

Partner Playbook

MSFT FY21

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Gold
Microsoft Partner



2020 Partner of the Year Finalist
Connected Field Service Award
Proactive Customer Service Award
2020 Partner of the Year Winner
Intelligent Sales and Marketing Award



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How to Use This Guide

Getting Started —

The goal of this guide is to help you build stronger strategic relationships with your prospects.

Why Hitachi Solutions ▶



As a nationally managed Tier 1 partner with over 42 Microsoft Partner of the Year Awards, we have an intense technical relationship with Microsoft that leads to unmatched delivery excellence.

Industry First

Your accounts have business problems that are best solved by an SI who speaks their language. Knowing the industry terminology, technology, processes, regulations, etc., are critical to eliminating issues and delivering the most value.

- Consumer Packaged Goods ▶**
- Financial Services ▶**
- Health Payer & Provider ▶**
- Insurance ▶**
- Manufacturing ▶**
- Retail ▶**



Personas —

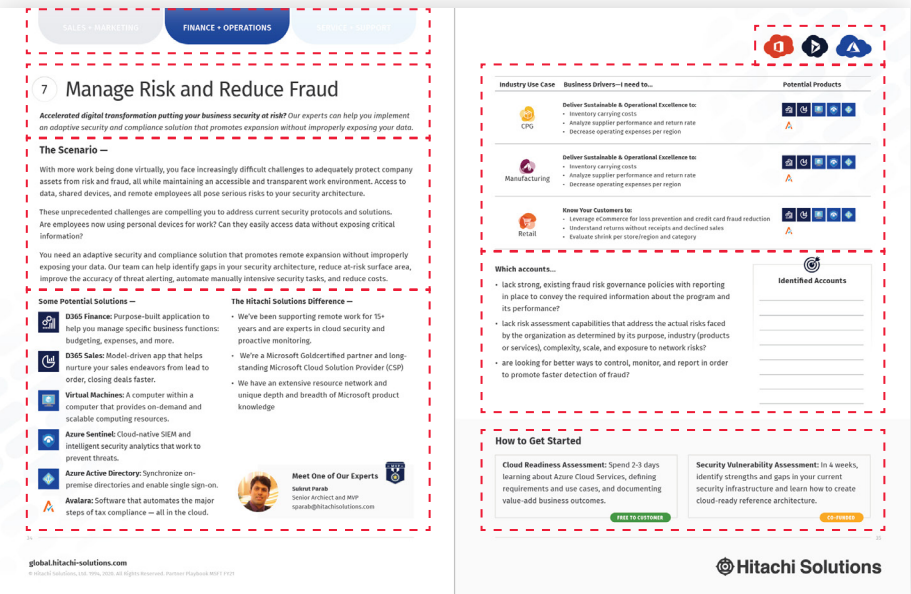
To better understand our consumers, we have created personas for each department, divided into **business ▶** and **technical ▶** stakeholders. By pinpointing our buyers' biggest challenges and responsibilities, you can use these audience evaluations to more efficiently market and sell solutions.

- **Business Unit Tabs:** the top margin contains the business units
- **Persona Overview:** reviews the business unit at a high level and a quick fact (did you know...)
- **Project Team Members:** each persona outlines this person's responsibilities, some of the business challenges they might be facing, an estimated range for their technical prowess, how quickly they are able to adopt change, and their estimated budget size
- **Top Plays:** a snapshot of four sales plays that will resonate in this business unit
- **Target Titles:** the right side of the spread lists some titles that you can market to in each business unit

Sales Plays —

We cover all Microsoft Clouds as well as partner with strategic ISVs to solve our customers' problems in the right way for their business. This year we have 16 Sales Plays to accelerate the customer journey and better pinpoint their pain points.

- **Business Unit Tabs:** the top margin contains the reliant business units for this play (*faded tabs signal those personas are not targets*)
- **The Play:** each play is numbered (1-16)
- **The Scenario:** this reviews the business challenge in greater detail
- **Solutions and Differentiators:** here you will see potential product offerings that might help solve this problem with the customer (*we know there is more than one way to solve these; this is just a sample*). You will also see our bullet points outlining some of the Hitachi Solutions differences and a highlight for one of our experts
- **The Clouds:** we sell across all three clouds (*faded clouds signal those personas are not targets*)
- **Use Cases/Graphic:** this section differs across some of the plays but this area will help you highlight business drivers within a solution or within the industry you are talking to
- **Which Accounts:** quickly identify a few accounts that this play might help
- **How to Get Started:** our workshop and assessment offers



The Plays —

Business Stakeholder Plays ▶

- 1 Activate Digital Selling
- 2 Build Agile Business Processes
- 3 Build a Resilient Supply Chain
- 4 Enable Always-on Service
- 5 Generate Value with Proactive Insights
- 6 Explore Data Science and AI
- 7 Manage Risk and Reduce Fraud
- 8 Transform Organizational Productivity

Technical Stakeholder Plays ▶

- 9 Accelerate and Manage Developer Engagement with Github
- 10 Build Cloud Native Apps
- 11 Connect and Make Sense of Sensors
- 12 Create a Differentiated User Experience
- 13 Enable Secure Remote Work
- 14 Migrate On-Prem to the Cloud
- 15 Modernize the Data Estate
- 16 Support, Manage, and Monitor

Marketing ▶ Discover more about how we go to market and opportunities for us to partner with you to generate leads.

Whom to Call ▶ We would love to get in touch. Based on where you are located and the product you sell, quickly find whom you will want to contact. We always look forward to hearing from you.



HITACHI SOLUTIONS

**We lead with a
people-first mentality**

We're obsessed with making people better—our clients, our team members, and the world around us. We welcome the power of human connection and use it to our advantage.

Who We Are

We're Hitachi Solutions America. A global cloud solutions integrator passionate about delivering business transformation through complete industry solutions.

3,000+

Global team members

100%

Microsoft-focused

14+

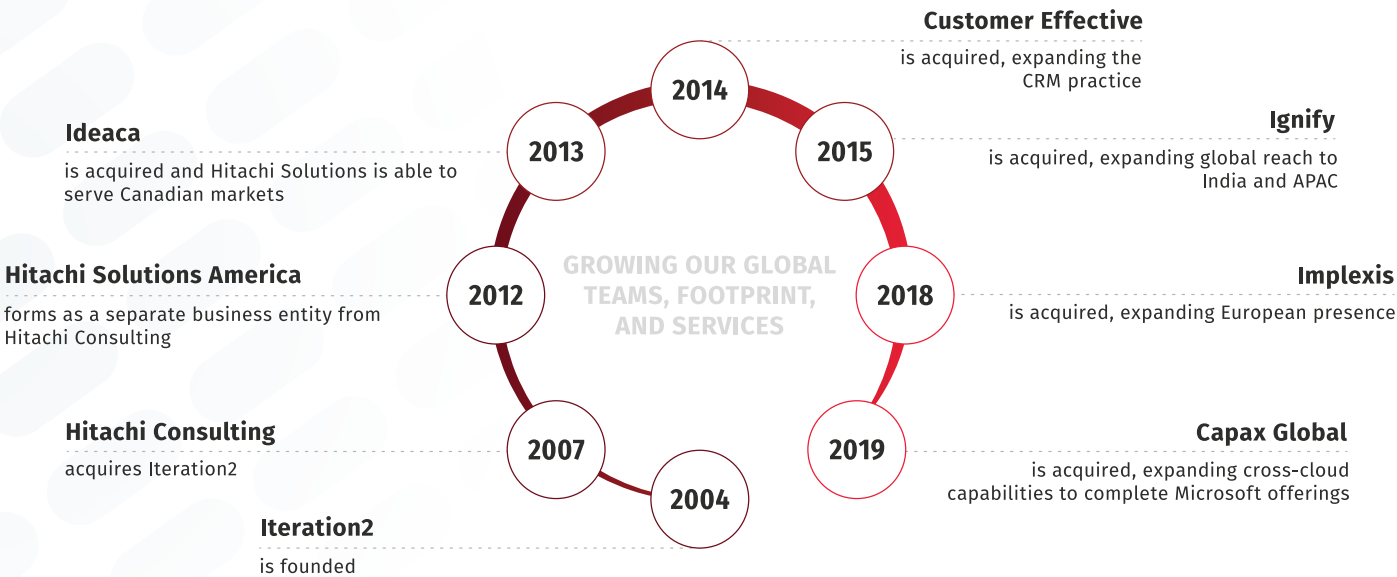
Countries we work in

Making our customers better every day

We strive to be our clients' most valuable partner by expertly guiding them to the cloud and continuously supporting their journey. Through our talented people, innovative culture, and technical and business expertise, we compel powerful results and outcomes that improve our clients' businesses and help them better compete and succeed in today's digital world.

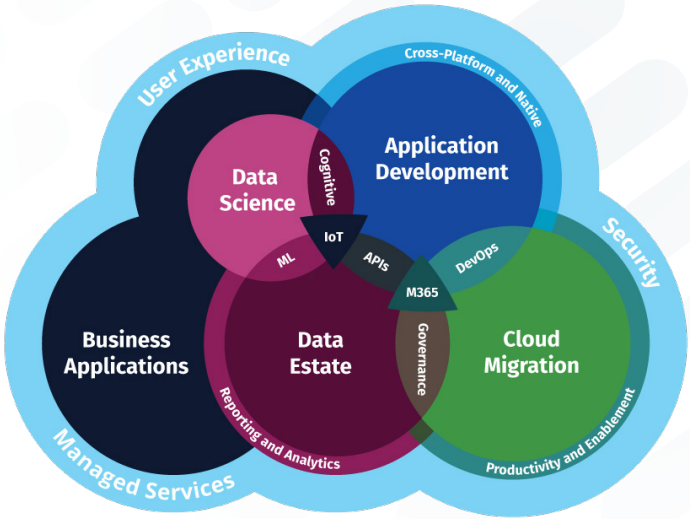
At Hitachi Solutions, we prefer the term *practical digital transformation* — an understanding distilled from 15 years of listening to our clients' practical needs and answering with practical, yet powerful solutions.

Over the years, we've acquired several companies who have helped us expand geographically and add to our portfolio of expertise and skills. Once Capax Global joined the team, we were finally able to realize our founding dream of supporting 100 percent of the Microsoft ecosystem — from D365 to Azure to Modern Workplace to IoT and more.



Our differentiator

As one of the few partners that supports the entire Microsoft technology ecosystem, we build superior platforms and craft complex solutions that integrate seamlessly into our clients' businesses. Our ability to truly understand their industries — through correct terminology, technology, processes, and regulations — is critical to quickly preventing issues while driving and delivering the most value.



In addition to our industry focus, another key differentiator is our approach to delivery excellence. The **Hitachi Solutions Unified Framework** enables predictable project delivery to drive innovation and accelerate business growth. We adopt the dynamic framework across all our solution areas so that, no matter where our clients are focusing, our team is trained to partner with them early and often.



Our credentials

Since its inception, Hitachi Solutions has been a leading provider of global industry solutions. Honored among a global field of top Microsoft partners for demonstrating excellence in innovation, implementation, and support of customers built on Microsoft technologies, in 2020 Hitachi Solutions was recognized with 3 more awards:

- Global Intelligent Sales and Marketing Partner of the Year
- Global Connected Field Service Partner of the Year Finalist
- Global Proactive Customer Service Partner of the Year Finalist

GOLD PARTNER

Microsoft

16

years as a Microsoft Gold Partner

Microsoft CERTIFIED EXPERT

17

Microsoft Gold Certifications

INNER CIRCLE

15

years in Microsoft's Inner Circle

PARTNER ADVISORY COUNCIL

16

years on Microsoft's Partner Advisory Council


MVP

11


Microsoft MVP experts on our NA team

Team Directory


We appreciate the dreamers and thinkers who are willing to learn and reach for innovation. By celebrating curiosity and encouraging teamwork, we see our ideas translated into real-world results.




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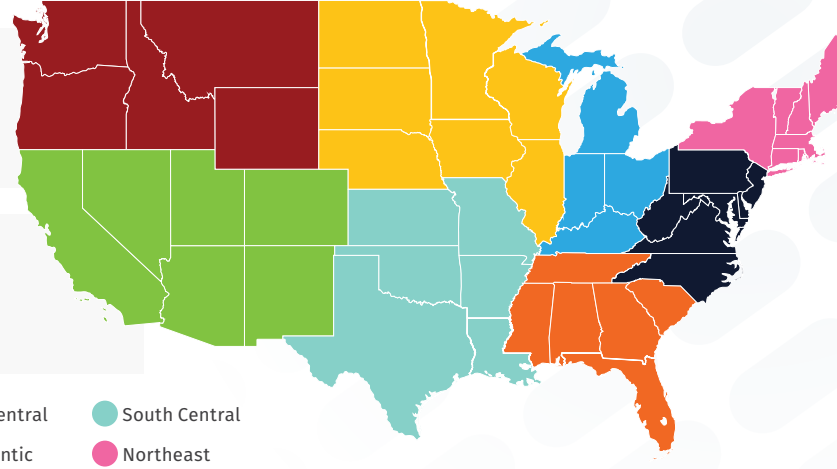
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Microsoft Technology Plays

Bringing technology to life. From business applications to Azure data and IoT to modern workplace technologies to data science and AI, we are one of the only companies in the world who can manage the entire Microsoft environment.

Product Suite	Sales Plays	FY21 Highlighted Products
	5 Generate Value with Proactive Insights	 Azure Synapse: Limitless analytics service with unmatched time to insight, formerly SQL Data Warehouse.
	6 Explore Data Science and AI	
	9 Accelerate and Manage Developer Engagement with Github	 Cosmos DB: Microsoft's globally distributed, multi-model database.
	10 Build Cloud Native Apps	 Azure Data Lake: Set of capabilities dedicated to storage of massive amounts of data, built on Azure Blob Storage.
	11 Connect and Make Sense of Sensors	
	12 Create a Differentiated User Experience	 Azure Sentinel: Cloud native SIEM and intelligent security analytics that work to prevent threats.
	13 Enable Secure Remote Work	
	14 Migrate On-Prem to the Cloud	 Azure Functions: A cross-platform framework for event-driven and API-driven projects.
	15 Modernize the Data Estate	
	16 Support, Manage, and Monitor	 Azure Kubernetes: Deploy and manage containerized applications.
		 Customer Insights: Gives insights into performance metrics, operational data, and customer service trends.
	1 Activate Digital Selling	 D365 Finance: Purpose-built application to help you manage budgeting, expenses, and more.
	2 Build Agile Business Processes	
	3 Build a Resilient Supply Chain	 D365 Sales: Model-driven app that helps nurture your sales endeavors from lead to order, closing deals faster.
	4 Enable Always-on Service	
	5 Generate Value with Proactive Insights	 D365 Field Service: Helps organizations deliver on-site service to customers.
	7 Manage Risk and Reduce Fraud	
	12 Create a Differentiated User Experience	 D365 Customer Service: Provides tools to focus on optimum customer satisfaction and manage services offered.
	14 Migrate On-Prem to the Cloud	
	16 Support, Manage, and Monitor	 D365 Commerce: Solution that unifies back-office, in-store, and digital commerce.
		 Power Apps: A suite of apps and services that provides a low code way to build custom apps for your business.
	2 Build Agile Business Processes	 Teams: Your teamwork hub that allows you to chat, call, and collaborate all in one place.
	4 Enable Always-on Service	
	8 Transform Organizational Productivity	 Outlook: Connect and get things done with your email and calendar combined for ease of access.
	12 Create a Differentiated User Experience	
	13 Enable Secure Remote Work	 SharePoint: A mobile, intelligent intranet, used to share and manage content across the organization.
	14 Migrate On-Prem to the Cloud	
	16 Support, Manage, and Monitor	 Windows Virtual Desktop: A computer within a computer that provides on-demand and scalable computing.
		


