

Why Arrow for Hitachi?

# Pentaho Big Data Integration and Analytics Platform



Hitachi is now transitioning direct sales to the channel. Therefore, Hitachi and Arrow are looking to enable and develop key reseller partners to help manage and transact those transition opportunities, as well as develop targeted resellers to become “Go to Partners” for future opportunities.

## What Is Hitachi Vantara’s Pentaho Data Integration and Analytics Platform?

It is a big data integration, blending and analytics platform that enables and manages the integration and blending of structured, un-structured and semi-structured data that results in various business outcomes and insights – with no additional coding required. It can easily complement and enhance existing analytics and enterprise data management solutions.

- > Big data analytics:
  - Streaming analytics
  - Predictive and prescriptive analytics
  - Self-service analytics
  - IoT analytics
  - Customer insights and customer 360 view
  - Monetization of data
  - Cybersecurity analytics
  - Industrial IoT analytics
  - Embedded analytics
- > Operational intelligence and optimization:
  - Machine learning/workflow automation
  - Automated data on-boarding
  - Data WH optimization
  - Cloud migration
  - Archiving
  - Accelerate digital transformation
  - Data center modernization
- > Smart cities
- > Industrial IoT and industrial digital transformation
- > Governance and compliance

## Hitachi Vantara Pentaho Data Integration and Analytics Solution Verticals

- Communications
- Energy
- Financial services
- Government
- Healthcare and life sciences
- Media and entertainment
- Retail
- Smart cities

### Contact Us

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## Hitachi and Arrow Do the Heavy Lifting

- > Arrow will help invited reseller partners to develop a new and re-occurring revenue stream for Hitachi Vantara's Pentaho Data Integration and Analytics Platform, including:
  - Renewal tracking and upgrade opportunity management
  - Lead generation campaigns
  - Data mining and market analysis
  - Joint sales call support with an Arrow Pentaho Data Integration and Analytics Platform Specialist
  - Training (sales and engineering)
- > Hitachi will deliver the professional services (install, config, deploy) via channel SKUs:
  - This is an excellent opportunity for shadowing to enable knowledge transfer.
- > All product sales, services and renewals are transacted via the channel for the Pentaho Data Integration and Analytics Platform Solution.
- > Arrow will offer a supplier sales/operations liaison, as well as a seasoned partner specialist.
- > Arrow will fast track any contractual agreements with Hitachi Vantara.
- > Arrow will provide account mapping and data mining for opportunities within the partner account base.
- > An Arrow senior business development manager will help drive and manage the above.

## Invited Reseller Partner Criteria for Selection

- > Invited reseller is an active Arrow partner.
- > Invited reseller provides solutions and services that would be extended and/or complimented by Pentaho Data Integration and Analytics Platform (workflow automation, cloud migration, security services/governance & compliance, IT modernization, data analytics, data WH Optimization, etc.).
- > Invited reseller has specific end-customer partner relationship(s) that are being targeted by Hitachi for Pentaho Data Integration and Analytics Platform sales opportunities.
- > Invited reseller account base contains vertical(s) that: 1) currently maps to existing Pentaho Data Integration and Analytics use cases, 2) identifies as a current customer, and/or 3) are an engaged end-customer with the Hitachi Pentaho business development team.
- > Invited reseller maps to opportunities that are being transitioned to the channel from Hitachi, so there could be an immediate opportunity to recognize revenue on a new product line.

## Resources

- > Senior business development rep and product specialist
- > Pre-sales engineering support
- > Dedicated pre-sales partner sales specialist team
- > Configuration creation/validation, pricing, sales operations support, etc.
- > Senior field channel sales manager support
- > Dedicated field SE support
- > Dedicated marketing resource
- > Market intel and analysis resource

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