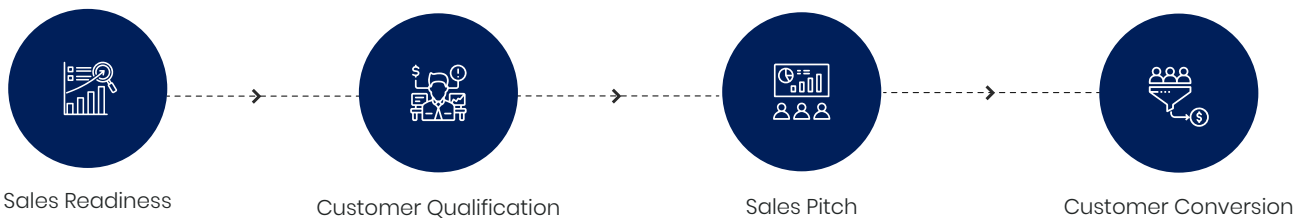# Hitachi Vantara Partner Portal
Quick Start Guide

Objective

Quickly grasp the onboarding process for partner portal access.

Content Overview

A rapid walkthrough of the steps to commence your journey, along with the prerequisites and the potential business advantages that lie ahead.
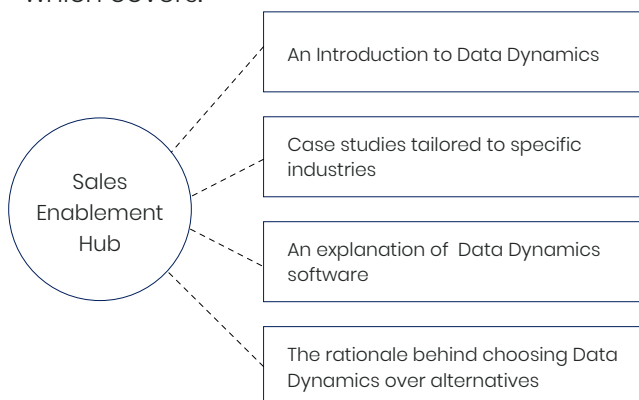
This document covers 4 key steps:

Sales Readiness → Customer Qualification → Sales Pitch → Customer Conversion

Sales Readiness

1. **Familiarize Yourself with Data Dynamics Business and Software**

   • Dive into the "Sales Enablement Hub" section, which covers:

   Sales Enablement Hub
   - An Introduction to Data Dynamics
   - Case studies tailored to specific industries
   - An explanation of Data Dynamics software
   - The rationale behind choosing Data Dynamics over alternatives

2. **Understand the Hitachi Vantara and Data Dynamics Partnership**

   • Gain clarity on the partnership by exploring:

   - Partnership objectives
   - USP of Hitachi Vantara
   - USP of Data Dynamics
   - The joint offering
   - Highlights of the partnership and our credibility
   - How we outshine the competition

Click to get started
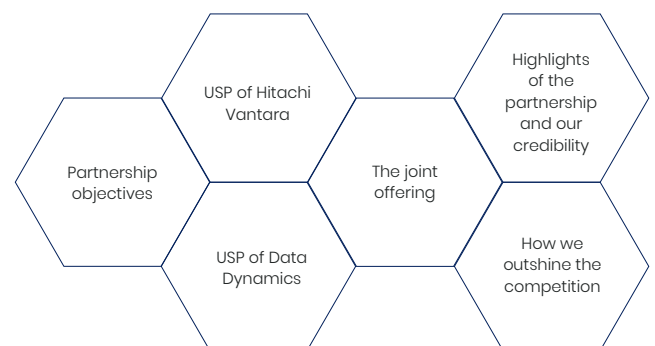
Click to get started

Customer Qualification

1. Learn how to present to customers effectively.

[icon]	Identify customer objectives, pain points, inefficiencies, opportunities, and risks.	