P2P Plays

Partnering with the best in class to deliver holistic, value-driven solutions. We are one of a select set of partners who are capable of delivering holistic, value-driven solutions across the entire Microsoft stack and across all Microsoft workloads.




Avalara: Tax Compliance done right. Accurate, efficient, and integrated solution for sales tax compliance.

2 7 APPSOURCE OFFER




ClickDimensions: Microsoft-certified marketing automation platform built within Microsoft Dynamics 365.

1 APPSOURCE OFFER




Databricks: Azure Databricks is the fast, easy and collaborative Apache Spark-based analytics platform.

5 6 15 MARKETPLACE OFFER




GitHub: A cloud-based Git repository hosting service, for better code development and collaboration.

9 10 MARKETPLACE OFFER



Profisee: Build a trusted data foundation with a fast, affordable, and scalable master data management software.


5 15 16



Sitecore: Customer experience management tool for content management that provides personalization at scale.

1 12 APPSOURCE OFFER

Learn More ▶



Hitachi Alliance ISV Program
Working together to create powerful solutions that solve customer problems

Co-Branded P2P Campaigns

Discover more about how we go to market and opportunities for us to partner with you to generate leads.

Hitachi Solutions Engage Products

Our purpose-built industry IP, designed by experts, powered by the Microsoft Cloud D365 product suite.

More ISV Partners —

- Adobe
- Amicis Solutions
- AssureSign
- Binary Stream
- Blue Star
- Data Masons
- DSI
- Easy Territory
- iCertis
- Experlogix
- Marketo
- PROS
- RF-SMART
- Wolters Kluwer



We understand the complexities of industry

We specifically align our teams, skills, and specialized solutions vertically to support industries including consumer packaged goods, financial services, health payers and providers, insurance, manufacturing, and retail.

Consumer Packaged Goods

The way products are supplied has changed. Organizations are evaluating their supply chains with the utmost scrutiny. Supply chain risk mitigation and visibility are more important than ever. Hitachi Solutions provides our customers with solutions that streamline operations, connect with the customer, and ensure visibility to evolving trends in the supply chain.



Top Industry Scenarios

Scenario	Sales Plays	Conversation Starters
Optimize Brand Performance	1 Activate Digital Selling	<ul style="list-style-type: none">How are your brands performing – Growing? Shrinking?How are private labels affecting your brand performance?Which channel(s) are you seeing the most growth?
	5 Generate Value with Proactive Insights	
	12 Create a Differentiated User Experience	
Deliver Sustainable & Operational Excellence	2 Build Agile Business Processes	<ul style="list-style-type: none">How could your supply chain create more value?What supply chain changes could increase revenue? Decrease costs?What affects your supply chain now? In the future?How efficient are your warehouse operations?How is your customer satisfaction?What is your average customer service call time?
	3 Build a Resilient Supply Chain	
	7 Manage Risk and Reduce Fraud	
	5 Generate Value with Proactive Insights	
	14 Migrate On-Prem Systems to the Cloud	
Connected Field Service	1 Activate Digital Selling	<ul style="list-style-type: none">How does your service model currently work? Is it call up on the fly, or preventative (or a mix of both)?How are you providing service value to your customers?Are you monetizing your IoT data?
	4 Enable Always-On Service	
	11 Connect and Make Sense of Sensors	
Connected Customer Service	2 Build Agile Business Processes	<ul style="list-style-type: none">How is your customer satisfaction?How are you providing consistent customer service across multiple channels?
	4 Enable Always-On Service	

Meet Some of Our Industry Experts



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Financial Services

Hitachi Solutions enables financial institutions to increase productivity and exceed consumer expectations, all while meeting regulatory compliance standards.

Today's financial services market is highly competitive, complex, and difficult, particularly due to recent legislation. As a technology and business solutions provider, we are focused on enabling financial services organizations to achieve more with their business — using customer insights to drive retention and fuel growth.



Top Industry Scenario

Scenario	Sales Plays	Conversation Starters
Deliver Differentiated Customer Experiences	1 Activate Digital Selling	<ul style="list-style-type: none">Are relationship managers and customer service reps able to effectively and intelligently advise customers and prospects on products and services?Do they have available and accessible data/information that can be surfaced with limited effort?Where do you see opportunities for process improvement having the most impact within the organization? With respect to customer experience?If you learn something about your customer that aligns with an area where you can help them, are you able to respond in a timely manner?What channels are most effective/least effective?How are you handling increased call center activity?
	2 Build Agile Business Processes	
	4 Enable Always-On Service	
	5 Generate Value with Proactive Insights	
	6 Explore Data Science and AI	
	10 Build Cloud Native Apps	
	12 Create a Differentiated User Experience	
	14 Migrate On-Prem Systems to the Cloud	

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Health Payers and Providers

Hitachi Solutions supports payers and providers by making the claims process more efficient, helping you understand loss ratios, and detecting fraud. By empowering plans and providers with emerging technology, like machine learning and advanced analytics, we offer industry specific products and the expertise needed to stay competitive in the digital age.

The evolution to digital technology is changing the way businesses operate, creating new opportunities for health plans.



Top Industry Scenario

Scenario	Sales Plays	Conversation Starters
Deliver Trusted Member Experiences	1 Activate Digital Selling	<ul style="list-style-type: none">• What types of members or groups do you target? Any ideal group demographics, account size minimums?• What is your quote to card process?• Do you have any defined process for client onboarding?• How do you track production goals? Is this needed at the individual brokers and regional level?• Do you have any defined operational processes for tracking member changes?• Do you have any defined operational processes for broker and member communications?• What are you doing to ensure you have a centralized system of record for information about your members?• How do you track claims?
	2 Build Agile Business Processes	
	4 Enable Always-On Service	
	5 Generate Value with Proactive Insights	
	6 Explore Data Science and AI	
	10 Build Cloud Native Apps	
	12 Create a Differentiated User Experience	
	14 Migrate On-Prem Systems to the Cloud	
Enable Personalized Care	1 Activate Digital Selling	<ul style="list-style-type: none">• Is your call center optimized to meet all your patient's specific needs across your campus and clinics?• Do you have a modern technology approach to a personalized home health experience?
	4 Enable Always-On Service	
	5 Generate Value with Proactive Insights	
	6 Explore Data Science and AI	



Insurance

Hitachi Solutions helps P&C, life, and specialty Insurers utilize the latest advances in technology to transform their business models, drive growth, and meet evolving consumer expectations. As insurers look to move away from legacy systems and modernize operations, Hitachi Solutions can help forge the path forward. With on-prem and cloud capabilities, we can help insurance organizations modernize core systems for optimized operations.



Top Industry Scenario

Scenario	Sales Plays	Conversation Starters
Deliver Differentiated Policyholder Experiences	1 Activate Digital Selling	• Do you do any team selling or is there just one agent per relationship?
	2 Build Agile Business Processes	• In what ways do you segment your data to market? (i.e. analyze data for cross-selling by policy type, location, etc.)
	4 Enable Always-On Service	• Do you have any defined process for client onboarding?
	5 Generate Value with Proactive Insights	• How do you track production goals? Is this needed at the individual agent, agency and regional level?
	6 Explore Data Science and AI	• Do you have any defined operational processes for tracking policy changes?
	10 Build Cloud Native Apps	• Do you have any defined operational processes for client communications?
	12 Create a Differentiated User Experience	• What are you doing to ensure you have a centralized system of record for information about your customers?
	14 Migrate On-Prem Systems to the Cloud	• How do you track claims?

Meet Some of Our Industry Experts



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Manufacturing

Hitachi Solutions enables discrete, process, and consumer goods manufacturers to drive transformation through the power of technology — empowering employees, optimizing operations, and reshaping industries.

We have industry-specific software built on top of Microsoft technology that provide business solutions focused on enabling manufacturers to achieve more — from streamlining existing processes and products to delivering new services and transforming business models.



Top Industry Scenarios

Scenario	Sales Plays	Conversation Starters
Engage Customers Across All Channels	1 Activate Digital Selling	<ul style="list-style-type: none">How does your service model currently work? Is it break/fix, or preventative (or a mix of both)?How are you providing service value to your customers?What are some key service delivery challenges that you're trying to solve today?
	4 Enable Always-On Service	
	5 Generate Value with Proactive Insights	
Build More Agile Factories	3 Build a Resilient Supply Chain	<ul style="list-style-type: none">How could your supply chain create more value?What supply chain changes could increase revenue? Decrease costs?What affects your supply chain now? In the future?
	11 Connect and Make Sense of Sensors	
Unlock Innovation & Deliver New Services	5 Generate Value with Proactive Insights	<ul style="list-style-type: none">Are work orders created by automated methods such as IoT alerts, analytics/AI, manufacturer warranty systems, etc.?What are your main sources of revenue?Is your service group cost-focused, a profit center, or focused on outcomes?
	6 Explore Data Science and AI	
	11 Connect and Make Sense of Sensors	
Connected Field Service	1 Activate Digital Selling	<ul style="list-style-type: none">How does your service model currently work? Is it call up on the fly, or preventative (or a percentage of both)?How are you providing service value to your customers?Are you monetizing your IoT data?
	4 Enable Always-On Service	
	11 Connect and Make Sense of Sensors	



Retail

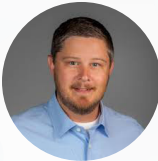
Consumers are in the driver’s seat. With more options than ever before and a desire for immediate service, customer expectations are changing, and retailers must learn how to respond. Re-imagine retail by seamlessly delivering a frictionless journey across all channels that’s fully tailored to customer interests and needs. Hitachi Solutions retail solutions, powered by the Microsoft Cloud, offers the power to create a unified strategy that successfully connects your operations and customer interactions.



Top Industry Scenarios

Scenario	Sales Plays	Conversation Starters
Know Your Customers	1 Activate Digital Selling	<ul style="list-style-type: none">Have you seen a change in your customers? New segments appearing? Higher churn in specific demographics?Do you measure customer sentiment?Do you have all your customer information in a single view?Have you seen higher credit card fraud?
	4 Enable Always-On Service	
	5 Generate Value with Proactive Insights	
	7 Manage Risk and Reduce Fraud	
	15 Modernize the Data Estate	
Deliver Intelligent Supply Chain	2 Build Agile Business Processes	<ul style="list-style-type: none">How are you managing your supply chain?Do you have enough inventory to meet demand? What are your inventory turns?Where is your growth coming from?Have you been able to support the increase in online orders with pickup in store or at curb with your current technology?Have you seen an increase in fulfillment/delivery costs?
	3 Build a Resilient Supply Chain	
	5 Generate Value with Proactive Insights	
	11 Connect and Make Sense of Sensors	
Connected Field Service	1 Activate Digital Selling	<ul style="list-style-type: none">Can you schedule your sales team from online/ecommerce site requests?Are you looking to optimize installation time?Are you seeing lower customer satisfaction scores/customer feedback due to missing appointment windows?
	4 Enable Always-On Service	
	11 Connect and Make Sense of Sensors	

Meet Some of Our Industry Experts



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**Sales and Marketing,
Operations, and Support**

Stakeholders driven by effective communication,
collaboration, and strategy

BUSINESS STAKEHOLDERS

Personas: Sales + Marketing

Sales departments are the direct link between a company’s product or service and its customers. They build customer relationships, identify a customer’s unique needs, and ensure those needs are met. Similarly, the marketing team manages the processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, and partners.



Did you know...

Sales and marketing teams on average receive a budget of 8-12% of annual revenue



Top Plays for Sales + Marketing

- 1 Activate Digital Selling
- 2 Build Agile Business Processes
- 5 Generate Value with Proactive Insights
- 12 Create a Differentiated User Experience



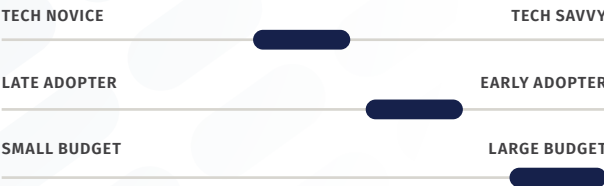
EXECUTIVE SPONSOR

Chief Marketing Officer

As a marketing leader, I care about building a strong/recognizable brand. I want to build trust with potential customers and validate customers' loyalty to continue to grow our business.

Primary Responsibility —
My goal is to never be satisfied with the status quo and be a leader of transformation for our brand.

- Challenges —**
- Working and collaborating with sales
 - Keeping our brand ahead of our competitors
 - Tracking and measuring success of our marketing investment
 - Being able to innovate and experiment to better understand what customers want



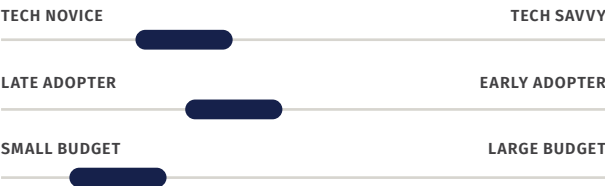
DECISION MAKER

VP of Business Development

As a sales director, I care about managing annual budgets and pipeline forecasts. Real-time data and analytics are important to me. I want to make the most out of our leads (up-selling, cross-selling).

Primary Responsibility —
Making sure our sales teams are equipped with needed technology and resources to effectively execute sales.

- Challenges —**
- Quick reporting on most important data points
 - Standardizing and communicating changing sales strategies
 - Bridging gaps between sales and marketing
 - Customer retention strategies



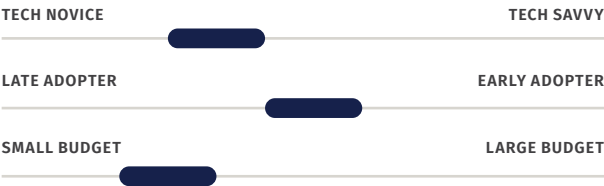
INFLUENCER

Marketing Manager

As a marketing manager, I produce all the marketing materials and campaigns. Everything I do is guided by what is best to support our brand’s desired identity.

Primary Responsibility —
My goal is to create engaging content that exemplifies our brand and meets our potential customers where they are on their journey.

- Challenges —**
- Consistently releasing new content
 - Generating strong leads
 - Analyzing performance of content during and following the completion of marketing campaigns



Executive Sponsors:

- Chief Marketing Officer
- Chief Growth Officer
- Executive of Sales (could be regional)

Decision Makers:

- SVP/VP of Sales (could be regional)
- SVP/VP of Brand
- SVP/VP of Brand Marketing
- SVP/VP of Customer Experience
- SVP/VP of Growth
- SVP/VP of Marketing
- Director of Sales
- Director of Channel Marketing
- Director of Content
- Director of Digital Marketing
- Director of Ecommerce
- Director of Marketing
- Director of Product Marketing
- Creative Director
- Account Executive

Influencers:

- Manager of Sales
- Manager of Sales Operations
- Business Development Manager
- Sales Operations Specialist
- Account Manager
- Brand Manager
- Brand Marketing Manager
- Campaign Manager
- Content Marketing Manager
- Demand Generation Manager
- Digital Marketing Manager
- Ecommerce Marketing Manager
- Marketing Manager
- Marketing and Promotions Manager
- Product Marketing Manager
- SEM/SEO Manager
- Solutions Marketing Manager
- Web Marketing Manager

Personas: Finance + Operations

The responsibilities of the finance and or operations departments can cover a wide range from basic bookkeeping to providing company data to assisting managers across the organization in making strategic decisions. This can include everything from the tracking of all transactions to managing the organization’s cash flow to ensure bills are paid on-time.



Did you know...

