



HITACHI

LATAM Partner Summit FY26

Built to Grow. Powered by Data.



HITACHI

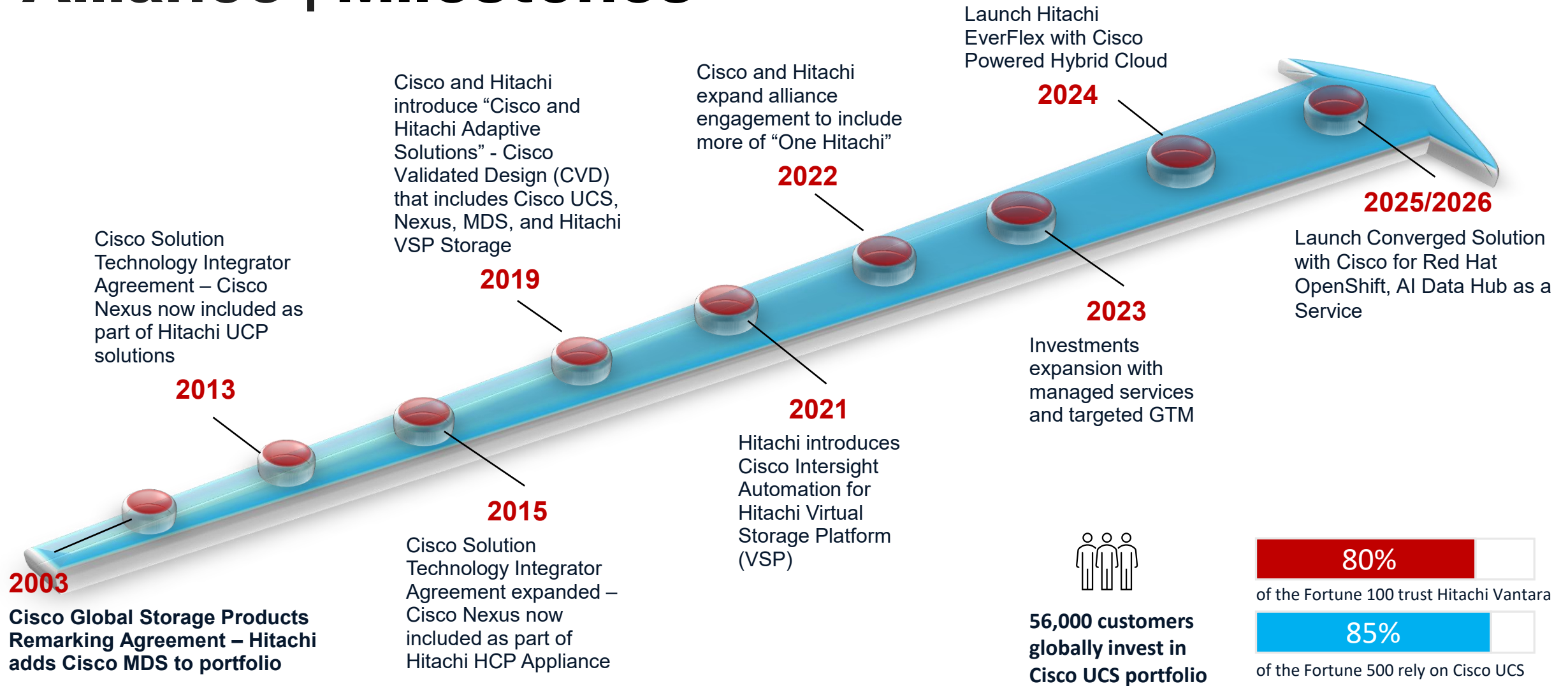
Revenue Multiplier: Accelerating Hitachi Storage with Cisco

