



HITACHI

LATAM Partner Summit FY26

Built to Grow. Powered by Data.

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Alliance **Veeam**-Hitachi

Resilience, Kubernetes, and AI



The most targeted region

Latin America is currently the region with the highest number of ransomware attacks in the world: 3,149 per organization each week – 13% more than a year ago.

Check Point Research, 2026

The scale of the problem

On the left, how ransomware grew worldwide. On the right, who it hit in Latin America.

All figures represent confirmed attacks from the first half of 2026. Sources: ESET; IQSEC, 2025.



4,699 confirmed ransomware attacks in H1 2026



16.5% more than the same semester of 2025



Qilin, The Gentlemen, and Akira: 33.5% of cases



Hardest-hit sectors: services, manufacturing, and technology.



Brazil: more than 100 victims in the six-month period



Mexico: nearly 80 victims



Argentina: 39 victims. Colombia: 33.

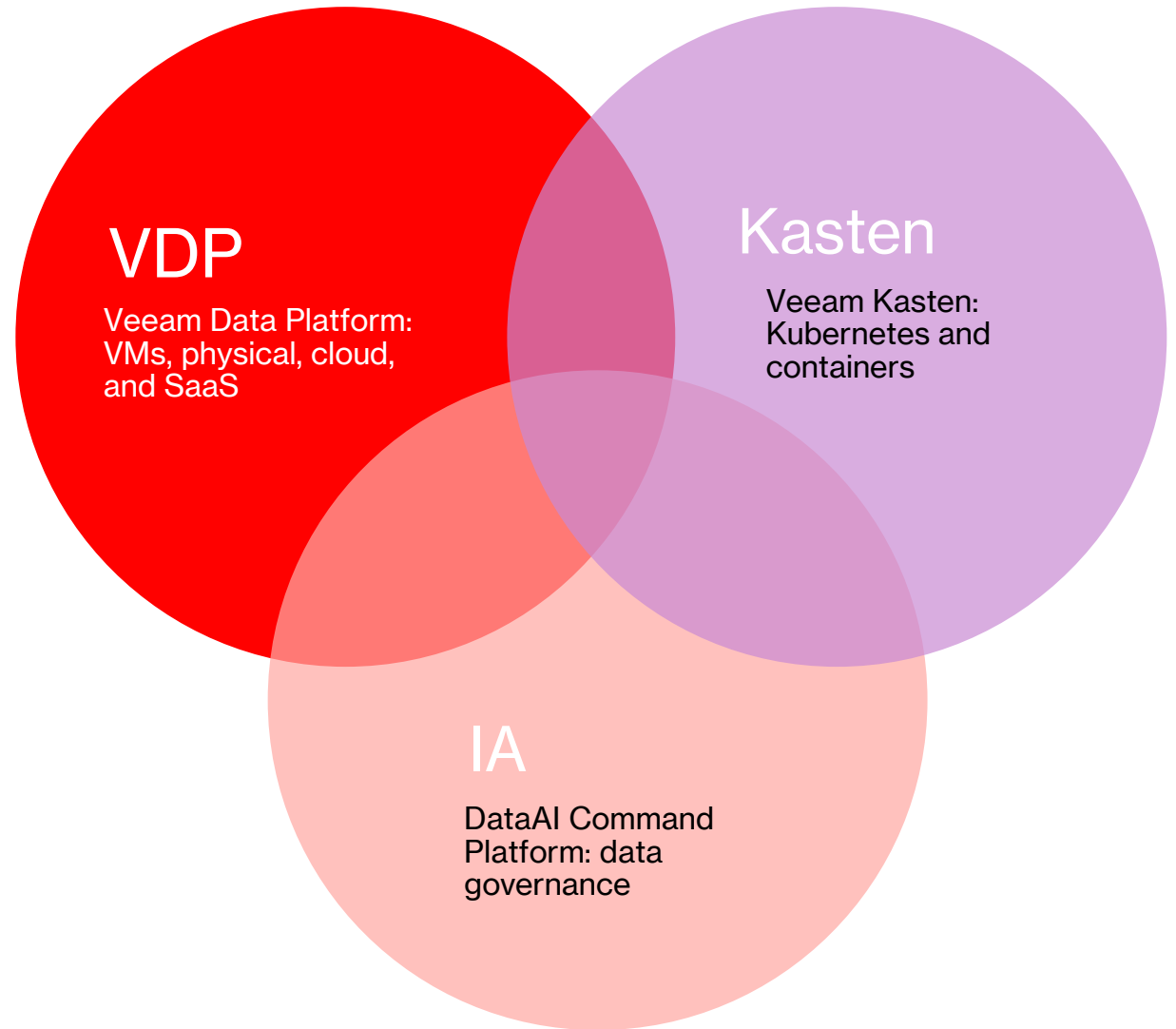


Mexico rose from 16th to 11th place in the world rankings.