63% of businesses do not use technology to monitor their operational performance



Top Plays for Finance + Operations

- 2 Build Agile Business Processes
- 3 Build a Resilient Supply Chain
- 7 Manage Risk and Reduce Fraud
- 8 Transform Organizational Productivity



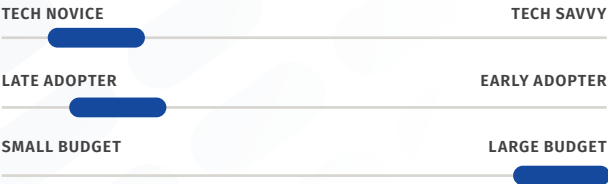
EXECUTIVE SPONSOR

Chief Financial Officer

As a finance leader, I care about financial forecasting and making smart financial investments. I want to ensure that our business remains profitable and sees positive fiscal growth, while at the same time analyzing our current financial commitments.

Primary Responsibility —
My goal is to ensure financial stability for our organization by making smart financial investments.

- Challenges —**
- Justifying the cost of investments
 - Reporting financial information to internal and external stakeholders
 - Providing accurate, real-time financial and operations reporting



DECISION MAKER

Director of Operations

As a director of operations, I care about leading and assisting my team with managing processes. I want to know that my team has all the tools necessary to ensure accurate operational records for the organization.

Primary Responsibility —
My goal is to ensure that my team and I do everything that we can to provide accurate internal records and reports, while consulting with the CFO/COO on potential strategic directions we should take.

- Challenges —**
- Justifying the cost of technology investment
 - Providing accurate operations reports
 - Overseeing team collaboration



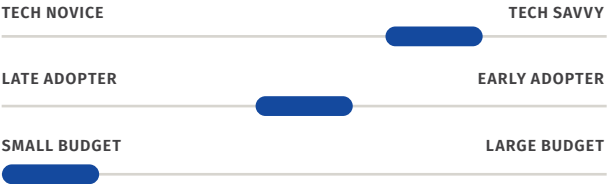
INFLUENCER

Purchasing Manager

As a purchasing manager, I care about accurately managing our P&L. I want to procure raw materials, merchandise/products at the best possible price. I need to manage our supply chain so that we have the products when we need them.

Primary Responsibility —
My goal is to manage the sourcing of raw materials and merchandise and quality suppliers and product. I also manage forecast and planning to optimize profitability and customer satisfaction.

- Challenges —**
- Supply chain visibility and risk
 - Forecast/planning accuracy
 - Supplier collaboration



Executive Sponsors:

- Chief Executive Officer
- Chief Operations Officer
- Chief Financial Officer

Decision Makers:

- SVP/VP of Operations
- SVP/VP of Finance
- SVP/VP of Accounting
- SVP/VP of Purchasing
- Director of Operations
- Director of Field Operations
- Director of Service Operations
- Director of Retail Operations
- Director of Finance
- Director of Accounting
- Director of Financial Services
- Director of Financial Planning
- Director of Financial Reporting
- Director of Accounting Services
- General Manager

Influencers:

- Accounting Manager
- Accounting Reporting Manager
- Business Operations Manager
- Cost Accounting Manager
- Field Operations Manager
- Finance Manager
- Operations Manager
- Operations Services Manager
- Retail Operations Manager
- Senior Accounting Manager
- Senior Finance Manager
- Senior Operations Manager
- Service Operations Manager
- Procurement Manager
- Logistics Manager
- Warehouse Manager
- Production Manager

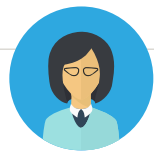


Did you know...

90% of decision-makers do not respond to cold outreach

Personas: Service + Support

The service arm of an organization is the foundation for ensuring company values are delivered and customers receive exceptional service and support. Nearly every company claims to provide great customer service, but not all customers have a great experience. Service personnel seek to build brand loyalty, satisfy customers, and resolve customer issues.



EXECUTIVE SPONSOR

Chief Customer Officer

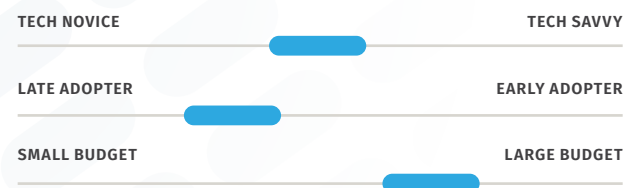
As a chief customer officer, I make high-level company decisions as they pertain to customers and the teams that work directly with them. I design new programs and systems to improve customer experience and build loyalty.

Primary Responsibility —

My goal is to push for customer centricity at every opportunity so customer retention revenue is treated with the same urgency as new customer sales revenue.

Challenges —

- Increasing lifetime value and profitability of customers
- Solving customer problems and exceeding customer expectations
- Building long-term competitive advantage



DECISION MAKER

Director of Field Service

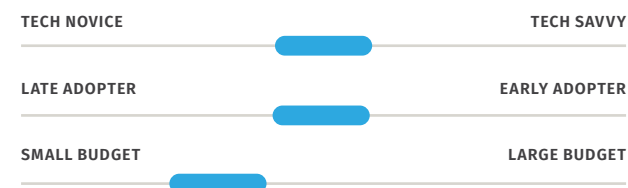
As a director of field service, I source, identify, and position field service capabilities across all customer verticals, working closely with customers' c-level executives. I am familiar with preventative maintenance, logistics, inventory management, work orders, and other field service processes.

Primary Responsibility —

My goal is to effectively grow our global service operations by developing, maintaining, and delivering our portfolio of service offerings.

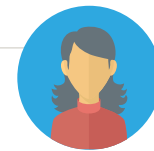
Challenges —

- Leading global field service organization
- Establishing operational plans, budgets, and programs consistent with services strategy
- Managing cost and service structures and productivity/delivery measures



Top Plays for Service + Support

- 2 Build Agile Business Processes
- 4 Enable Always-On Service
- 6 Explore Data Science and AI
- 8 Transform Organizational Productivity



INFLUENCER

Service Representative

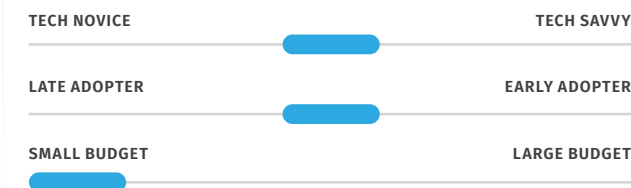
As a service representative, I work directly with customers. Rather than responding to customer outreach, I make the first move by offering solutions, discounts and sales, and proactive communication. I typically need to meet a certain number of calls and emails a day.

Primary Responsibility —

My goal is to connect with customers in a way that gets them to keep doing business with my organization, and requires me to rely heavily on effective communication.

Challenges —

- Communicating virtually with customers
- Gaining access to the latest offers, discounts, sales, and solutions from my company
- Meeting a quota for calls and emails



Executive Sponsors:

- Chief Customer Officer
- Chief Operations Officer

Decision Makers:

- SVP/VP of Call Center
- SVP/VP of Customer Support
- SVP/VP of Customer Service
- Director of Field Service
- Director of Retail Operations
- Director of Service Operations
- Director of Call Center
- Director of Customer Support
- Director of Customer Service
- Director of Customer Experience

Influencers:

- Manager of Customer Service
- Manager of Customer Success
- Manager of Call Center
- Manager of Service Operations
- Customer Service Representative
- Customer Support Specialist
- Sales Operations Specialist
- Account Manager



1 Activate Digital Selling

Are you stretching to connect your customer data with the right teams? We'll help you build better sales, marketing, and customer service processes with cloud-based digital tools and automation.





The Customer Perspective —

Your sellers and marketers may have separate roles, but they do share one resounding goal — deliver an exceptional customer experience. Up to this point, they've likely been working in a hybrid digital model that relies heavily on manual tasks and fragmented communication. It's time to break old habits and leverage digital intelligence to turn relationships into revenue.

The first step is arming your team with cloud-based tools to track, measure, and analyze customer engagement. With more transparency into business data, sellers and marketers enjoy streamlined processes that empower them to personalize their interactions. It's a better way to manage relationships, centralize customer data, and act on insights.

We transform how you engage with your prospects and customers by creating personalized experiences. We have proven integration patterns that connect all related solutions and identities together for an omni-channel view of how and where you are effectively reaching and interacting with your customers.

Some Potential Solutions —

-  **D365 Sales:** Model-driven app that helps nurture your sales endeavors from lead to order, closing deals faster.
-  **D365 Marketing:** Works seamlessly with Dynamics 365 Sales to help turn prospects into business relationships.
-  **Customer Insights:** Gives insights into performance metrics, operational data, and customer service trends.
-  **Click Dimensions:** Multi-channel marketing automation technology directly inside of Microsoft Dynamics.

The Hitachi Solutions Difference —













- Our senior team carries a deep knowledge of customer interactions and the customer journey.
- We support global clients, drive speedy implementations, and deliver end-to-end solutions with positive outcomes.
- We do the hard part, so you can continue to focus on your business while ensuring faster time to value and reduced project risks.



Meet One of Our Experts

Matt Wittemann
Senior Architect and MVP
mwittemann@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Optimize Brand Performance to: <ul style="list-style-type: none">Identify product and product feature developmentIncrease market share and profit margin by brand Enable Connected Field Service to: <ul style="list-style-type: none">Increase customer satisfaction and service revenueReduce service parts inventory costs	
 Financial Services	Deliver Differentiated Customer Experiences to: <ul style="list-style-type: none">Gain customer wallet share, attract new customersImprove relationship coverage and assignmentEliminate disparate systems	
 Health	Deliver Trusted Member Experiences to: <ul style="list-style-type: none">Improve/Automate group onboarding and renewalsEnhance broker experiences to maintain relevance and stay competitiveIncrease sales history visibility for better decision-making	
 Insurance	Deliver Differentiated Policyholder Experiences to: <ul style="list-style-type: none">Modernize tools to help agents learn about and sell productEliminate costly legacy systems that slow down submission/quoting processEnable agents to continue to sell products to client base	
 Manufacturing	Engage Customers Across All Channels to: <ul style="list-style-type: none">More accurately predict, forecast, and planIncrease win probability Enable Connected Field Service to: <ul style="list-style-type: none">Increase customer satisfaction and service revenueReduce service parts inventory costs	
 Retail	Know Your Customers to: <ul style="list-style-type: none">Understand customer churn and conversionsAnalyze average cost per transaction, average units, and dollars per transaction to optimize priceAnalyze the customer journey across all channels Deliver Intelligent Supply Chain to: <ul style="list-style-type: none">Increase customer satisfaction and product revenueReduce merchandise costs	

How to Get Started

Customer Insights Value Discovery: This discovery session provides a personalized review of Customer Insights to assess your readiness to adopt the technology.

FREE TO CUSTOMER

6 Weeks to Customer Insights: Use Microsoft D365 Customer Insights as a catalyst for change in the way that you create, consume, and communicate customer engagement information.

CO-FUNDED



2 Build Agile Business Processes

Looking to quickly optimize and digitize your onsite processes to keep remote employees productive?
We provide the guidance and tools to help you easily create streamlined and automated workflows.







The Customer Perspective —

You were trending toward having employees work from home even before current global events. And why not, since it helps reduce office space and allows you to hire better talent and cover more time zones. It also provides employees with a more flexible and satisfying experience.

Whether you've already embraced a remote workforce, or you've had to accelerate your digital transition due to the pandemic, you probably have a lot of onsite processes that you now need to virtualize to allow employees to do their jobs remotely. And for operations to run smoothly and keep employees productive, you'll need to rethink these processes to make them as efficient as possible. In the best of times this can be a daunting challenge.

Luckily, Hitachi Solutions can help. Our Automation as a Service solution provides the holistic expertise, guidance, and technology you need to quickly streamline and automate the processes, workflows, and systems that drive your business. We work collaboratively with you to redefine, optimize, and digitize so you can keep your remote employees rowing in the same direction and ensure security and control.

Some Potential Solutions —

-  **Power Apps:** A suite of apps and services that provides a low code way to build apps.
-  **Power Virtual Agent:** Easily create chatbots using a guided, no-code interface.
-  **Teams:** Your teamwork hub that allows you to chat, call, and collaborate all in one place.
-  **D365 Customer Service:** Provides tools to focus on optimum customer satisfaction.
-  **D365 Finance & Operations:** Purpose-built application to help manage budgeting, expenses, and more.
-  **Engage Products:** Our internal IP cloud-based CRM solutions built specifically for industries.

The Hitachi Solutions Difference —











- As a gold-certified Microsoft partner and early adopter of Power Platform technologies, we offer a track record of hundreds of client engagements around Power Platform.
- We are committed to securing your digital transformation journey and will work with you to deliver a well-adopted, outcome-focused, and secure Power Platform program.



Meet One of Our Experts

Joel Lindstrom
Principal and MVP
jlindstrom@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Deliver Sustainable & Operational Excellence to: <ul style="list-style-type: none">• Process orders on time in full• Decrease call deflections• Increase customer satisfaction	
 Financial Services	Deliver Differentiated Customer Experiences to: <ul style="list-style-type: none">• Improve disconnected/fragmented process systems• Improve automation of approval process, audit process	
 Health	Deliver Trusted Member Experiences to: <ul style="list-style-type: none">• Eliminate legacy applications and technical debt• Create better visibility into broker interactions through connected apps	
 Insurance	Deliver Differentiated Policyholder Experiences to: <ul style="list-style-type: none">• Modernize tools to help agents learn about and sell product• Improve quoting process• Create user-friendly processes and workflows	
 Retail	Deliver Intelligent Supply Chain to: <ul style="list-style-type: none">• Manage warehouse activities (orders packed, on-time, in full)• Optimize profitability and reduce markdowns/write-offs• Increase customer satisfaction	

Which accounts...?

- Are looking for ways to automate and manage structured, repeatable business processes
- Lack the ability to act immediately, in real time to circumstances that are unforeseen
- Are looking to enable their technology users to collaborate easier and have the ability to modify business processes on the fly



Identified Accounts

How to Get Started

QnA Maker Value Discovery: This 1-hour session provides a personalized review of Microsoft QnA Maker, analyzes readiness to adopt dynamic knowledge bases, and identifies next steps.

FREE TO CUSTOMER

Power Apps Maker Enablement: Our 4-week immersive training equips your employees with the skills to become Power Apps and Power Automate makers (on-site or remote).

CO-FUNDED



3 Build a Resilient Supply Chain

Is your supply chain future-proof? We can help you compete and win with an intelligent supply chain by identifying potential risks in your current strategy and developing ways to mitigate them.







The Customer Perspective —

If recent global events have taught us anything, it's that companies must be prepared for major disruptions in the supply chain. Otherwise, failing to act accordingly may cost you your business. You can limit the impact of these disruptions by identifying potential risks in your supply chain and developing ways to mitigate them.

To implement a proper supply chain risk management strategy, it helps to adopt a more intelligent supply chain — one that leverages modern technologies like AI, ML, and big data to optimize operations. Then, by understanding the risks associated with your supply chain, you can take strategic steps to assess and minimize risks within your supply chain.

Hitachi Solutions has been building and implementing custom programs for companies looking to improve all facets of their operations, including risk management, for almost two decades. Our analytics solutions help organizations monitor supply chain activity, identify weaknesses, and make data-driven improvements.

Some Potential Solutions —

-  **D365 Finance & Operations:** Purpose-built application to help manage budgeting, expenses, and more.
-  **D365 Field Service:** Helps organizations deliver on-site service to customers.
-  **D365 Commerce:** Solution that unifies back-office, in-store, and digital commerce.
-  **Power Apps:** A suite of apps and services that provides a low code way to build apps.
-  **Azure Synapse:** Limitless analytics service with unmatched time to insight.
-  **Databricks:** A fully managed cloud service that combines collaboration and data science.







The Hitachi Solutions Difference —

- We understand supply chains and have helped the largest global retail and CPG enterprises modernize operations and improve customer experience with digital transformation since 2004.
- We partner with our clients to provide true end-to-end engagements – from strategy through full implementation and support.
- We are Microsoft experts and all our solutions are built on the powerful, flexible, and reliable Microsoft cloud platform.