Dave Williams

(Hitachi Vantara) Cisco Alliance

**HITACHI + CISCO + YOU = MORE OPPORTUNITY
SALES
MONEY**

Hitachi and Cisco: 20+ Year Expanding Alliance | Milestones



**CISCO and
HITACHI support
Mainframe with

VSP ONE Block
High End
&
Cisco MDS**

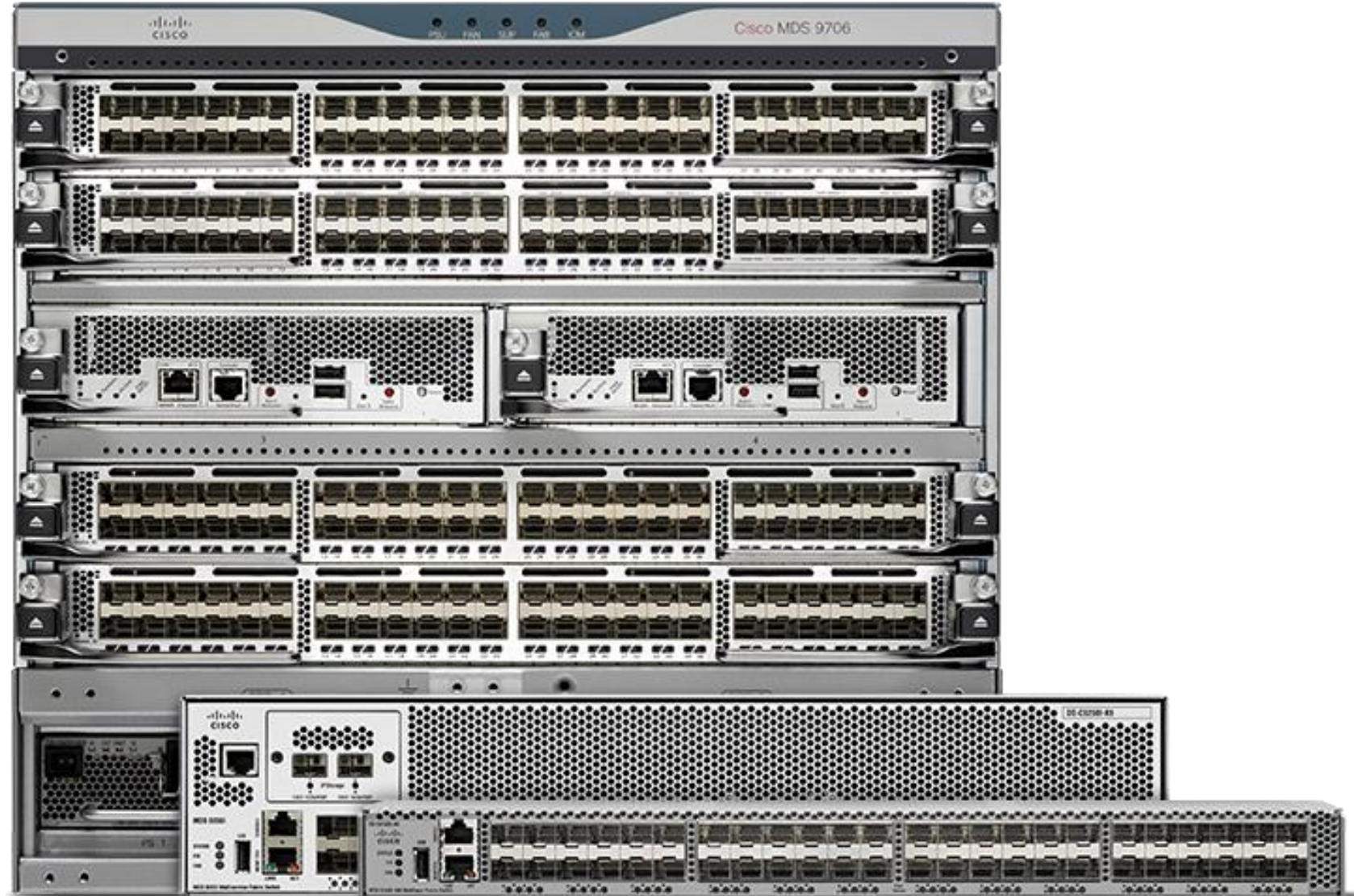


Dell is not going
to sell Cisco SAN.
You are.

VSP ONE Block & MDS
64Gb FC & NVMe-FC

VSP One Block with
Cisco SAN switches

LTB w/ Cisco



Partner Led Reference Architecture increases revenue

- \$3 billion in 2014 and \$10 billion in 2019, \$13 billion in 2025.
- 9,500 customers, more than 100 countries.
- Partners: 1,000+ channel partners.



