



Case Study

CHANNELWORKS DEVELOPS GLOBAL PARTNER PROGRAM FOR HITACHI DATA SYSTEMS™

Within a four month time period, ChannelWorks completes a global channel audit, develops a global partner program strategy and architecture and implements a worldwide channel communication strategy.

Organization:	Hitachi Data Systems
Solution:	Storage management solutions
Location:	Santa Clara, California
Employees:	2,700 worldwide

Hitachi Data Systems delivers a broad range of storage solutions to include, enterprise and modular storage systems and software and professional services. With 2,700 employees worldwide, Hitachi Data Systems conducts business through indirect and direct channels in over 170 countries. Hitachi's customers include more than 50 percent of Fortune 500 companies.

The Challenge

Hitachi Data Systems engaged ChannelWorks to evaluate their current partner program offering and methods for communicating with partners across all major geographies to improve channel communications worldwide and provide a partner program that would create greater opportunities for Hitachi and its partners.

The Solution

Over a three week period, ChannelWorks conducted a global audit with Hitachi channel executives, channel managers and Hitachi partners in all major geographies to assess internal and partner communications content, process and delivery, current partner program requirements and satisfaction, and infrastructure and process requirements by region. Based on the findings, ChannelWorks developed the global partner program architecture and offering, terms and conditions, a communications process and launch implementation plan.

ChannelWorks developed a global partner program that:

- Consolidated all of HDS partner types under one umbrella program with a unified "look and feel".
- Created a consistent, global platform for messaging to the channel.
- Defined high-level certification program for partners in order to leverage partners for more service and support opportunities.
- Educated and gained support for investment in indirect channels across of major geographies.
- Instituted a consistent and predictable process for recruiting, qualifying, training and managing partners.

- Established a sales engagement strategy for HDS and partners.
- Aligned and secured corporate resources for consistency.
- Increased ability to manage partner relationships.
- Improved sales engagement strategy and direction.
- Improved ability to track and measure success of partnerships.

ChannelWorks also developed an internal step-by-step communications publishing process and companion handbook with channel-ready content and messaging checklists for each unique partner segment (i.e. system integrators, distributors, enterprise solution providers).

The Benefits

Hitachi management across all geographies committed significant funding and resources for the **TrueNorth™ Solutions Alliance** global partner program in October 2002. The Program was approved and ready to announce in conjunction with a major storage product launch in January 2003.

Engagement Benefits:

- Creation of a consistent global program platform and consistent messaging across all geographies and sales channels.
- Creation of a new and consistent brand and “look and feel” for all channel collateral and web communications.
- Speed-to-market through jumpstart channel assessment and strategic planning efforts – audit, strategic plans, implementation plans and budget approval completed within a 4 month time period.
- New internal processes and guidelines for partner communications.
- Creation of and ongoing development of content for monthly channel email newsletter, *Compass*.
- Development of html news bulletin templates mapped to job function (Executive, Sales/Marketing and Technical personnel).
- Delivery of a complete suite of program deliverables to include:
 - a. Qualification and enrollment process and checklist guide
 - b. Recruitment brochure
 - c. Partner welcome kit
 - d. Program guide (terms and conditions and How To for all individual programs – for example, MDS, Sales Referral Program, Training and Certification)
 - e. Program media kit (logo usage and program logos)
 - f. Channel Manager training and sales tools
 - g. Partner Extranet and Intranet site content development

Results

Hitachi Data Systems **voted #1 in VARBusiness 2003 ARC Award** for Network Storage partnership programs.

ChannelWorks worked hand-in-hand with our executives, channel marketing team, operations group and channel sales teams worldwide to analyze our current partner program, develop a comprehensive framework for improving the program and created an integrated suite of marketing deliverables to educate both internal Hitachi Data Systems organizations and our partners on the TrueNorth™ Solutions Alliance global partner program. The combination of strategy and execution skills provided by ChannelWorks allowed us to develop, plan and launch a global program offering in a very short amount of time. **Our return-on-investment with ChannelWorks was outstanding!** - Cathy Lott, Senior Manager, Channel Marketing (EMEA)