Meet One of Our Experts
Shawn Tabor
Senior Architect and MVP
stabor@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Deliver Sustainable & Operational Excellence to: <ul style="list-style-type: none">• Predict product profitability and supplier performance• Forecast and plan accurately• Gain accurate, real time supply chain visibility	
 Manufacturing	Build a Resilient Supply Chain for Production to: <ul style="list-style-type: none">• Predict equipment maintenance• Gain accurate, real-time production visibility• Enhance worker visibility to decrease safety risks Build a Resilient Supply Chain for Products to: <ul style="list-style-type: none">• Reduce working capital• Increase revenue velocity	
 Retail	Deliver Intelligent Supply Chain to: <ul style="list-style-type: none">• Provide endless aisle merchandise availability• Deliver accurate replenishment to optimize profitability• Evaluate product sourcing alternatives	

Which accounts...?

- Need to conduct end-to-end supply chain risk assessments and prioritize important focus areas
- Are looking to develop a robust risk management process and diversify supplier network
- Need to implement digital and automated manufacturing to mitigate reliance on labor-intensive processes



Identified Accounts

How to Get Started

Catalyst Envisioning Workshop: We apply design-thinking concepts to a discovery workshop to frame business challenges and facilitate innovation.

FREE TO CUSTOMER

ERP Ground to Cloud: In 3-4 weeks, discover and assess solution fit-gap with D365 features, determine the best cloud migration path, and deliver an action plan to do so.

CO-FUNDED



4 Enable Always-on Service

Need to rethink your service delivery strategy to adapt to a work-anywhere workforce? We can help you establish always-on knowledge sharing and collaboration.






The Customer Perspective —

Even before current events, it was important to understand customer expectations and behavior to improve their overall experience. But as this unprecedented crisis continues, it has become even more critical to know what your customers are thinking — including their concerns, what they are and aren't buying, and how they are buying it.

To ensure business continuity right now, you need to quickly learn and adapt to the new normal. Brands that take quick proactive steps to address changing needs will earn the trust and loyalty of existing customers and unlock new opportunities. One of the best ways to achieve this is to intelligently unify and leverage your data with business and customer insights.

And Hitachi Solutions knows how. Through a self-service data platform and pre-built dashboards, we provide you with a holistic view of your business and customer data — including data from third-parties. We then apply analytics to give you insight into behavior and help you predict intent and trends — all so you can drive personalized and relevant customer experiences across multiple channels and keep your business profitable.

Some Potential Solutions —

-  **D365 Customer Service:** Provides tools to focus on optimum customer satisfaction and to manage services offered.
-  **D365 Field Service:** Helps organizations deliver on-site service to customers.
-  **Customer Insights:** Gives insights into performance metrics, operational data, and customer service trends.
-  **Power Virtual Agent:** Easily create chat bots using a guided, no-code interface.
-  **Azure Synapse:** Limitless analytics service with unmatched time to insight.



































The Hitachi Solutions Difference —

- Our deep industry and Microsoft expertise and proven track record of success give us a trusted reputation with clients.
- We have developed industry-focused solutions built specifically for manufacturing and field service.
- We are consistently recognized by Microsoft for our solutions and expertise and are considered a go-to partner for manufacturing and field service.



Meet One of Our Experts
Sarah Critchley
Senior Architect and MVP
scritchley@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Enable Connected Customer Service to: <ul style="list-style-type: none">• Reduce call response/resolution times• Increase first time call resolution• Improve customer satisfaction• Enable faster customer case resolutions	    
 Financial Services	Deliver Differentiated Customer Experiences to: <ul style="list-style-type: none">• Improve visibility into our customers' lifecycle and journeys• Eliminate disparate systems	   
 Health	Deliver Trusted Member Experiences to: <ul style="list-style-type: none">• Meet/exceed members' expectations at every touch point• See a 360-degree view of member/patient/provider• Improve CSAT scores with users	    
 Insurance	Deliver Differentiated Policyholder Experiences to: <ul style="list-style-type: none">• Increase first call resolutions (FCR) for customers• Improve adjuster productivity and efficiency	   
 Manufacturing	Engage Customers Across All Channels to: <ul style="list-style-type: none">• Convert service to a profit center• Solve problems before customers are aware of them• Increase first-time fix rates and technician efficiency Enable Connected Field Service to: <ul style="list-style-type: none">• Reduce number of service calls to repair equipment• Reduce cost of down time by providing proper maintenance and managing activities/schedules	    
 Retail	Know Your Customers to: <ul style="list-style-type: none">• Increase customer satisfaction• Reduce abandoned carts from online shopping• Provide consistent customer experience through all channels Enable Connected Field Service to: <ul style="list-style-type: none">• Reduce amount of time product is held (higher inventory turns)• Reduce re-installation due to faulty information	    

How to Get Started

Call Center Virtualization: We can help you create a secure and agile digital environment with the right technology and tools to help agents stay connected and responsive.

FREE TO CUSTOMER

Customer Service & Digital Messaging: This 1-day quick-start provides a consultant to get started with Microsoft's free 6-month offer and deliver a list of next step recommendations.

FREE TO CUSTOMER



5 Generate Value with Proactive Insights






Are you getting what you need out of your data? We can give you instant access to a holistic view of all business and customer information so you can be more responsive and profitable.

The Customer Perspective —

Organizations of all sizes are faced with continually changing customer and market dynamics. You may be responsible for identifying and keeping track of customer needs and must be able to pivot quickly when changes occur. Doing so allows you to maintain the pulse of the customer and to enact strategies that create greater value, brand awareness, and retention through experiences that speak to the personalized needs of your customers.

You can rely on Hitachi Solutions to uncover the root of your data problems that will move you from rear-view reporting to generating value for your business. Once we understand those problems we create innovative and purpose-built solutions that simplify the process of navigating the customer journey, creating greater awareness and insights, and ultimately helping you achieve your goals. As a Microsoft solution partner with expertise in Dynamics and Azure and an agile and detailed approach to problem solving, organizations view Hitachi Solutions as a strategic partner they can count on to see proactive insights.

Some Potential Solutions —

-  **Customer Insights:** Gives insights into performance metrics, operational data, and customer service trends.
-  **Power BI:** Ingest and visualize data into interactive reports and business insights.
-  **Azure Synapse:** Limitless analytics service with unmatched time to insight.
-  **Profisee:** A data management software company, making it easy for companies to build a solid foundation of data.
-  **Databricks:** A fully managed cloud service that combines collaboration and data science.













The Hitachi Solutions Difference —

- We know that data projects can be scary, but we are on the front line with our customers.
- Our team will provide the most optimal data solution, obtaining better insights at scale.
- Whether it's ramping up to big data, investing in a modern data estate, securing your data, or unlocking the power of enterprise reporting—we have you covered.



Meet One of Our Experts
Jesse Sullivan
VP, Data and Analytics
jsullivan@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Optimize Brand Performance to: <ul style="list-style-type: none">• Increase customer conversion and product sentiment• Increase product profitability/margin• Decrease product churn, AOV, and AOU• Manage customer conversion, segmentation, and social sentiment	
 Financial Services	Deliver Differentiated Customer Experiences to: <ul style="list-style-type: none">• Improve cross-sell ratios• Reduce customer churn	
 Health	Deliver Trusted Member Experiences to: <ul style="list-style-type: none">• Focus efforts on qualified leads/opportunities• Improve call center staff scheduling and training	
 Insurance	Deliver Differentiated Policyholder Experiences to: <ul style="list-style-type: none">• Focus efforts on qualified leads/opportunities• Improve call center staff scheduling and training	
 Manufacturing	Engage Customers Across All Channels to: <ul style="list-style-type: none">• Identify best target customers to call on• See analytics to support maintenance models Unlock Innovation & Deliver New Services to: <ul style="list-style-type: none">• Improve equipment uptime to ensure SLAs, increase first time fix rates and reduce costs• Optimize resource management and gain insights to capitalize on upsell and cross-sell opportunities• Differentiate products and services to increase top-line revenue and drive business transformation	
 Retail	Provide Customer and Merchandise Insights to: <ul style="list-style-type: none">• Increase customer conversion and product sentiment• Optimize price and product performance• Decrease call deflection• Evaluate abandoned cart from online shopping• Understand customer churn and conversions• Analyze average cost per transaction• Analyze the customer journey across all channels	

How to Get Started

Customer Insights Value Discovery: This discovery session provides a personalized review of Customer Insights to assess your readiness to adopt the technology.

FREE TO CUSTOMER

10 Weeks to a Modern Data Platform: Deploy a Modern Data Platform powered by Azure Synapse in just 10 weeks — includes self-service analytics and reporting.

CO-FUNDED



6 Explore Data Science and AI with Synapse + Databricks

Ready to stop wrestling with your data and start learning from it? Our expert team will help you dig deep with data science and machine learning to accelerate innovation and edge out the competition.



The Customer Perspective —

The key to staying competitive in today’s digital world is by driving constant innovation with big data. Let’s face it, your business has a lot of data. Not long ago the advent of big data and increasing investments in infrastructure upended many enterprise data strategies, and businesses had to rethink everything. Now, leveraging data to innovate has become table stakes to stay in the game.

Deep within your data sits a wealth of untapped knowledge. To extract that knowledge from your data you need data science and machine learning. Benefits of making data-driven decisions include happier customers, greater market share, and operational cost savings.

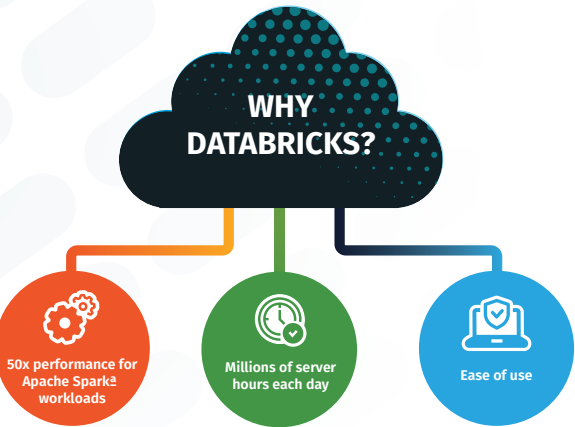
With the right data science and machine learning tools, you can break new ground for your business. The first step is knowing you don’t have to go it alone. Hitachi Solutions provides a path for your data science ambitions while taking the mystery out of how it is accomplished — so you can innovate faster and tackle big challenges.

Solutions —











-  **Databricks:** A fully managed cloud service that combines collaboration and data science.
-  **Azure Synapse:** Limitless analytics service with unmatched time to insight.

The Hitachi Solutions Difference —

- We view data science and AI as business tools— more than an algorithm or piece of technology.
- Our team can provide a path for your data science ambitions while taking the mystery out of how it is accomplished.
- You bring the data, we bring the data expertise, practice methodology, and technology skills to help you build a data-driven future.



Meet One of Our Experts
John Young
VP, Data Science
jyoung@hitachisolutions.com

Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	<ul style="list-style-type: none">• Leverage predictive analytics for product forecasting, planning and replenishment• Optimize pricing and promotions for products across all channels• Provide input on new product development	
 Financial Services	<ul style="list-style-type: none">• Leverage predictive analytics to transform risk and compliance management for credit analytics• Improve customer experience with machine learning for risk and fraud• Innovate faster for enhanced customer experience	
 Health	<ul style="list-style-type: none">• Innovate faster for improved drug development• Leverage predictive analytics transforms quality of care• Improve patient outcomes and cost effectiveness• Improve patient communications and feedback	
 Manufacturing	<ul style="list-style-type: none">• Optimize product line and maximize asset life, including production data, asset data• Reduce failure rates, risk optimization, including sensor stream data• Optimize asset inventory and identify non-compliant parts, including sensor stream data	
 Retail	<ul style="list-style-type: none">• Engage consumers, including historical sales data, price scheduling, segment level price changes• Optimize inventory, including demand plans, forecasts, sales history, trends, local events/weather patterns• Allocate inventory, including demographics, buyer perception, consumer research, market/competitive analysis	

Which accounts...?

- Are interested in exploring data science in a low risk capacity and learn how to prioritize use cases
- Struggle to easily build a data science center of excellence
- Are interested in utilizing machine learning to increase efficiency and accuracy of their production processes



Identified Accounts

How to Get Started

Data Science Use Case Development: This half-day workshop provides an overview of advanced data science and frames potential use case opportunities using ML, Databricks, and more.

FREE TO CUSTOMER

Data Science On-Demand: In 4 weeks, define use cases, ingest and define data sources, explore data hands-on, and develop preliminary predictive modeling.

CO-FUNDED



7 Manage Risk and Reduce Fraud

Accelerated digital transformation putting your business security at risk? Our experts can help you implement an adaptive security and compliance solution that promotes expansion without improperly exposing your data.







The Customer Perspective —

With more work being done virtually, you face increasingly difficult challenges to adequately protect company assets from risk and fraud, all while maintaining an accessible and transparent work environment. Access to data, shared devices, and remote employees all pose serious risks to your security architecture.

These unprecedented challenges are compelling you to address current security protocols and solutions. Are employees now using personal devices for work? Can they easily access data without exposing critical information?


You need an adaptive security and compliance solution that promotes remote expansion without improperly exposing your data. Our team can help identify gaps in your security architecture, reduce at-risk surface area, improve the accuracy of threat alerting, automate manually intensive security tasks, and reduce costs.

Some Potential Solutions —

-  **D365 Finance & Operations:** Purpose-built application to help manage budgeting, expenses, and more.
-  **D365 Sales:** Model-driven app that helps nurture your sales endeavors from lead to order, closing deals faster.
-  **Virtual Machines:** A computer within a computer that provides on-demand and scalable computing resources.
-  **Azure Sentinel:** Cloud-native SIEM and intelligent security analytics that work to prevent threats.
-  **Azure Active Directory:** Synchronize on-premise directories and enable single sign-on.
-  **Avalara:** Software that automates the major steps of tax compliance — all in the cloud.


The Hitachi Solutions Difference —










- We’ve been supporting remote work for 15-plus years and are experts in cloud security and proactive monitoring.
- We’re a Microsoft Gold-certified partner and long-standing Microsoft Cloud Solution Provider (CSP).
- We have an extensive resource network and unique depth and breadth of Microsoft product knowledge.



Meet One of Our Experts


Sukrut Parab
Senior Architect and MVP
sparab@hitachisolutions.com



Industry Use Case	Business Drivers — I need to...	Potential Products
 CPG	Deliver Sustainable & Operational Excellence to: <ul style="list-style-type: none">• Reduce inventory carrying costs• Analyze supplier performance and return rate• Decrease operating expenses per region• Provide supply chain visibility and mitigate supply chain risk	 
 Manufacturing	Deliver Sustainable & Operational Excellence to: <ul style="list-style-type: none">• Reduce inventory carrying costs• Analyze supplier performance and return rate• Decrease operating expenses per region	 
 Retail	Know Your Customers to: <ul style="list-style-type: none">• Leverage eCommerce for loss prevention and credit card fraud reduction• Understand returns without receipts and declined sales• Evaluate shrink per store/region and category	 

Which accounts...?

- Lack strong, existing fraud risk governance policies with reporting in place to convey the required information about the program and its performance
- Lack risk assessment capabilities that address the actual risks faced by the organization as determined by its purpose, industry (products or services), complexity, scale, and exposure to network risks
- Are looking for better ways to control, monitor, and report in order to promote faster detection of fraud



Identified Accounts

How to Get Started

Cloud Readiness Assessment: Spend 2-3 days learning about Azure Cloud Services, defining requirements and use cases, and documenting value-add business outcomes.