For a conversation about STORAGE

NetApp will bring FlexPod

EverPure will bring FlashStack

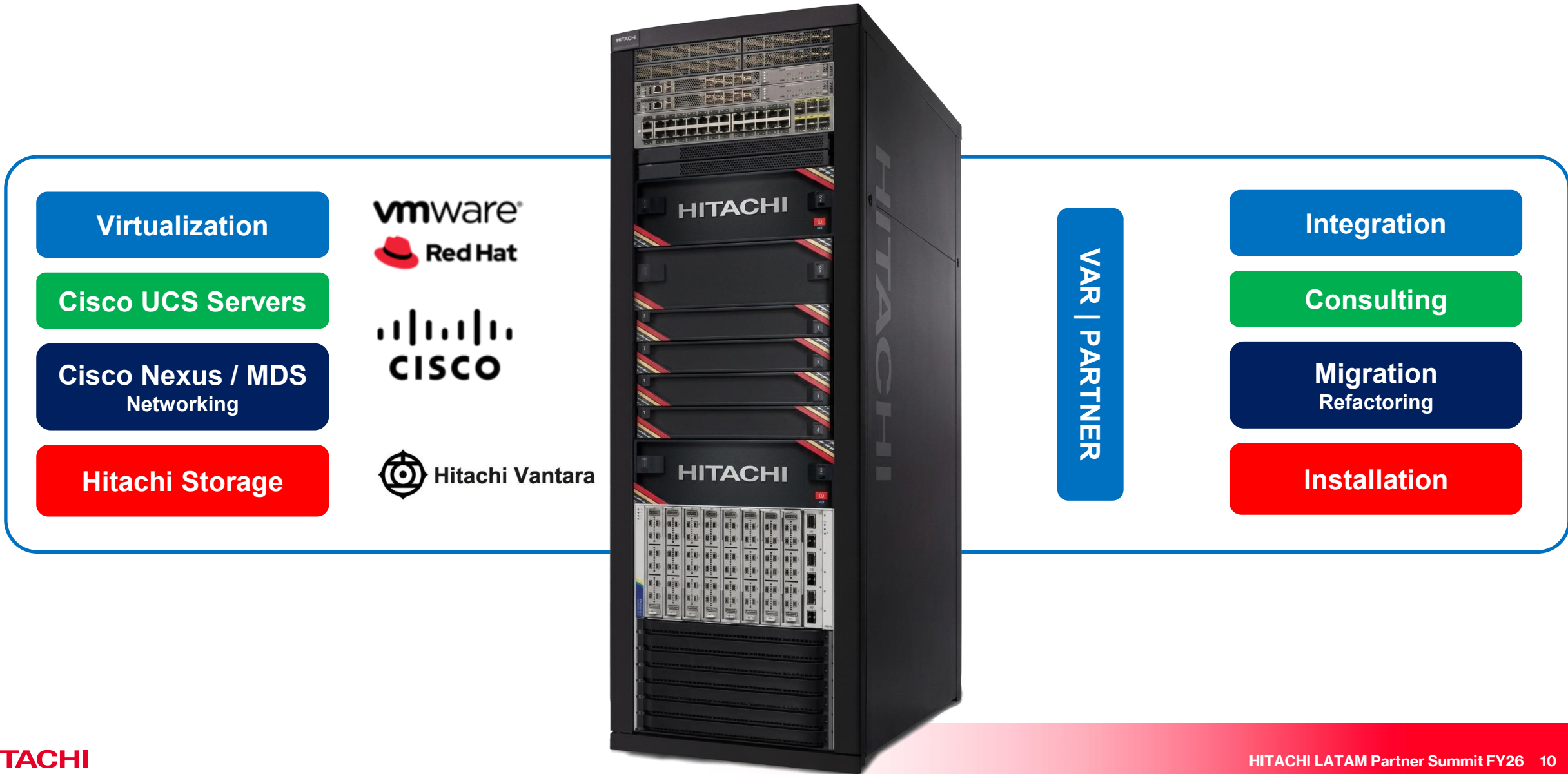
HITACHI will
bring



**ADAPTIVE
SOLUTIONS**



Partner Value foundation



Stop Selling the Box – Sell your work



**Customer
Discovery**



**Partner
Solution**



**Sell
Deploy
Support**



**Expand
Customer
Value**

Sell hardware. Sell more expertise.



