**Your success depends on meeting the challenges of an increasingly competitive global business environment, while seeking new and innovative ways to capitalize on product and operational advantages.**

**Hitachi Consulting is a recognized leader in developing and delivering value-based business and technology solutions to leading companies across high tech industry sectors:**

- **High Tech Manufacturing**
  - **Computers & Peripherals**
  - **Consumer Electronics**
  - **Communications & Equipment**
  - **Semiconductors**

- **Internet**
  - **Business Services**
  - **Search Engines**
  - **Social Media**
  - **Video Games & Entertainment**

- **Software**

- **Medical Devices**

Industry Overview

## High Tech Industries Practice

Bringing the right products to market effectively and maintaining competitiveness in the global high tech industry requires top-notch strategy and execution. Success demands managing your revenue to improve profitability while regulating your costs to achieve efficiency gains. High tech companies especially are dealing with *global integrations* stemming from mergers and acquisitions, lightning-fast *product innovations* that can make products obsolete overnight, consumer and business expectations for *world-class sales and support,* and *cloud computing* and *social media* challenges. Further, advanced technology seems to spring up overnight that changes how high tech companies do business and how their customers interact with them.

At Hitachi Consulting, our **High Tech Industries Practice** understands these dynamics because it is already helping many of the world's largest high-tech companies execute enterprise-wide operational improvements, enhance the customer experience, strengthen partner relations, and manage the right combination of revenue, cost, and performance to drive measurable and rapid gains. We work to understand the big picture, as well as the daily nuances of your operations — the details that make the critical difference in your high tech business.

Guiding our practice are seasoned consultants, many of whom are former executives of leading high tech manufacturing, internet, software, and medical device companies. Our clients benefit from the deep industry and the broad technology experience we maintain. Our practice receives analyst and industry acknowledgements for our work with the high tech industry's leading companies. The relationships we maintain and grow reflect our commitment to your success, as demonstrated by our alliances with *Microsoft*, *Oracle*, *SAP*, and others, and awards we have received, such as the SAP Best Practice Award for CRM, Microsoft Global Partner of the Year, and Oracle North American Titan Partner of the Year. Hitachi Consulting's work in the high tech industry is supported by close ties to our parent company, Hitachi, Ltd., the fourth largest electronics company in the world.

SERVICES™
**SAP**
GLOBAL PARTNER

*Microsoft*
GOLD CERTIFIED
*Partner*

2009 MICROSOFT DYNAMICS
AX
**PARTNER OF THE YEAR**
WINNER

ORACLE
PARTNERNETWORK
TITAN AWARD WINNER

ORACLE Platinum Partner

**HITACHI**
Inspire the Next

# High Tech Industries Practice

**Building the Market Responsive Company**

We work with high tech companies to understand their unique business needs and to develop and implement practical business strategies and technology solutions:

- Integrated Business Planning
- Responsive Supply Chain
- Revenue Management
- Enterprise Information Management
- Total Customer Experience

**Solutions**

As high tech companies plan, source, produce, and deliver products, we work side-by-side to help integrate their business ideas with insightful analysis, improved process, and effective IT systems, both internally within companies and externally with their partners.  Our solution offerings include:

- Business Intelligence & Performance Management
- Business Process Management
- Customer & Channel Solutions / Customer Relationship Management
- Environmental Sustainability
- Finance & Accounting Solutions
- IT Advisory & Cloud Transformation
- Organization & Transformation Solutions
- Supply Chain Solutions

**Strategic Technologies**

Strong technology is at the core of what we do with companies, enabling them to execute more efficiently, putting plans and strategies into action.  We work with technologies from the largest cloud computing and software vendors and with emerging technology companies.  Our technology expertise spans:

- Cloud Computing Technologies
- ERP – Enterprise Resource Planning Technologies
- CRM – Customer Relationship Management Technologies
- SFA – Sales Force Automation Technologies
- BI – Business Intelligence Technologies
- Collaboration Platform Technologies
- Emerging Technologies

**Managed Services**

The value of technology is unlocked as it is adopted and used by your business. We can support your production technology environment through outsourcing services:

- Application Support
- Infrastructure Management