FREE TO CUSTOMER

Security Vulnerability Assessment: In 4 weeks, identify strengths and gaps in your current security infrastructure and learn how to create cloud-ready reference architecture.

CO-FUNDED



8 Transform Organizational Productivity

Need a single solution for connecting, communicating, and collaborating across the business? Introduce intelligent cloud apps with enterprise mobility and security for unmatched productivity and protection.







The Customer Perspective —

Today’s workforce is highly mobile, and business is conducted from almost anywhere, at any time. For your business to stay competitive, you need your employees to be productive on-the-go while keeping company data secure. However, upgrading the employee desktop infrastructure can be expensive and take too long.

A smarter alternative is to simplify your desktop infrastructure via cloud services. With the right modern workplace solution, your users can work anywhere with complete access to intelligent apps and data without compromising security and integration capabilities.

Hitachi Solutions is no stranger to the modern workplace. We set your business up for success with a secure, easy-to-manage solution that will empower employees, enhance collaboration, and transform productivity across the organization. We also help you step back and think holistically about your data, data protection, and security requirements.

Some Potential Solutions —

-  **Power Apps:** A suite of apps and services that provides a low code way to build apps.
-  **Power Automate:** A service to create automated workflows between apps.
-  **Teams:** Your teamwork hub that allows you to chat, call, and collaborate all in one place.
-  **Outlook:** Connect and get things done with your email and calendar combined.
-  **SharePoint:** A mobile, intelligent intranet, used to share and manage internal content.
-  **Virtual Machines:** A computer within a computer that provides on-demand and scalable computing resources.































The Hitachi Solutions Difference —

- Rapidly implement a secure and flexible virtual environment.
- Receive expert guidance and resources to better enable and support a remote workforce.
- Easily scale operations to react quickly to future global drivers or changing business needs.
- We have the Microsoft 365 product expertise and proven methodology to guide you through the implementation process.



Meet One of Our Experts

Brad Busch
VP, Cloud Enablement and Security
bbusch@hitachisolutions.com

Industry Use Case	Business Drivers—I need...	Potential Products
 CPG	<ul style="list-style-type: none">• Visibility into mobile sales inventory and pricing• Product registration and ability to create support cases• Ability to make special request approvals	 
 Financial Services	<ul style="list-style-type: none">• Data Protection – Azure Information Protection• Audit Reports – Service Trust Portal• Compliance – Microsoft 365 Compliance Center	   
 Health	<ul style="list-style-type: none">• Data Governance – Azure Information Protection• Insider Risk Management – Microsoft Security Center• eDiscovery – Microsoft Advanced eDiscovery	     
 Insurance	<ul style="list-style-type: none">• Data Governance – Azure Information Protection• Insider Risk Management – Microsoft Security Center• eDiscovery – Microsoft Advanced eDiscovery	   
 Manufacturing	<ul style="list-style-type: none">• Automate repetitive tasks – Power Automate, SharePoint• Shared Desktops – Windows Virtual Desktop• Threat Protection - Microsoft Defender Antivirus and Device Guard	     
 Retail	<ul style="list-style-type: none">• Visibility into associate/mobile sales inventory and pricing• Occupancy compliance• Customer intake/interest guide• BOPAC scheduling	 

How to Get Started

Power Apps Maker Enablement Our 4-week immersive training equips your employees with the skills to become Power Apps and Power Automate makers (on-site or remote).

CO-FUNDED

Teams Migration Workshop: In 2 days, gain a comprehensive overview of Teams, how to prepare for your migration, and the many business benefits of taking the next step.

CO-FUNDED



IT, R&D, and Product Development

Stakeholders driven by innovation, security, and systems management

TECHNICAL STAKEHOLDERS



Did you know...

50% of all cyber attacks are aimed at small and medium businesses

Personas: IT + Infrastructure

The information technology (IT) department in an organization is responsible for the architecture, governance, compliance, security, hardware, software, and networking of computers in the company. This team provides the infrastructure and governance for the use of the all internal network and operating systems.



EXECUTIVE SPONSOR

Chief Technology Officer

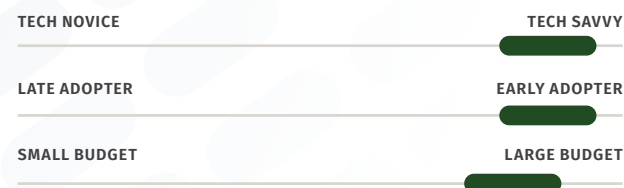
As an IT leader, I care about developing my company's strategy for using technological resources, as well as ensuring that those resources are used efficiently, profitably, and securely.

Primary Responsibility —

Evaluating and implementing new systems and infrastructure. Developing technical aspects in alignment to company's business goals. Helping internal stakeholders to effectively utilize company's technologies.

Challenges —

- Optimizing tech capabilities within budget
- Ensuring ROI for implemented technologies
- Creating strategy for seamless user adoption of new technologies



DECISION MAKER

Director of IT

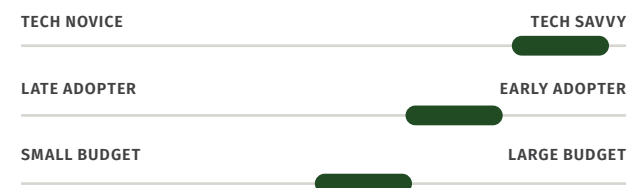
As an IT director, I care about the implementation and maintenance of current and new systems. User adoption and training plans are also essential to my role.

Primary Responsibility —

Planning the information technology future for the organization, as well as for the implementation and maintenance of current systems. Ensuring maximum uptime and stability in the company's computer systems and networks.

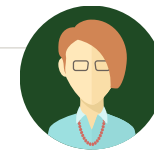
Challenges —

- Successfully facilitating internal user adoption
- Reporting on the impact of implemented tech
- Ensuring data security
- Ensuring maximum technology efficiency within budget restrictions



Top Plays for IT + Infrastructure

- 13 Enable Secure Remote Work
- 15 Modernize the Data Estate
- 14 Migrate On-Prem Systems to the Cloud
- 16 Monitor, Support, and Manage Systems



INFLUENCER

Infrastructure Manager

As a manager, I care about the functionality and internal utilization of company technologies. I also care about smooth running of our computer systems within the limits of requirements, specifications, costs, and timelines.

Primary Responsibility —

Planning, organizing, controlling, and evaluating IT and electronic data operations. Managing IT staff by recruiting, training, and coaching employees, communicating job expectations and appraising their performance.

Challenges —

- Ensuring data security and cost effectiveness
- Ensuring process continuity and quickly resolving outstanding IT issues



Executive Sponsors:

- Chief Technology Officer
- Chief Information Officer
- Chief Information Security Officer
- Chief Information Technology Officer
- Chief Data Officer

Decision Makers:

- SVP/VP/Director IT
- SVP/VP/Director of IT Security
- SVP/VP/Director Data Center Operations
- SVP/VP/Director Data Infrastructure
- SVP/VP/Director of Infrastructure
- SVP/VP/Director of Information Management
- SVP/VP/Director of Information Systems
- SVP/VP/Director of Information Services
- SVP/VP/Director of Technology Operations
- SVP/VP/Director of IT Infrastructure
- SVP/VP/Director of Infrastructure Services
- SVP/VP/Director of Infrastructure Operations

Influencers:

- IT Manager
- IT Project Manager
- Infrastructure Manager
- Data Security Manager
- Data Center Manager
- Data Center Architect
- Information Manager
- Information System Manager
- IT Operations Manager
- Information Security Manager
- IT/Infrastructure Services Manager
- IT/Infrastructure Program Manager
- IT/Infrastructure System Manager
- Information Services Manager
- IT/Infrastructure Security Manager
- Technical Infrastructure Manager
- Infrastructure Engineering Manager
- Infrastructure Development Manager
- IT/Infrastructure Operations Manager
- Network Infrastructure Manager



Did you know...

62% of B2B enterprises use AI tech for day-to-day operations

Personas: R&D + Innovation

Research and development (R&D) includes activities that companies undertake to innovate and introduce new products and services or refine or automate processes to increase efficiencies or reduce overhead costs.



EXECUTIVE SPONSOR

Chief Innovation Officer

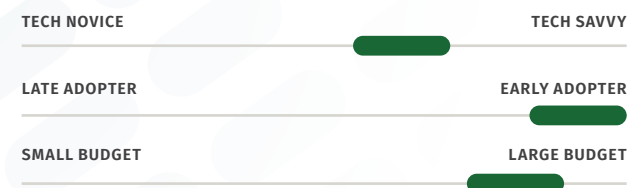
As a leader in innovation, I care about pushing boundaries. I challenge long-held assumptions in order to push our company to new success.

Primary Responsibility —

My role is to drive and facilitate innovation throughout the entire organization.

Challenges —

- Inspiring innovation internally and externally to influence brand in the market
- Working with product development teams to transform broad ideas into workable solutions
- Creating business value through invention
- Complementing technological advancements with capabilities to build products



DECISION MAKER

VP of R&D

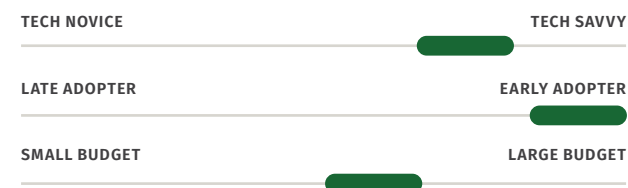
As a vice president of R&D, I lead the leaders of innovation. I want to inspire my team and encourage a growth mindset that ultimately supports everyone.

Primary Responsibility —

My role is to enable our team to execute new ideas that create value and drive growth.

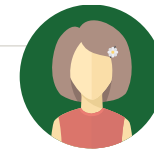
Challenges —

- Encouraging creative thinking within the team and across the company
- Facilitating ideas to focus on those with the most opportunity for growth
- Allocating resources to maintain the organization's existing agenda while accounting for new projects



Top Plays for R&D + Innovation

- 6 Explore Data Science and AI
- 11 Connect and Make Sense of Sensors
- 3 Build a Resilient Supply Chain



INFLUENCER

Research Manager

As a research manager, I care about opportunities for new growth. I think outside the box to design creative solutions that will enhance the customer experience.

Primary Responsibility —

My focus is on the development of new products, services, or processes to best advance our company.

Challenges —

- Examining market trends to assist in developing ways for the organization to remain competitive
- Developing strategies to improve an organization's performance
- Analyzing existing practices to pinpoint areas that have room for improvement or enhancement



Executive Sponsors:

- Chief Innovation Officer
- Chief Research Officer
- Digital Transformation Officer

Decision Makers:

- VP of Innovation
- VP of Digital Transformation
- VP of Research and Development
- VP of Research
- VP of Change Management
- Director of Research and Development
- Director of Research
- Director of Digital Transformation
- Director of Innovation
- Director of Technology Innovation
- Director of Change Management

Influencers:

- Senior Manager of Innovation
- Manager of Innovation
- Project Manager of Innovation
- Manager of Brand Innovation
- Manager of Technology Innovation
- Manager of Digital Transformation
- Manager of Business Transformation
- Program Manager of Transformation
- Manager of Change Management
- Manager of Business Change
- Manager of Research and Development

Personas:

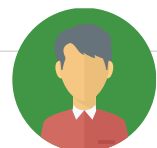
Product Development

Collectively, development team members have the technical language skills required to deliver the feature functionality requested for a product. This team might also be known as the delivery team, design-build-test team, or product development team, and consists of UI designers, front-end developers, product owners, full stack developers, and many more.



Did you know...

94% of the factors that affect a user's first impression of a product are design-related



EXECUTIVE SPONSOR

Chief Technology Officer

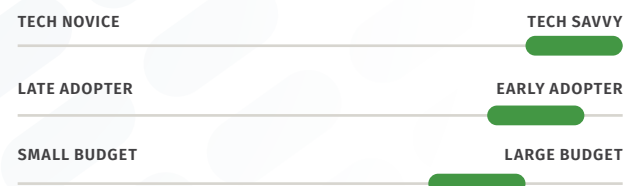
As a product leader, I am the face of all new products. I help lead the company through high-level organizational goals and more concentrated product needs.

Primary Responsibility —

My goal is to lead and cultivate a product-excellence mindset across the organization.

Challenges —

- Meeting with stakeholders to present product proposals
- Communicating the product vision across teams within the organization
- Creating a vision and strategy of excellence
- Mentoring and assisting product directors



DECISION MAKER

Director of Products

As a product director, I manage the development team. I help the team create high-value products, while still aligning with organizational ideals.

Primary Responsibility —

My goal is to maximize the value of the products resulting from work of the development team.

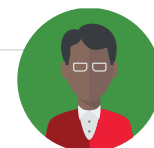
Challenges —

- Supporting development team to best achieve project goals
- Working and collaborating with R&D/Innovation
- Making sure new products align with company's values
- Making decisions that are best for the team and project goals



Top Plays for Product & Development

- 9 Accelerate and Manage Developer Engagement
- 12 Create a Differentiated User Experience
- 10 Build Cloud Native Apps



INFLUENCER

Development Manager

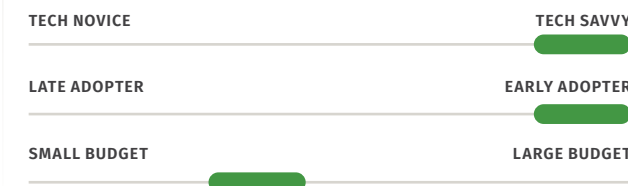
As a product developer, I design the products that make the gears turn. I turn ideas into potentially releasable functionality.

Primary Responsibility —

My goal is to develop new products effectively so that the company can meet customers' needs at the highest level.

Challenges —

- Designing and developing new products
- Collaborating across teams to maximize efficiency
- Improving and updating existing products
- Working with marketing to understand product positioning



Executive Sponsors:

- Chief Product Officer
- Chief Technology Officer

Decision Makers:

- SVP of Product Development
- SVP of Product Management
- VP of Product Strategy
- VP of Product Development
- VP of New Product Development
- VP of Product Development Operations
- VP of Product Management
- VP of Product Engineering
- VP of Engineering Product Development
- VP of Product Operations
- Director of Product Management
- Director of Product Development
- Senior Director of Product Development
- Senior Director of Product
- Director of Product Engineering
- Director of Product Strategy
- Director of Product Operations
- Senior Director of Product Development
- Director New Product Development
- Director of Product Design
- Director of Product Line
- Director of Product Planning

Influencers:

- Senior Manager of Product
- Manager of Product
- Manager of Product Development
- Manager of Product Line
- Manager of Product Management
- Manager of Product Support
- Manager of Development
- Manager of Application Development
- Senior Development Manager



9 Accelerate and Manage Developer Engagement *with GitHub*

Want to improve business performance through more effective software development but unsure how? Hitachi Solutions has developer velocity tools, best practices, and mentorship to help you remove barriers, speed delivery, and unlock the potential of your software developers.

The Customer Perspective —

You want to elevate the value and visibility of your IT team by freeing them from their manual, time-consuming tasks and empowering them to quickly create software features that better support the needs of your customers and goals of your business. Unfortunately, culture and infrastructure barriers slow them down and make it hard for them to be innovative.

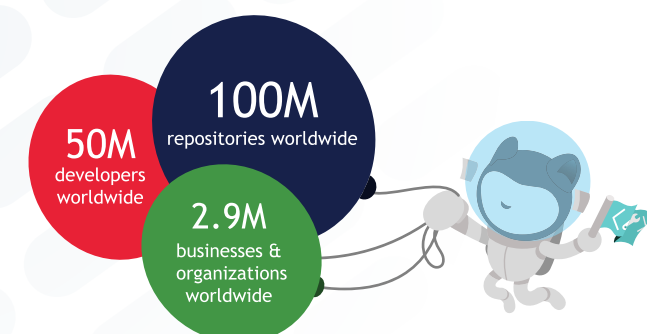
Modernizing is key to removing the barriers and unleashing developer velocity. Now armed with automated tools and agile best practices, your developers have the time and inspiration to build new features that directly improve business outcomes and deliver them faster.