[icon]	Discover tactical and strategic solutions

Discover → **Analyze** → **Query** → **Tag**

Archive ← **Migrate** ← **Replicate** ← **Transform**

Scan Content → **Quarantine** → **Secure** → **Immutable Audit Logging**
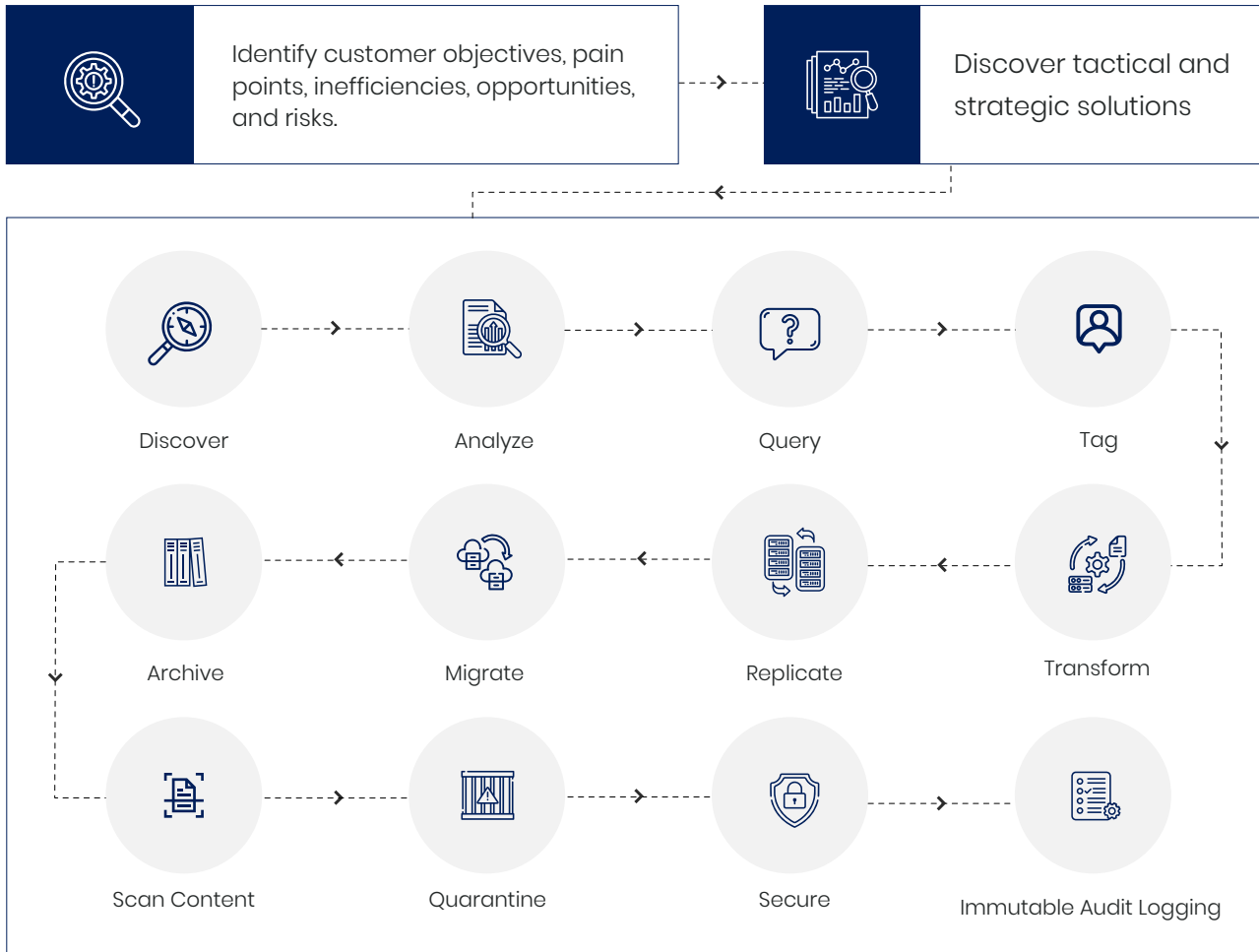
Click here to efficiently record leads

