

# Everyone Loves a Great Success Story.

Get involved in Hitachi Vantara's Customer Advocacy Program. And help us celebrate the story of your success.



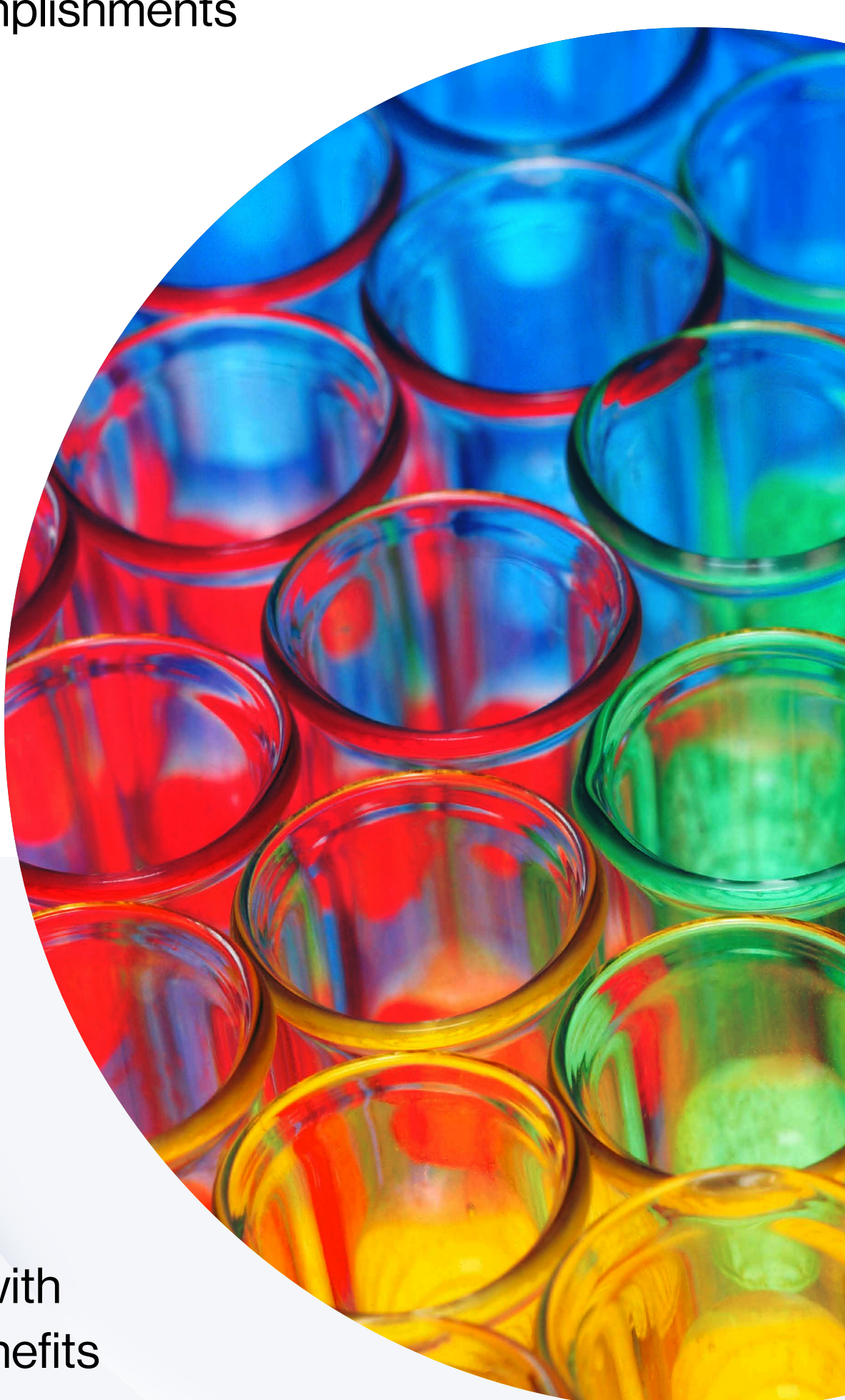
## Storytelling is Powerful.

Success is a source of inspiration. We invite you to share the power of your success with the world.

The **Hitachi Vantara Customer Advocacy Program** is all about calling attention to customer success. When a customer gets involved, we show our pride and appreciation by shining a light on their accomplishments in the best and most appropriate way possible.

Because every customer is unique, the program is designed to be flexible with a range of options to suit their individual availability and needs.

There are many ways to get involved. Whichever you choose, you will be in good company, along with respected brands from across industries and around the world.



## The Benefits of Customer Advocacy are Significant.

At Hitachi, we believe that when our customers succeed, we succeed. While sharing your story with a global audience reflects well on all of us, the benefits are especially strong for you and your company.

**Benefits include:**



Share thought leadership and expertise with industry peers, media and analysts.



Expand your global network and build valuable industry and personal relationships.



Build your brand and create opportunities to drive success and business growth.

## A Variety of Ways to Get Involved.

Whatever option or activity you choose, you and your team always have final approval before release.

<b>Customer stories</b>	<b>Videos and podcasts</b>	<b>Analyst and media briefs</b>
<b>Webinars</b>	<b>Conferences and events</b>	<b>Press coverage</b>
<b>Social media</b>	<b>Surveys</b>	<b>Peer-to-peer engagement</b>



## Not Public? Not a Problem.

If you're not able to be a public reference, you can still participate in private or anonymous stories and peer-to-peer and analyst opportunities, including Gartner Peer Insights.

## Your Story is just the Start. Join our Customer Community.

In addition to our Customer Advocacy Program, we invite you to join the Hitachi Vantara customer community. It's a virtual space for customers, Hitachi team members and guests to connect with and learn from one another and their peers spanning the globe.

Whether you're a developer looking for code support, a customer or partner working to solve a business challenge, or a visitor who would like to learn more about our offerings – our community will facilitate your journey every step of the way.



**ABOUT HITACHI VANTARA**

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit [hitachivantara.com](https://hitachivantara.com).



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