Customer



Solution

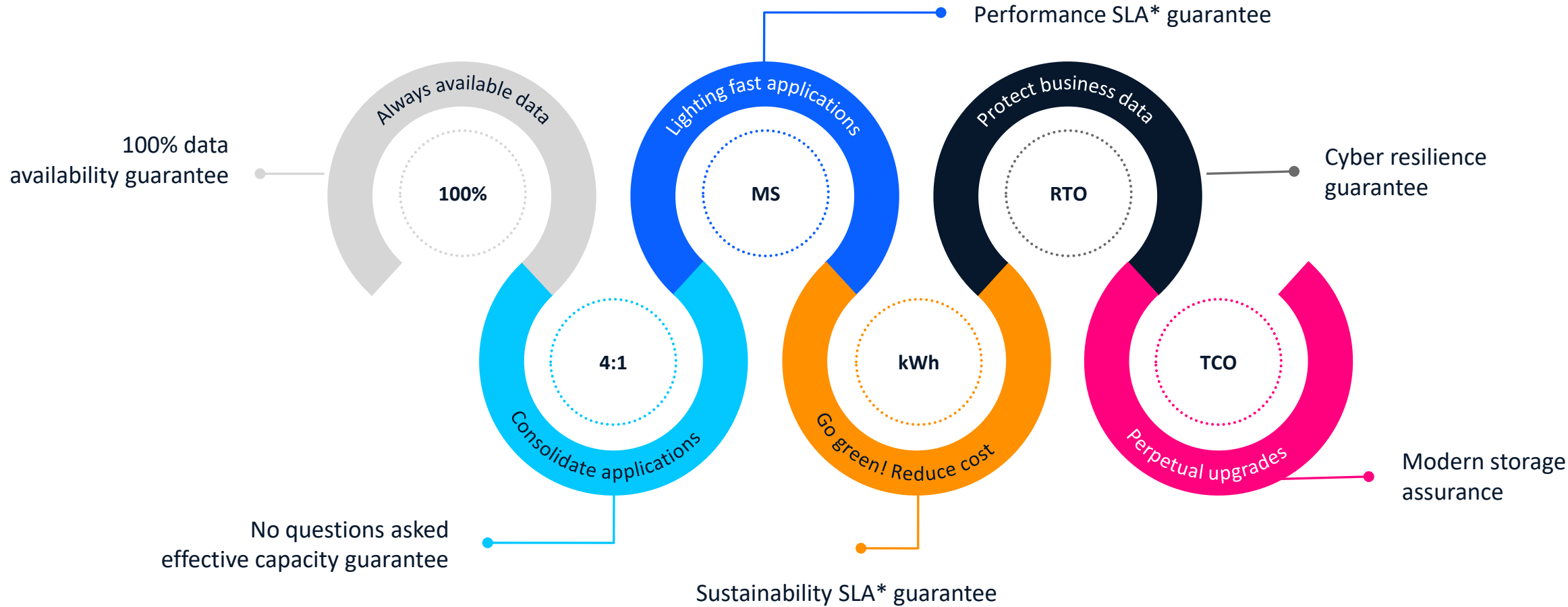


Expansion

EXPAND THE CUSTOMER

Setting the Benchmark for Superior Performance

	 HITACHI VSP One Block	 PMax 8500	 DS8A50	 A1K	 //XL170 R5
Nines of availability	8 x 9s	6 x 9s	8 x 9s (needs 3x systems)	6 x 9s	6 x 9s
Data reduction guarantee	4:1 No Questions Asked	5:1 w/conditions	None but supports 3:1 comp w/ FCM4 QLC	5:1 w/ conditions	5:1 w/ conditions
Common OS across portfolio (on-prem, cloud) with same management UI & data services for platform & cloud					
Highest capacity NVMe TLC SSD option	60TB NVMe	30.72TB NVMe	7.6TB NVMe	15.3TB NVMe	48TB DFM
Higher RU density	120 TBu/RU	110 TBu/RU	12.4 TBu/RU	68.8 TBu/RU	288TBu/RU
NAS scalability	Up to 80 nodes w/ VSP One File	Up to 16 nodes	None	Up to 24 nodes	Built-in



*SLAs delivered as part of EverFlex Managed Consumption

ADAPTIVE SOLUTIONS

to sell more **STORAGE**

to sell more of **YOUR CAPABILITIES**

MAKE MORE MONEY



Gracias

Dell Exiting the Mainframe Market -

<https://public.dhe.ibm.com/systems/support/planning/notices/IBM.i.Dell.Storage.Attach.Client.Notice.pdf>

Cisco Hitachi Whitepaper - <https://www.hitachivantara.com/en-us/partners/technology-alliance-partner/cisco>

MDS FICON included now - <https://www.cisco.com/c/en/us/products/collateral/storage-networking/mds-smart-licensing-policy-ds.html>

Hitachi Partner Portal – Promotions Center for LTB - <https://partnerportal.hitachivantara.com/s/promotions-center>

CVD's - <https://www.cisco.com/c/en/us/solutions/design-zone/data-center-design-guides/data-center-design-guides-all.html#Hitachi>