Shifting to this mindset can be hard. At Hitachi Solutions, we live and breathe developer velocity and practice it internally and on every single project. As a result, we're able to help you adopt more modern development technologies and methodologies and speed time to value. Through a combination of collaboration, mentoring, and cloud enablement, we can unlock the potential of your software development team and help them be more effective and impactful to the company.

The Solution —



GitHub: A cloud-based Git repository hosting service, for better code development.



The Hitachi Solutions Difference —

- We have established, use, and teach strong best-practice methodologies for agile development.
- Our team is experienced, certified, and skilled — providing you with instant access to vast and knowledgeable network of resources.



Meet One of Our Experts

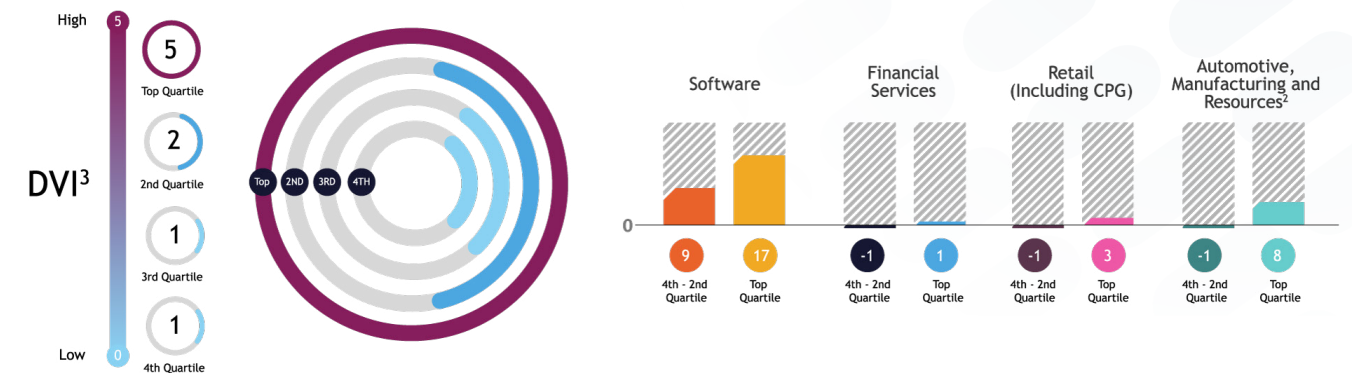
Jim Leonardo
VP, Modern Solutions
jleonardo@hitachisolutions.com



Companies in the top quartile of the Developer Velocity Index (DVI) outperform others in the market by four to five times.

Revenue CAGR¹ by DVI quartile, all companies,² 2014-18, n = 239, %

Selected Sectors, %²



Compound annual growth rate.

Includes companies and verticals with n>15 for available public data; n for verticals shown: software equals 25, financial services equals 30, manufacturing and resources equals 36; retail equals 44; companies were split into DVI quartiles based on DVI score and industry ranking.

Includes automotive, manufacturing, oil and gas, and energy.

Source: Capital IQ: Developer Velocity Survey from McKinsey

Which accounts...?

- Are plagued with deployment and documentation problems
- Will benefit from training and enablement to build products
- Struggle to retain full-stack developers
- Have junior developers struggling to discover and implement new product features



Identified Accounts

How to Get Started

DevOps Workshop: In 1 week, learn about our rigorous yet agile approach to development, how to build a developer tool chain, and how we use Azure DevOps, continuous deployment, and more.

CO-FUNDED

Developer Velocity Assessment: This 4-week engagement builds on the DevOps Workshop with an analysis of your current tools and technologies, workshops, and a mini-development sprint.

CO-FUNDED

10 Build Cloud Native Apps *with .NET*

Feeling blocked by complex and time-consuming in-house application development? We provide custom development services to cover the entire cloud application lifecycle, from requirements through delivery.

The Customer Perspective —

Your business is unique and your applications should be too. If you've considered building cloud native apps on your own, you've likely encountered one or more barriers associated with custom development: lack of cloud-experienced staff, too many backlog items, compatibility issues, and questionable reliability. Modern apps speak a modern language — something that can't be learned overnight.

To provide high-quality custom apps with predictable delivery, you need a transparent process, clear standards, and an unrivaled commitment to solution quality. This is what Hitachi Solutions, and our expert modern solutions team, provides.

We'll help you transition and transform your apps and infrastructure with modern, cloud native apps that fit your business needs. From DevOps and automation of infrastructure to code delivery and regulatory compliance, our team is able to execute across the entire technology sphere.

Potential Solutions —



Azure Active Directory: Synchronize on-premise directories and enable single sign-on.



Azure DevOps: Services to support teams to plan work, collaborate on code development, and build applications.



Azure Functions: A cross-platform framework for event-driven and API-driven projects.



Azure Kubernetes: Deploy and manage containerized applications.



Cosmos DB: Microsoft's globally distributed, multi-model database.



GitHub: A cloud-based Git repository hosting service for better code development.

The Hitachi Solutions Difference —

- Hitachi Solutions provides custom development services to cover the entire application lifecycle, from requirements through delivery.
- Whether a small, departmental application or a global, mission-critical system, we have the experience and expertise needed to build it.
- In an industry known for rapid change—from technology advances to regulatory compliance—our team stands ready to adapt and architect solutions that propel your business forward.

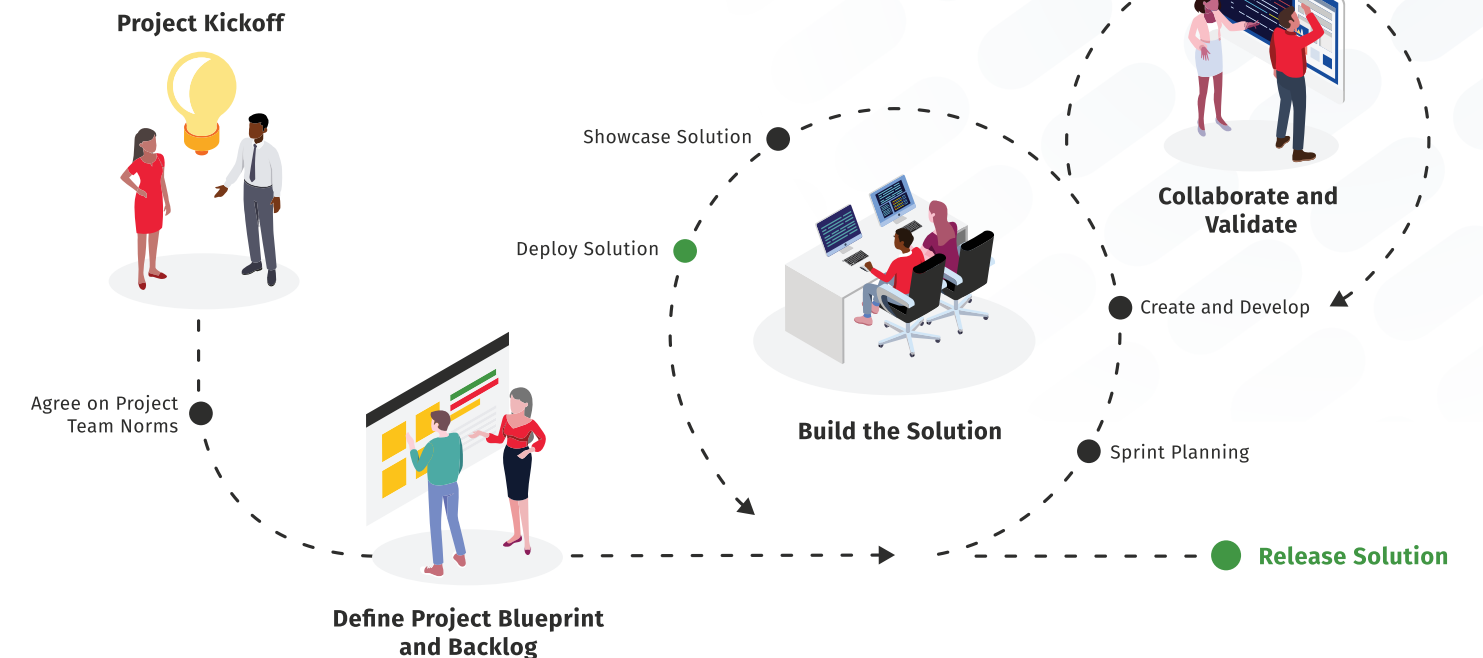


Meet One of Our Experts

Jim Leonardo
VP, Modern Solutions
jleonardo@hitachisolutions.com



Our Unified Framework



Which accounts...?

- Are asking for custom application development or no-SQL/ Cosmos DB solutions
- Recognize that having a professional application built to engage with their customers is a major differentiator
- Want to build a custom experience with their SaaS solution



Identified Accounts

How to Get Started

DevOps Workshop: In 1 week, learn about our rigorous yet agile approach to development, how to build a developer tool chain, and how we use Azure DevOps, continuous deployment, and more.

CO-FUNDED

Design Sprint: Our 2-4 week problem framing and design sprint workshops create collaborative working sessions designed to help you rapidly identify and solve your biggest challenges.

CO-FUNDED



11 Connect and Make Sense of IoT Sensors

Do your sensors make sense — or, in other words, generate valuable insights? We pair IoT data from your devices with data science and custom apps to help you reduce downtime-related costs and build new revenue streams.







The Customer Perspective —

Beyond a buzzword, IoT is an enabling technology that can evolve your business operations, products, and customer interactions. You know this, and you want to utilize streaming data and machine learning to create better customer experiences and lower operational expenses. But with barriers to IoT like cost, complexity, and security, how do you begin to make sense of your sensor data?

The opportunities of IoT are proven and many. By combining IoT data with ML and modern application development, we enable companies to increase operational efficiency, deliver exceptional customer experiences, and build new revenue streams. It's all about gaining a deeper understanding of your business from every nook and cranny — or, in this case, internet-enabled device.

After collecting massive amounts of data from various devices, we then rationalize that data and your downstream apps so decision-makers can understand your business at a deeper level than ever before.

Some Potential Solutions —



















-  **Power BI:** Ingest and visualize data into interactive reports and business insights.
-  **Azure Synapse:** Limitless analytics service with unmatched time to insight.
-  **Azure Data Lake:** Set of capabilities dedicated to storage of massive amounts of data, built on Azure Blob Storage.
-  **PTC:** Increase operational efficiency, while transforming how products are created and serviced.
-  **Databricks:** A fully managed cloud service that combines collaboration and data science.
-  **IoT Service Hub:** Our product helps create data-driven operations and services.

The Hitachi Solutions Difference —

- IoT implementation requires a specialized skill set. Our senior team replaces the need to hire a whole new department of specialists.
- Our IoT and security experts will address all your security, privacy, and compliance challenges.
- We know IoT and can offer secure integration with existing apps, provide actionable insights, and deliver immediate business value.



Meet One of Our Experts
John Young
VP, Data Science
jyoung@hitachisolutions.com

Industry Use Case	Business Drivers	Potential Products
 CPG	<ul style="list-style-type: none">Optimize product line and maximize asset life, including production data, asset dataReduce failure rates, risk optimization, including sensor stream data, retail dataOptimize asset inventory and identify non-compliant parts, including sensor stream data	    
 Health	<ul style="list-style-type: none">Innovate faster for improved drug developmentLeverage predictive analytics transforms quality of careImprove patient outcomes and cost effectivenessImprove patient communications and feedback	    
 Manufacturing	<ul style="list-style-type: none">Optimize product line and maximize asset life, including production data, asset dataReduce failure rates, risk optimization, including sensor stream data, retail dataOptimize asset inventory and identify non-compliant parts, including sensor stream data	    

Which accounts...?

- Are asking for IoT telemetry data applications or no-SQL/ Cosmos DB solutions
- Need to increase equipment or productivity uptime
- Need to improve the quality of service delivery and reduce equipment operating costs by transitioning from reactive to predictive maintenance
- Want to improve environment or fault monitoring to take measures before a safety incident occurs



Identified Accounts

How to Get Started

Art of the Possible Demo: In 1-2 weeks, visualize IoT potential, explore streaming data use cases, and preview potential outcomes for vastly improved insight and decision making.

FREE TO CUSTOMER

IoT Use Case Workshop: This 2-3 day hands-on workshop will identify high-value use cases, new sources of data through sensors/ apps, and how to avoid trouble spots.

CO-FUNDED

12 Create a Differentiated User Experience

Grasping to know your customers better without compromising time to market? Invest in user experience to create brand consistency, enhance user interactions, and grow lifelong customers.

The Customer Perspective —

You keep getting asked to ship better products, faster, while maintaining a cohesive user experience. Your development team is maxed out. And, delays in development are creating significant financial burden and stretching your resources unprofitably thin. How can you build brand consistency and ongoing customer loyalty?

User experience focuses on having a deep understanding of your users, what they need and value, their abilities, and also their limitations. Once you know your customers, understanding their problems will allow you to design, engineer, and market the products you know will sell. But, first, you need the right team.

We can help you build a consistent user experience that enables faster time to market so you can differentiate from the competition. Learn to prioritize features, fill gaps in product consistency, and implement design systems that simplify the development process. And you don't even need front-end developers — we'll handle that for you.

Some Potential Solutions —



Figma: A collaborative design tool that helps teams create and test designs.



Mural: A digital workspace for visual collaboration, enabling teams to innovate visually to solve problems.



Power Apps: A suite of apps and services that provides a low code way to build custom apps for your business.



Power BI: Ingest and visualize data into interactive reports and business insights.



Sitecore: Customer experience tool for content and marketing automation.

The Hitachi Solutions Difference —

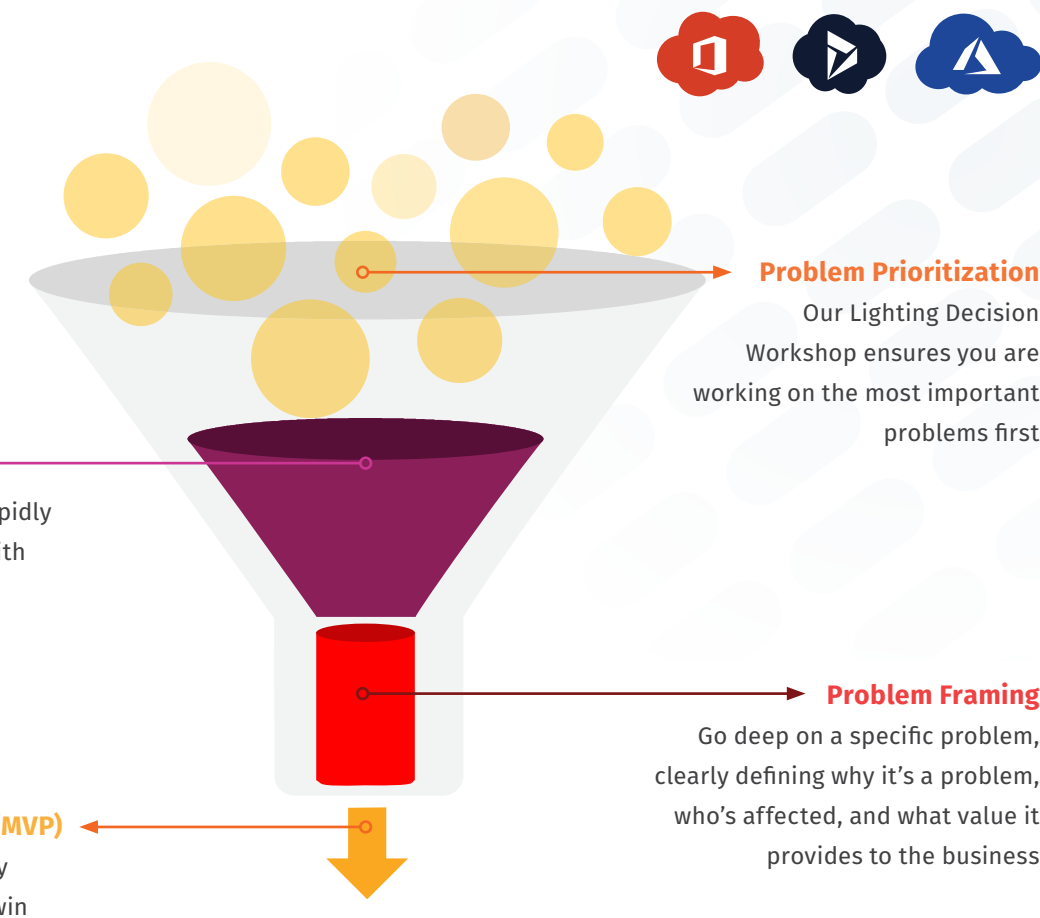
- Our user-centric design services will set up your company for long-term success and minimize design churn.
- Investing in UX will create brand consistency internally and for your end users.
- Instead of creating up-front value and moving on, our UX team is there with customers through every phase of the development process.