Click here for Product Demo

Click here for Technical Product Overview

Click here for Customer Engagement Insights by COO - Data Dynamics

Click here to request a call with Data Dynamics
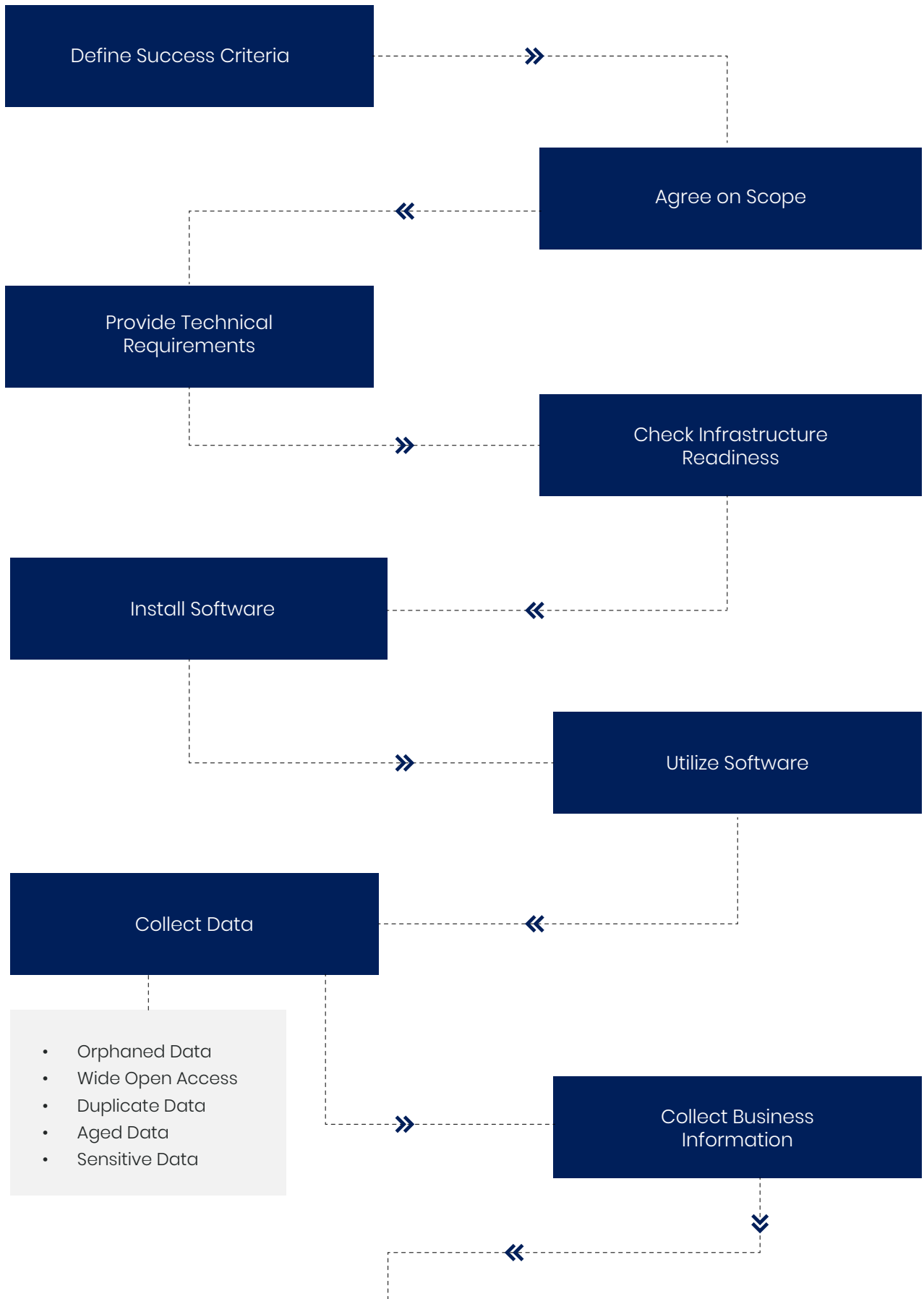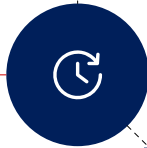
Sales Pitch

1. Customer Demo

[icon]	Master the art of a technical presentation	

[icon]	Perfect your demonstration skills
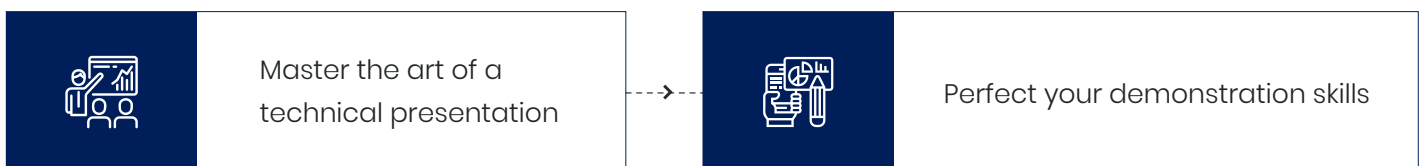
Click here for Product Demo

