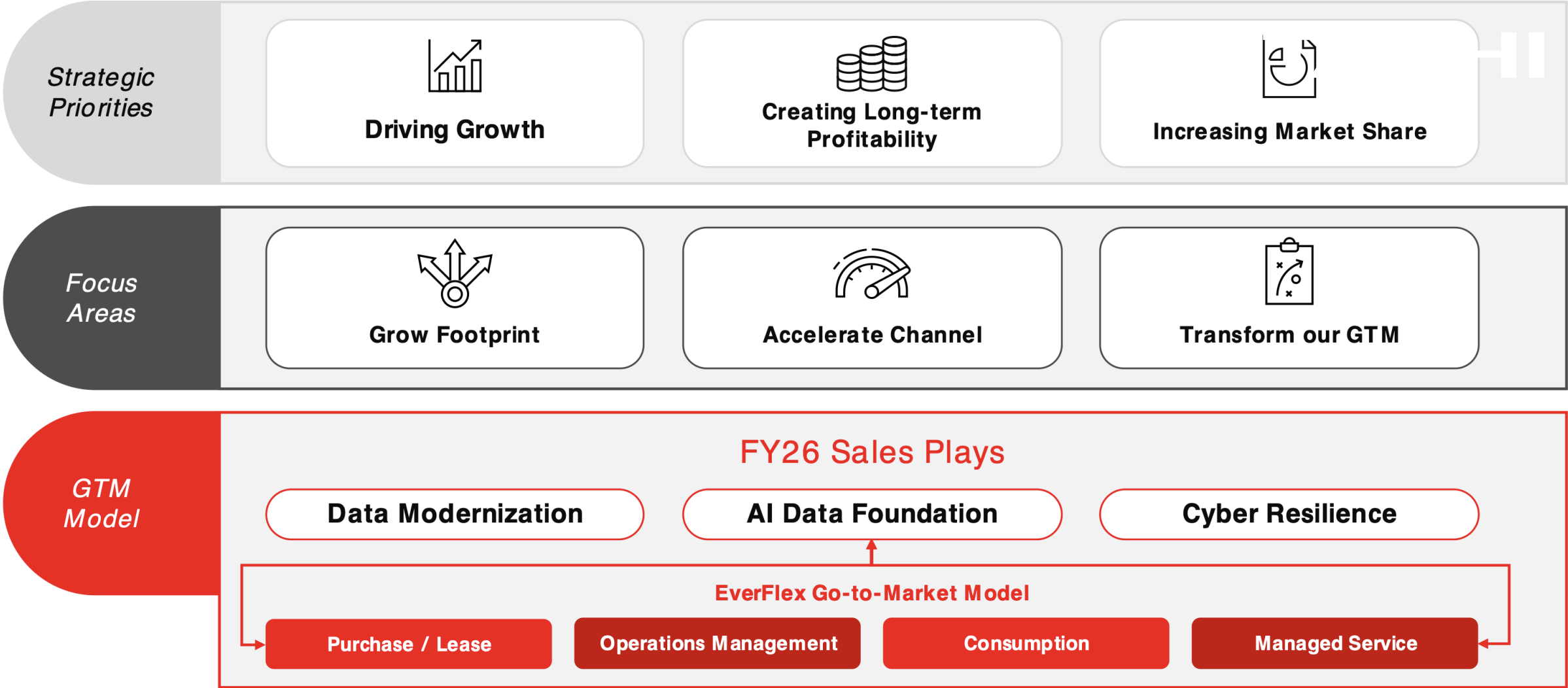


Automation

Top Drivers for 2026 Storage Purchase Decisions



HITACHI VANTARA FY26 Global Sales Strategy



One Team. All In.

HITACHI

“Talent wins games,
but TEAMWORK win
championships!”

Michael Jordan
Basketball Player