Meet One of Our Experts

Dan Allen

Director, UX and Application Innovation
dallen@hitachisolutions.com



Which accounts...?

- Have inconsistent applications that all look and behave differently from one another
- Have products that make users feel like they're using many different systems instead of a singular experience
- Do not have a standardized digital brand



Identified Accounts

How to Get Started

Art of the Possible Demo: In 1-2 weeks, visualize your brand's potential, explore new ideas or products, and preview potential outcomes — all before any coding begins.

FREE TO CUSTOMER

Design Sprint: Our 2-4 week problem framing and design sprint workshops create collaborative working sessions designed to help you rapidly identify and solve your biggest challenges.

CO-FUNDED

13 Enable Secure Cloud

Need to accelerate your remote workforce transition? We have the hands-on experience and expertise to quickly and efficiently create a secure and agile virtual workplace so you can keep the lights on and wheels turning.

The Customer Perspective —

You've thought about the flexibility and cost benefits of a remote work model, but some of your systems and processes are managed onsite. However, current global events compelled you to get employees out of the office and working safely from home — and fast. Not only to protect their health and keep the lights on, but to ensure business continuity to your customers during this crucial time.

An accelerated plan to enable a remote workforce is doable, but there are many things to consider — from infrastructure to security to employee productivity and more. Do you have the in-house resources to rapidly transition your traditional onsite business to a modern virtual workplace?

If not, Hitachi Solutions can help. We have the hands-on experience and expertise to create a secure and agile virtual environment, empower your employees with the right technology and tools, help you understand how to best train and support a remote workforce, and ensure you remain up and running 24/7.

Some Potential Solutions —



Teams: Your teamwork hub that allows you to chat, call, and collaborate all in one place.



Outlook: Connect and get things done with your email and calendar combined for ease of access.



Virtual Machines: A computer within a computer that provides on-demand and scalable computing resources.



Azure Sentinel: Cloud native SIEM and intelligent security analytics that work to prevent threats.



Azure Active Directory: Synchronize on-premise directories and enable single sign-on.

The Hitachi Solutions Difference —

- Our cloud security experts will work with your infrastructure team to analyze your current state security framework.
- We'll work with your team to develop a standards-based security blueprint and compliance roadmap to ensure your cybersecurity and governance is cloud-ready.

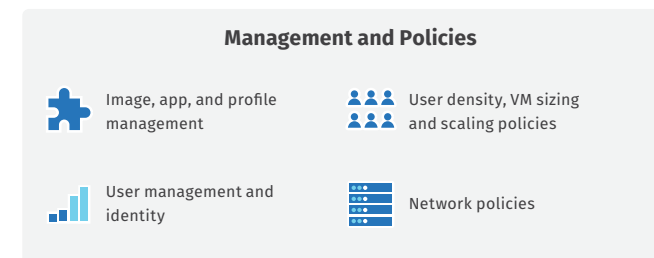
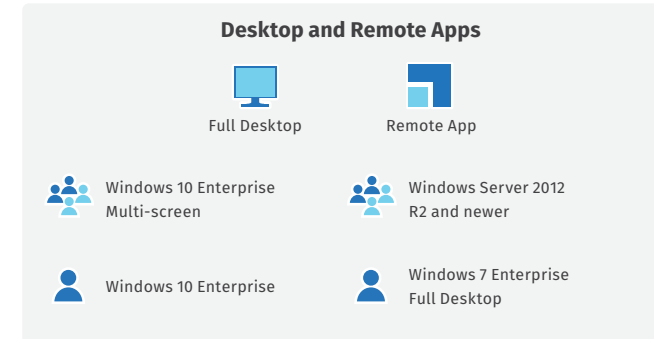


Meet One of Our Experts

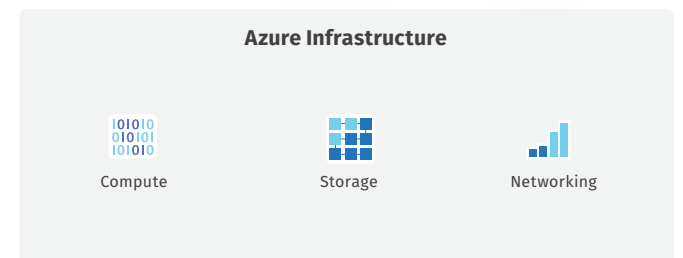
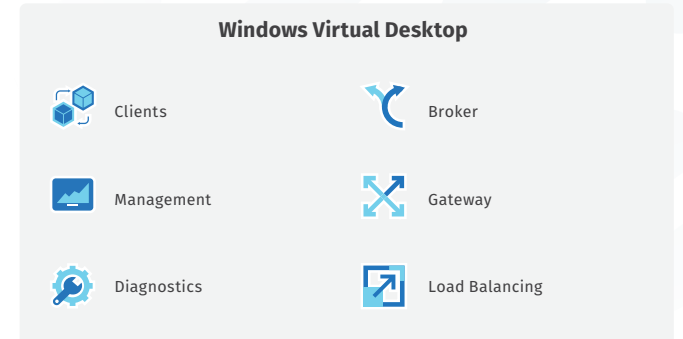
Brad Busch
VP, Cloud Enablement and Security
bbusch@hitachisolutions.com



Your Subscription, Your Control



Managed by Microsoft



Which accounts...?

- Lack a single system enterprise for collaboration, content, and communication
- Need to reduce their on-prem footprint for email and collaboration
- Want to move to the cloud but aren't sure how to monitor it, scale it, control their costs, and keep their data safe



Identified Accounts

How to Get Started

Virtual Environment Implementation: This 3-week engagement helps you transition onsite business processes to a modern virtual workplace while ensuring business continuity.

CO-FUNDED

Security Vulnerability Assessment: In 4 weeks, identify strengths and gaps in your current security infrastructure and learn how to create cloud-ready reference architecture.

CO-FUNDED



14 Migrate On-Prem to the Cloud

Challenged with access to data, integrations, performance degradation, and increased security and compliance risks caused by on-prem systems? Modernize your application and data environments to keep the business open and employees responsive 24/7.

The Customer Perspective —

You've entertained the idea of migrating your on-prem systems to the cloud. Or, you're operating a hybrid cloud model because legacy systems are too much of a hassle to move. As a result, limited access to data and integrations not only hinders employee productivity, but also hurts your customer relationships.

Platform modernization replaces your legacy applications, data, and infrastructure with the benefits of the cloud (SaaS, IaaS, PaaS) and cloud scale analytics. It eliminates the costs and inefficiencies of your old environment while providing tremendous economic, operational, and administrative business value.

It's time for a fundamental shift of your data to a more accessible, secure, and flexible location. Hitachi Solutions can migrate your business to a centralized, modern platform, reducing the risk of outages from obsolete or unsupported technology and keeping lines of business open and profitable.

Some Potential Solutions —



D365 Finance & Operations: Purpose-built application to help manage budgeting, expenses, and more.



D365 Sales: Model-driven app that helps nurture your sales endeavors from lead to order, closing deals faster.



Teams: Your teamwork hub that allows you to chat, call, and collaborate all in one place.



OneDrive: Connect to all your files in Office 365 so you can securely share and work together from anywhere.



Azure Synapse: Limitless analytics service with unmatched time to insight.



Azure Active Directory: Synchronize on-premise directories and enable single sign-on.

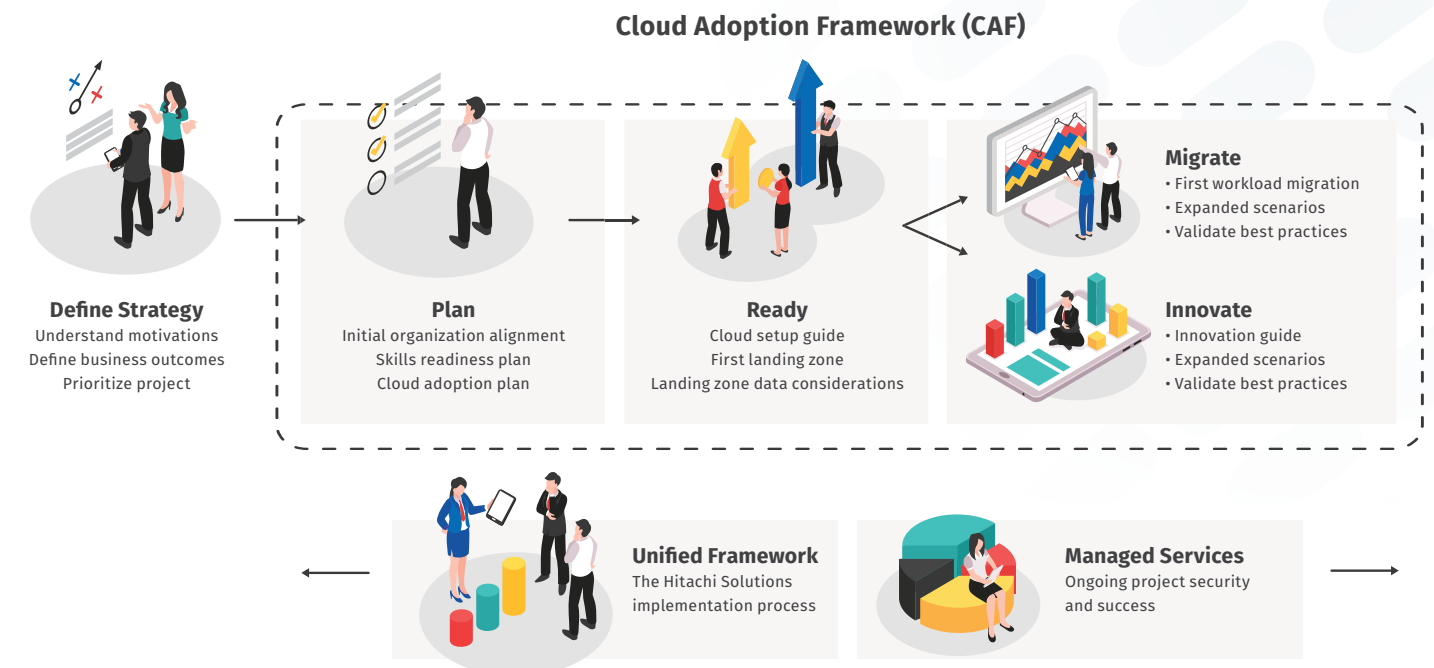
The Hitachi Solutions Difference —

- Our Cloud Migration and Enablement team will work collaboratively to define, assess, and inventory current state.
- We will provide relevant future state models, provide a transition roadmap, and assist in managing risks to guide your digital journey.
- Unlock your technology assets to enable faster time to market, competitive advantage, and the many benefits of cloud scale analytics.



Meet One of Our Experts

Brad Busch
VP, Cloud Enablement
bbusch@hitachisolutions.com



Which accounts...?

- Want to modernize existing on-prem infrastructure
- Are in co-location facilities that want to reduce their costs by moving to the cloud
- Have tier 1 or 2 applications that they would like to modernize or shift to Azure
- Are still running SQL 2008 or other EOS systems today
- Are still running AX 2009 today



Identified Accounts

How to Get Started

Cloud Readiness Assessment: In 2-3 days, we analyze your current architecture, health of on-prem applications, and the best plan to move to Azure without disrupting current systems.

FREE TO CUSTOMER

Platform Assessment: In 2-4 weeks, we provide use cases, inventory current state architecture (apps, data, infrastructure), and build a cloud transition roadmap.

CO-FUNDED

15 Modernize the Data Estate

Spending too much time on data prep and maintenance? We can help you collect, ingest, transform, and visualize your data with a modern and scalable data solution that enables self-service analytics.

The Customer Perspective —

Your business people, analysts, and data scientists want and need more data. And if it isn't more data they want then they are looking to get existing data faster. They can't wait for a data warehouse nightly batch run. They want the data now so they can make predictions now.

What you need is a scalable data solution that can adapt to your needs by pausing when not in use, handle data growth, secure your data, and produce predictive analytics. With a modern data estate, you can rely on dynamic scaling and a robust MPP architecture to process and serve data from 1TB to almost limitless scale while having direct interoperability with the Azure ecosystem.

Hitachi Solutions enables you to focus your time where it matters — on the data insights. We have the tooling and processes to manage raw data quickly and get it into the hands of business analysts faster. We show you how to experiment with data to gain actionable insights and how to operationalize the data and deploy it to dashboards and reports.

Some Potential Solutions —



Power BI: Ingest and visualize data into interactive reports and business insights.



Azure Synapse: Limitless analytics service with unmatched time to insight.



Azure Data Lake: Set of capabilities dedicated to storage of massive amounts of data.



Profisse: A data management software company, making it easy for companies to build a solid foundation of data.



Databricks: A fully managed cloud service that combines collaboration and data science.