Sales Pitch

2. Customer Proof of Concept

Define Success Criteria

Agree on Scope

Provide Technical Requirements

Check Infrastructure Readiness

Install Software

Utilize Software

Collect Data

- Orphaned Data
- Wide Open Access
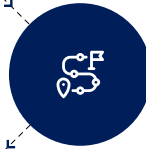- Duplicate Data
- Aged Data
- Sensitive Data

Collect Business Information

Determine potential project duration

Discuss OneDrive migration plans, if applicable

Calculate the Annual Growth Rate
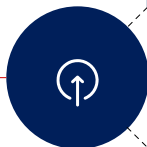
Evaluate Current Average Storage Utilization (Used/Usable capacity)

Determine Capex or Opex model in use
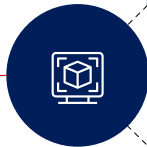
If Capex, specify the depreciation duration (5 years)

Assess what percentage of the File Storage estate is backed up

Determine Current File Storage Cost ($) per Usable TB

Calculate Current Backups Cost ($) per actual TB of data

Determine Current Object Storage Cost ($) per Usable TB (if applicable)

Check for any existing File Storage Prepaid Contracts, e.g., a 3-year contract with a storage vendor, with 2 years remaining, costing a fixed $15M per annum for all Software and Maintenance (Hardware paid per unit purchased as needed)
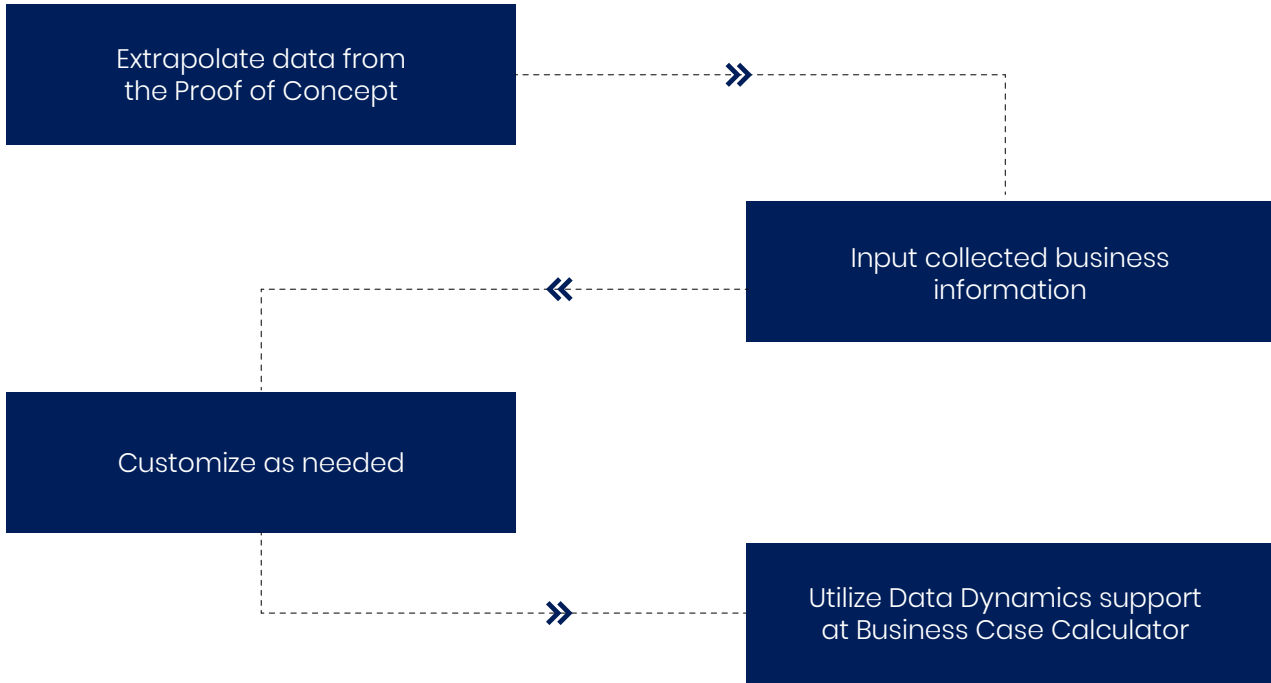
Verify the presence of any existing point solutions for similar use cases, such as Veritas Data Insight or Varonis, and note the annual cost if applicable.