Three fronts, one stack

What your customer needs to protect no longer fits into a single category: virtual machines, containers, and now AI agents.

Veeam covers all three on Hitachi Vantara storage.



Veeam Data Platform

01 – Resilience

Two Proven Industry Leaders

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Key Milestones

2026

Veeam Ready Kubernetes certification for Hitachi CSI on VSP One Block
Enabling validated data protection with Veeam Kasten
First hardware OEM to support immutable block level snapshots

2025

Release USAPI V2.2 plugin for VSP/VSP One Block
Release USAPI V2.1 plugin for VSP/VSP One Block
Veeam Ready Validation for VSP One Block and Object

2024

Launched strategic alliance
Released USAPI V2 plugin for VSP

2021

Released USAPI V1 plugin for VSP
Veeam Ready Object validation for HCP
Veeam Ready Repository for VSP

2020

Veeam Ready Object validation for HCP for Cloud Scale
Veeam becomes Hitachi Vantara Partner



Hitachi Vantara and Veeam

Our alliance and partner story begins with trust. Trust isn't given; it's earned.

You can trust Hitachi Vantara and Veeam to deliver in key areas of importance to partners and customers



Partnership

- **Entering the 3rd year of being a Technology Alliance Partner with Veeam** as a Global Distribution and Reseller Partner
 - ✓ Core VUL & Veeam Data Cloud products in HV quoting tools today.
- **HV is 100% Indirect** for all net new customers - aligns with **Veeam's 100% indirect** model
- Dedicated Hitachi Cyber Resiliency **Technical Experts**

Technology

- Hitachi and Veeam - **Two proven leaders** in recent **GigaOm reports** for primary storage and data security and both have received product of the year award from CRN
 - [Partnership Video](#)
- **Technology integrations** and reference architecture with HV storage as source & target - **USAPI Plug-ins for VSP One**

Profit

- **Advantageous pricing** as a Global Distribution Partner
 - Higher margins for you when selling the solution
- **Front End Promotions** (VSP One + Veeam Mid-range & High-Capacity program)
- **Back End Rebates** with the solution sell
- **Increase deal size and revenue** when selling Veeam + Hitachi VSP/HCP

Opportunity

- Less than 10% attach cyber resilience to storage @POS
 - Substantial opportunity to sell the solution!
- Partners – Leverage **broad install based**
 - Access to Hitachi Vantara's Enterprise customer base
 - Access to Veeam's SMB/Mid-range customer base
- Veeam **Cloud Service Provider program (VCSP)**
 - Global contract enabling Hitachi to deliver Veeam-powered **BaaS & DRaaS** through flexible consumption-based licensing with Hitachi's Managed Services organization

VDP on Hitachi

WHAT DOES VEEAM PROVIDE?

Backup and recovery for VMware, Hyper-V, Proxmox, physical servers, cloud, Microsoft 365, and databases from a single console.

Real-time threat detection with Threat Hunter, YARA scanning, and Clean Room Recovery to prevent reinfection during restoration.

HOW IS IT INTEGRATED?

USAPI v2.2 plug-in: Veeam orchestrates VSP One Block snapshots.

Backup from the array snapshot, with no impact on VMs.

VSP One Block as an immutable Veeam Hardened Repository.



Veeam Kasten

02 – Kubernetes

Kasten on Hitachi

WHY DOES IT MATTER NOW?

Your customers have already moved critical workloads to Kubernetes – OpenShift, Rancher, EKS, and AKS. VM backups do not see that data.

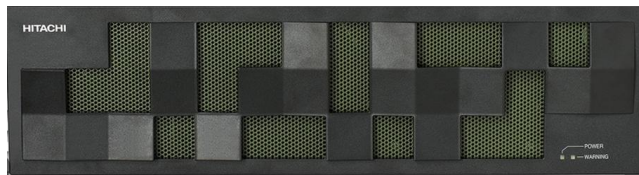
Kasten protects the entire application – manifests, configuration, and persistent volumes – not just the disk.

HOW IS IT INTEGRATED?

Kasten validated on VSP One Block, Object, and Block High-End.

Persistent volume snapshots via CSI against the array.

Immutable target on VSP One Object with S3 Object Lock.



Artificial intelligence

03 – Trust

Trust in AI

WHAT CHANGED IN 2026?

Today, Veeam is the Data and AI Trust Company. AI agents already outnumber human staff 82 to 1, and 97% operate with excessive privileges.

Without knowing which data is sensitive or who is accessing it, AI is a risk, not an advantage.