Click here **to request a call with the Data Dynamics team for sales assistance**

3.   Business Calculator

Extrapolate data from the Proof of Concept

Input collected business information

Customize as needed

Utilize Data Dynamics support at Business Case Calculator
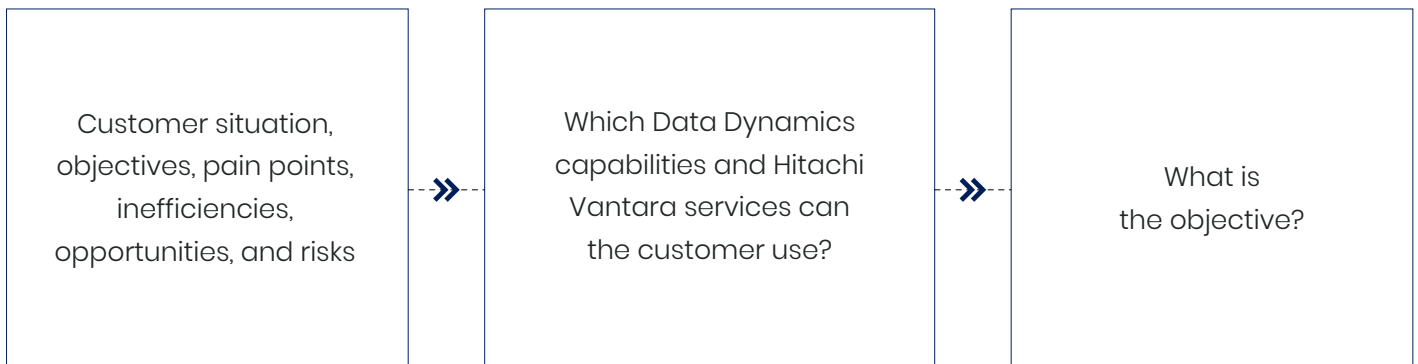
Click here

to access ROI Calculator

Click here

to request a call with the Data Dynamics support team

4.   Create a SOAP (Summary on a Page)

Introduction

Customer situation, objectives, pain points, inefficiencies, opportunities, and risks

Which Data Dynamics capabilities and Hitachi Vantara services can the customer use?

What is the objective?

Background

	Current storage environment
	Aged Data Profile

Benefits

	Insights and Actionability
	Identify sensitivity labels or the lack thereof and remediate
	Identify company leavers
	Identify, remediate, and control business-sensitive data posing risks such as clear text credentials, PII, PCI, GDPR
	P&L and savings utilizing Archiving
	Remove the storage vendor tie-in

If We Don't Do This Deal

	Increased vendor tie-in
	Maintenance renewal costs/ increases
	Business-sensitive data risk to security and regulatory compliance
	Data retained longer than required
	Lack of data classification and tagging
	Unsustainable storage costs

Risks

	Risks Exposure Analysis
	How can these risks be de-risked?

Click here for reference SOAP document

Customer Conversion

Create a compelling proposal → Close the deal and embark on your partnership journey with confidence

Click here to request a call with the Data Dynamics team for sales assistance

About Data Dynamics

Data Dynamics is a leading provider of enterprise data management solutions, helping organizations structure their unstructured data with their Unified Unstructured Data Management Software. The software encompasses four modules- Data Analytics, Mobility, Security, and Compliance. Proven in over 300 organizations, including 28 Fortune 100, the Software uses a blend of automation, AI, ML, and blockchain technologies and scales to meet the requirements of global enterprise workloads. With Data Dynamics, enterprise customers can eliminate the use of individual point solutions with siloed data views. Instead, they can utilize a single software to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management. Ultimately, the company's vision is to help enterprises achieve data democratization so that users, no matter their technical background, can instantly access, understand, and derive maximum insights from unstructured data sprawls.