WHAT CAN YOU SELL?

Veeam DataAI Command Platform: data security, governance, and compliance in a single layer.

Mapping against over 100 frameworks, including the EU AI Act, DORA, and GDPR.

VSP One Block High End: up to 50 million IOPS for AI workloads.



How does it all fit together?

PRODUCTION

VSP One Block hosts mission-critical apps; Veeam backs them up from the snapshot.

ORCHESTRATION

USAPI v2.2 triggers snapshots every hour, not every night.

BACKUP

VSP One Block as Hardened Repository; Object and HCP with S3 Object Lock.

VERIFICATION

Isolated cleanroom: verify and scan before returning to production.



Integrated & Ready
For All Workloads

AI-DRIVEN APPLICATIONS



VSP One Block AI Data Platform

Hitachi CSI + Veeam Kasten

 Veeam Ready - Kubernetes 

Policy-driven backup for containers and AI workloads

Supports OpenShift

 Ready

BUSINESS CRITICAL APPLICATIONS



Virtual Storage Platforms (VSP & VSP One)

Advanced Snapshot Orchestration in both GAD and non-GAD environments

Backup from Storage Snapshots

On-Demand Sandbox



 Integrated

BACKUP STORAGE



Virtual Storage Platforms as a Veeam Repository

Veeam Hardened Repository

Immutable Snapshots

Deduplication & Compression

 Ready

ARCHIVE STORAGE



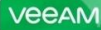
VSP One Object

Storage as a Veeam Repository

S3 Object Lock Immutability

Encryption

99.99999999999999% Data Durability

 Ready

What does Hitachi integrate?

A portfolio already validated with Veeam under the Veeam Integrated and Veeam Ready programs—you don't have to build the integration yourself.



VSP One Block



Hitachi Content Platform



VSP One Block High End



HCP for Cloud Scale



VSP One File



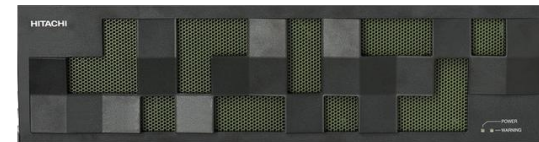
Hitachi NAS Platform



VSP One Object



Unified Compute Platform



Advantages of going together

LARGEST TICKET

Storage ratio of at least 2:1: the array drives the software, and vice versa.

100% INDIRECT

Both go through the channel for every new customer. You do not compete with the manufacturer.

BETTER MARGIN

Registering first in ProPartner ensures the price and protects the business.

LESS ENGINEERING

Validated stack and global partner pricing: shorter sales cycle.

How do I get started?

Three steps to turn this into pipeline this week, plus the resources containing the tools and the team that supports you.



1. ProPartner Account



propartner.veeam.com



2. Register the opportunity



veeam.com/calculators



3. Determine the scope of the project



Alliances: Camilo Ramírez, Cesar Bello



Get Certified: VMSP and VMTSP



Hitachi LATAM: David Cerón

Resources To Get You Started

Get Started

Explore the Partner Connect Portal

- Veeam sales tools and assets can be found on the [Alliance Page](#)
- Register for a [Veeam Pro Partner Account](#) (Deal Registration, sizing tools, etc.)
- VSP One Block with Veeam Partner Promotion [Landing Page](#) and [Partner Promotion Flyers](#)

Review how to register Veeam opportunities with Hitachi Vantara

Deal Registration and Quoting Guide [Link](#)

- Hitachi Vantara can register opportunities on behalf of our partners to ensure Hitachi Vantara discounts
- If partners register directly on Veeam's portal, Hitachi must be listed as distribution partner to receive best pricing
- Hitachi Vantara.com [landing page](#) for Veeam

Veeam Resources

- Veeam Pro Partner Portal [Link](#)
- Veeam Online Sales Training Catalog [Link](#)
- Veeam Data Platform Package Feature Comparison [Link](#)
- [Veeam Calculator](#), a simple and quick storage calculator
- [Veeam Storage Plug-in Downloads](#)
- [Veeam Best Practices](#)
- [Veeam Resource Library](#)

Hitachi Field Alliance Resources

Americas:

- [Theresa Garcia](#) Global & Amer Alliance Lead
- [Ritchie Blount](#) Lead Technical Expert
- [David Ceron](#) LATAM Technical Expert

LATAM Partner Team

- Erico Guessi LATAM Partner Leader
- Claudia Haro CAC Mexico
- Juan Iuvaro SSA
- Gabriela Silvestri SSA
- Maria Garcia CAC
- Jose Camargo Brazil

VSP One Bundles with Veeam Promotions

What is it?

- Promotional offering providing a competitive price when bundling Veeam with VSP One
- generate new business and
- increase profitability on enterprise-grade storage and data resiliency solutions
- for customers of all sizes

How does it work?

- valid from March 1, 2026, through December 31, 2026
- offered to qualified partners for net-new sales of VSP One Block sold together with Veeam net-new customers and license subscriptions
- aggressively priced to provide an additional discount on a variety of capacity and workload options. Discounts vary and at the discretion of Veeam
- Marketing support with a pre-built [marketing campaign](#) on the Partner Marketing Hub that includes a customizable email template and landing page designed to help Partners jumpstart customer awareness.
- More information: [Veeam page on the Partner Connect portal](#)

VSP One Promotional Flyers **Promotions** HITACHI

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Low Touch Promotion – Reseller VSP One Block FY26 Hitachi Vantara Partner Program

Let's Innovate Together

Strong partnerships are key to expanding opportunities, penetrating markets, and solving new and emerging customer challenges. In addition to incentive programs like this, the Hitachi Vantara Partner Program is committed to providing more resources, technical and marketing support, and training on our [Partner Connect Portal](#).

Program Period: April 1, 2026 through December 31, 2026

PTO Code	Bundle	NVMe SSD	Host IO Connectivity
041-100290-01.P	VSP One Block 24 LTB 10TiBe ¹	5 x 1.9TB	8 x 32Gb FC
041-100291-01.P	VSP One Block 24 LTB 10TiBe ¹ iSCSI	5 x 1.9TB	4 x 25Gb iSCSI
041-100259-01.P	VSP One Block 24 LTB 18TiBe ¹	9 x 1.9TB	8 x 32Gb FC
041-100262-01.P	VSP One Block 24 LTB 18TiBe ¹ iSCSI	9 x 1.9TB	4 x 25Gb iSCSI
041-100260-01.P	VSP One Block 24 LTB 36TiBe ¹	9 x 3.8TB	8 x 32Gb FC
041-100263-01.P	VSP One Block 24 LTB 36TiBe ¹ iSCSI	9 x 3.8TB	4 x 25Gb iSCSI
041-100261-01.P	VSP One Block 24 LTB 63TiBe ¹	15 x 3.8TB	8 x 32Gb FC
041-100264-01.P	VSP One Block 24 LTB 63TiBe ¹ iSCSI	15 x 3.8TB	4 x 25Gb iSCSI
041-100292-01.P	VSP One B24Q LTB 71TiBe ¹	5 x 15TB	8 x 32Gb FC
041-100293-01.P	VSP One B24Q LTB 71TiBe ¹ iSCSI	5 x 15TB	4 x 25Gb iSCSI
041-100294-01.P	VSP One B24Q LTB 143TiBe ¹	9 x 15TB	8 x 32Gb FC
041-100295-01.P	VSP One B24Q LTB 143TiBe ¹ iSCSI	9 x 15TB	4 x 25Gb iSCSI

¹ Base 2 effective capacity based on ADR of 2:1 and pool depletion of 100%

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VSP One Block High-Capacity with Veeam Promotion FY26 Hitachi Vantara Partner Program

Let's Innovate Together

Hitachi Vantara **VSP One Block** and **Veeam's industry-leading backup and recovery software** combine high-performance storage with modern backup and rapid recovery to keep enterprise data always available and protected.

This promotion empowers customers to modernize their protection strategy, streamline operations, and boost cyber resilience—delivering faster performance, automated protection, and the confidence that critical workloads are always secure, recoverable, and ready for business.

Program Period: April 1, 2026 through December 31, 2026

For a limited time receive a minimum of 20% additional discount when you include eligible Veeam Data Platform Universal Subscription licenses with a VSP One High-Capacity configuration.

Eligible Veeam license subscriptions can be found [here](#).

Program eligible for one of the capacity configurations below for VSP One Block.

VSP One Options ²	Effective Capacity	Number of Veeam Net New License Subscription Packs Required ¹
Small	250TiBe	50
Medium	500TiBe	100
Large	750TiBe	150

Disclaimer: These recommendations are “ballpark” sizing and are not meant to be the final configuration sizing. That is the responsibility of the Veeam and Hitachi Vantara systems engineer. **Please refer to the [Veeam Calculator](#)**

¹ Minimum subscription requirements for each VSP One Block platform size. (10 pack license subscriptions)

² Each Hitachi Vantara VSP One Block configuration is sized for the capacity of the Backup Repository. For example:

- VM initial average size=200 GB
- Retention = 30 daily, 4 weekly
- Daily incremental, weekly synthetic
- Change rate = 5%
- Data reduction from XFS
- 3 years of 10% data growth

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Thank you