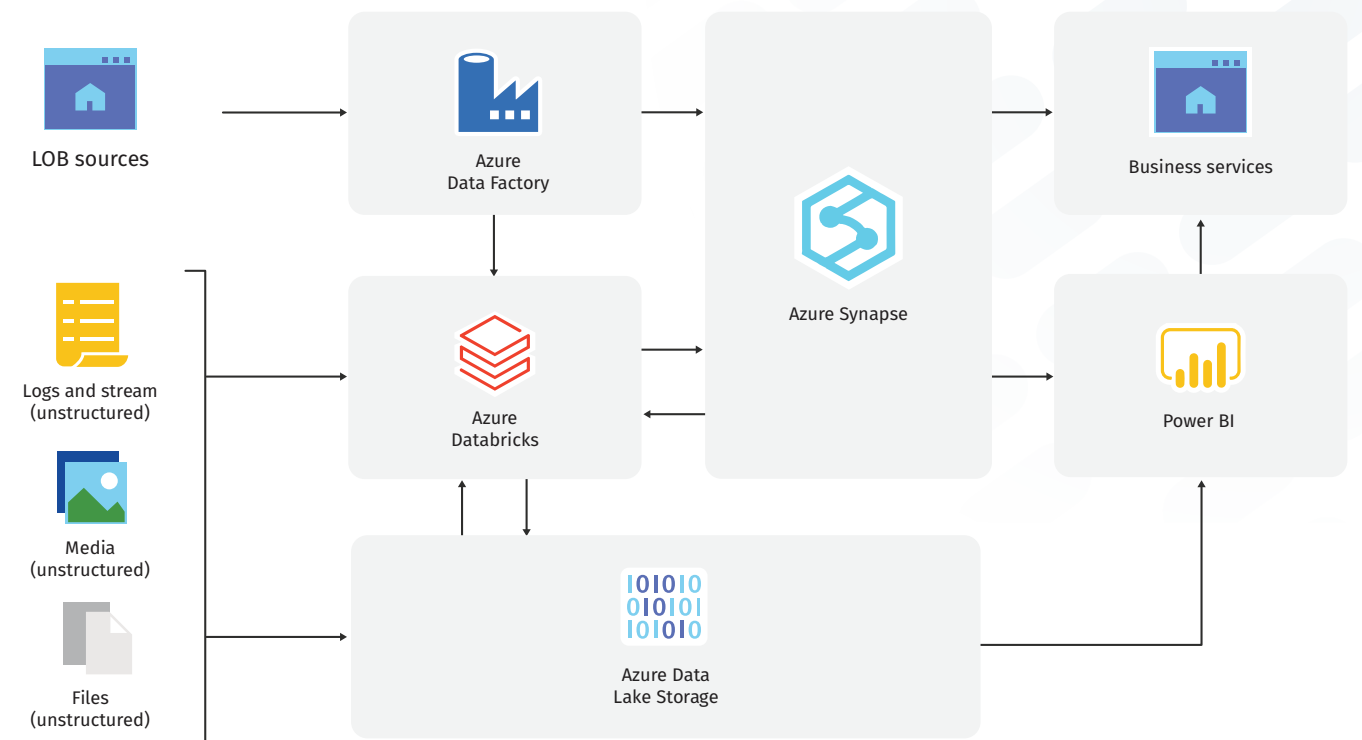
The Hitachi Solutions Difference —

- We take a metadata driven approach to reduce your time to market with our acceleration framework and get you up and running faster.
- We're on the front lines with you — our team will provide the most optimal data solution to obtain better insights at scale.
- Our team of data experts has built a strong foundation for solving enterprise problems and enabling businesses.



Meet One of Our Experts

Jesse Sullivan
VP, Data and Analytics
jsullivan@hitachisolutions.com



Which accounts...?

- Lack data, have problems with timeliness of reporting, or cannot support self-service
- Are looking for a comprehensive strategy for their entire data estate and need help knowing where to start
- Are interested in high-value analytics but don't have a complete data set or a strategy to support it
- Are still exporting data to Excel for detailed analysis



Identified Accounts

How to Get Started

Self-Service Reporting: A 2-week assessment that evaluates your current data strategy and provides visibility into your data and analytics and reveals tactical, high-value intelligence.

CO-FUNDED

10 Weeks to a Modern Data Platform: Deploy a Modern Data Platform powered by Azure Synapse in just 10 weeks — includes self-service analytics and reporting.

CO-FUNDED



16 Support, Manage, and Monitor Systems

Need to manage your systems from a single point with flexible support options? Our managed services offering helps reduce costs, mitigate risks, and add lasting value to all your Microsoft solutions.

The Customer Perspective —

We're long past the days of traditional break/fix IT, yet your IT teams still struggle to keep pace with innovation. You want to stay ahead of the curve while maintaining support for existing systems. You need a complete support solution that covers all your current needs and allows you to embrace new technologies.

Fortunately, managed services providers (MSPs) have made this possible. With managed services, you can control all cloud services from a single point with full support, management, and monitoring for all your Dynamics, Azure, and Microsoft 365 needs.

As a premier Microsoft partner with local and global presence, Hitachi Solutions can help. We provide expert support for all your Microsoft products while also helping to reduce risk, operational overhead, and IT spend while promoting quicker escalations/resolutions that enable faster deployments. With extended visibility and peace of mind, you can shift your focus to what really matters: moving the business forward.

Some Potential Solutions —



Azure DevOps: Services to support teams to plan work, collaborate on code development, and build applications.



Azure Active Directory: Synchronize on-premise directories and enable single sign-on.



Azure Sentinel: Cloud native SIEM and intelligent security analytics that work to prevent threats.



GitHub: A cloud-based Git repository hosting service, for better code development and collaboration.



Profisee: A data management software company, making it easy for companies to build a solid foundation of data.

The Hitachi Solutions Difference —

- We're a long-standing Microsoft Cloud Solution Provider (CSP) and Microsoft Gold Certified Partner.
- With Hitachi Solutions Managed Services, you can subscribe to the hours you need and use them however you choose.
- We help tackle business critical priorities, including new functionality and reports; enhancements and application integration; and staying up to date on current versions, fixes, and patches.



Meet One of Our Experts

Ranjit Goray
VP, Managed Services
rgoray@hitachisolutions.com

Application Update

- Hotfixes & updates
- Application updates & releases
- Integration, transformations & re-tool



Release Management

- Plan, schedule and control builds
- Manage & deliver testing
- Deployment management



Monitoring Services

- Hybrid monitoring
- Security management, anti-virus, malware & threat defense
- Proactive NOC/SOC monitoring
- Consumption & cost analysis



Microsoft 365 Maintenance

- Deployment and service integration
- Identity & security management
- Application updates
- Data compliance



Which accounts...?

- Want to modernize and manage existing on-prem infrastructure
- Are in co-location facilities that want to reduce their costs by moving to the cloud
- Want to move to the cloud but aren't sure how to monitor it, scale it, control their costs, and keep data safe



Identified Accounts

How to Get Started

Infrastructure Assessment: Examine current IT infrastructure and network and provide detailed improvement recommendations to optimize efficiency and budget.

CO-FUNDED

NOC/SOC Monitoring: Gain proactive security and performance monitoring for your cloud or on-prem servers, Azure Platform Services, and Azure Active Directory.

CO-FUNDED



TAKE ACTION

Additional Resources

Our trained and passionate team of innovators architect, deploy, and support world-class custom solutions built on industry-leading, field-proven platforms and best practice methodologies

Our Go-To-Market Strategy

Hitachi Solutions practices a **funnel based marketing model** that enables our organization to track a holistic customer journey, giving us valuable insights into their purchasing behaviors, as well as valuable feedback about our value proposition.

Top of the funnel — TOFU

This is the very first attempt to reach the target audience and attract potential buyers to further engage with us in a conversation. The goal is to generate leads. Initially, we do not have any information about the buyer other than generic segment and persona profiles. The goal is to attract interest that converts into qualified leads that we can follow up with and nurture over time.

Channels

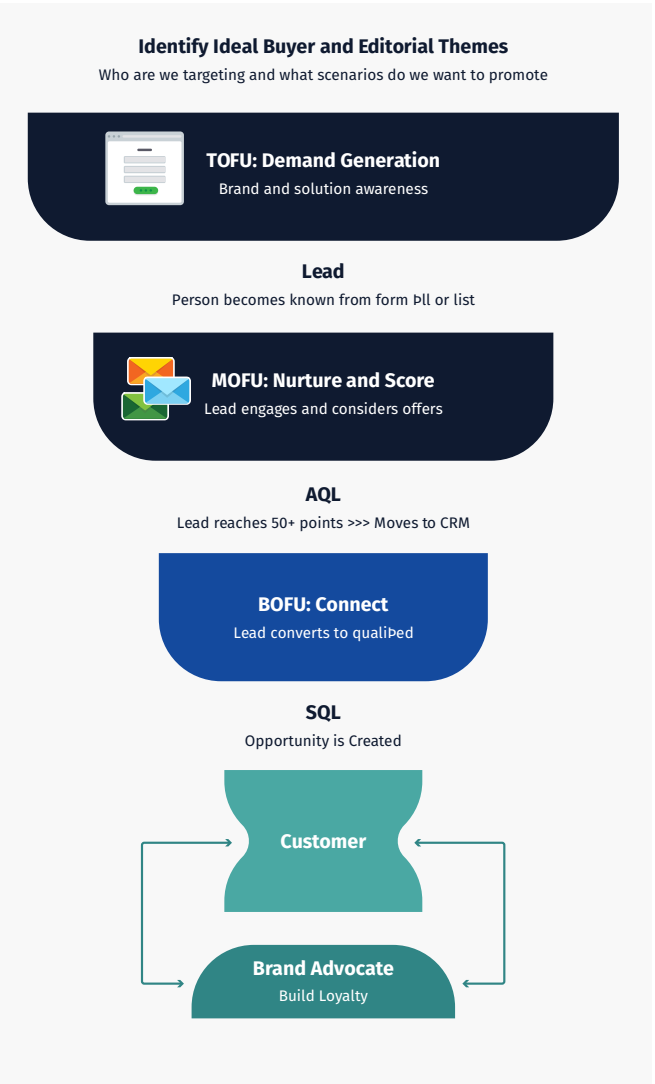
- Website and digital destinations
- Pay-per-click ad platforms (Google & LinkedIn)
- Social media
- Conferences

Middle of the funnel — MOFU

As leads convert they may or may not be ready to buy. We nurture these connections with the goal of guiding them through their buying decision process with educational and actionable content. We leverage our marketing automation tools to target our prospects, offering opportunities for digital engagement and interaction that provides more insight into the buyer's general fit with the target profile and readiness for taking the next step.

Channels

- Website and digital destinations
- Social media
- Email campaigns
- Digital events (workshops & webinars)



Lead Fast Track Channels

- Microsoft AppSource and Azure Marketplace
- Website contact us and chat
- Our packaged offers
- Engage demoware request
- In-a-day and catalyst workshops

Bottom of the funnel — BOFU

At this stage, our attention and resources are focused on nurturing qualified/established relationships, as well as sales qualified leads (SQLs). The goal is to expand within our customer pool and introduce new opportunities to the pipeline. In addition, this is where we truly understand why and how they use our products or services, and identify additional ways to maximize the lifetime value of our customer.

Our marketing activities for this phase focus on providing the sales team with the tools that help them in the discovery process to better understand the prospect's true needs and to create and present a solution that the buyer finds attractive and selects over competing alternatives.

Channels

- Email campaigns
- Outbound sales representatives
- Digital events (workshops and assessments)

Ready to get some new names for those accounts you are targeting?

	TOFU	MOFU	BOFU	Est. Investment
3-Month Account-Based-Marketing (ABM) Campaign	X	X		\$30,000+
1-Month Pay-Per-Click Campaign	X			\$4,000 – 5,000+
1-Month Email Campaign Series		X	X	\$10,000
1-Week Social Take Over (video included)	X	X	X	\$10,000
1-Hour Live Webinar (promo included)		X	X	\$2,000
3-Hour Technical Live Webinar	X	X		\$3,500
Pre-recorded Webinar/Podcast (promo included)	X	X		\$1,500
Co-branded Guest Blog (promo included)	X			\$1,000
Co-branded Premium Resource Development	X	X		\$6,000+
Co-branded Offer Development (promo included)	X	X	X	\$4,000 – 5,000+

Meet Some of Our Campaign Experts



Katie Allen
Director, Brand and Marketing Strategy
kallen@hitachisolutions.com

Kris Masiliunas, Campaign Manager
kmasiliunas@hitachisolutions.com

Tyler Tendeck, Campaign Associate
ttendeck@hitachisolutions.com

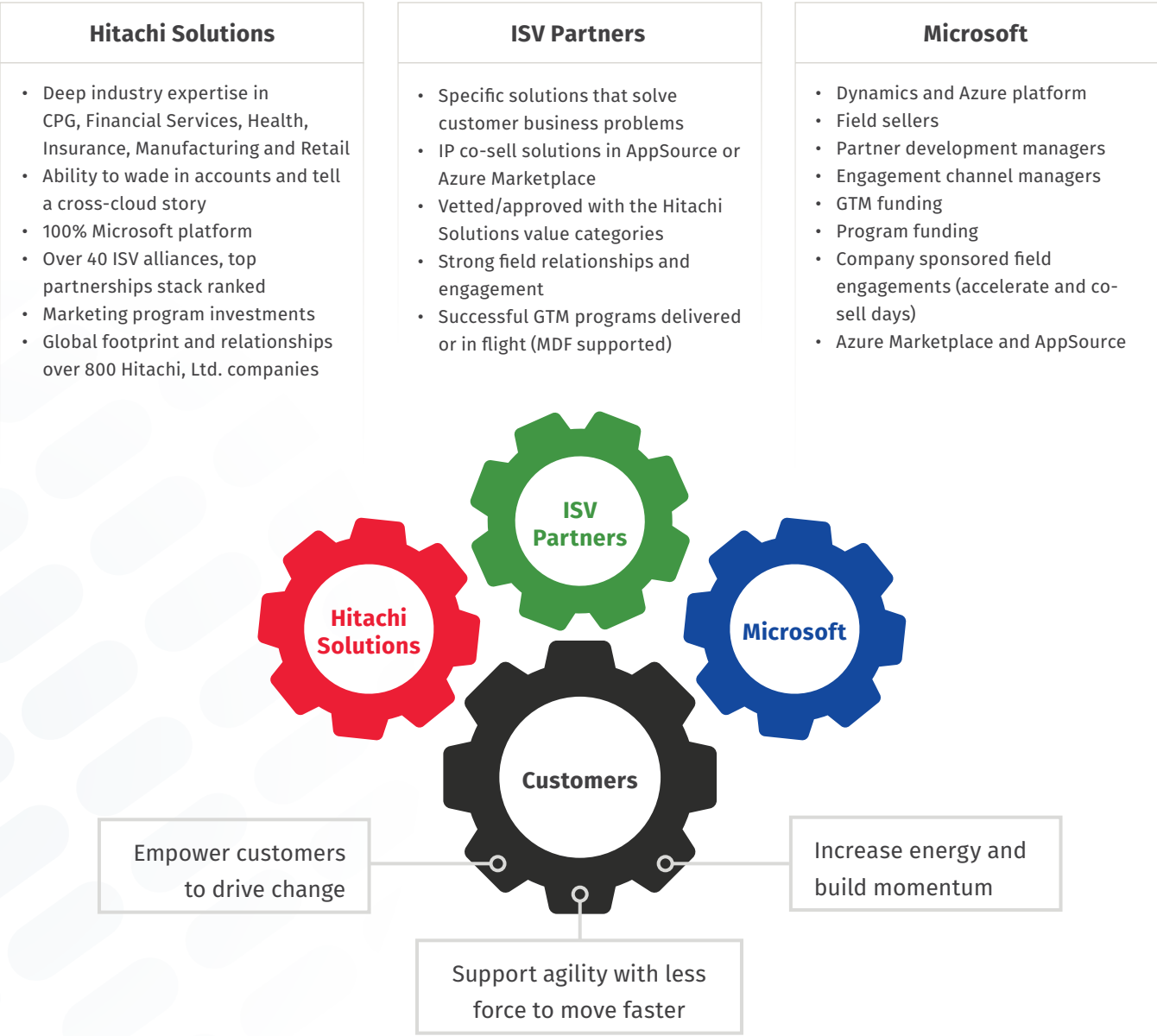
Elaiza Castro, Lead Qualification Specialist
ecastro@hitachisolutions.com

Rasheeda Mickel, Inside Sales Senior Representative
rmickel@hitachisolutions.com

Hitachi Solutions Alliance ISV Program

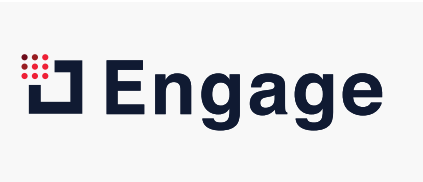
Create an ecosystem of strategic partners that **complement** the Hitachi Solutions product and service offerings and **support** the **growth** of our business across industries and regions worldwide.

Hitachi Solutions' co-sell strategy is centered around strong collaboration with our partner network to create powerful solutions that solve customer problems. The benefits of an established partner ecosystem include empowering customers to drive change, supporting agility with less force to move faster, and building momentum with combined resources and capabilities.



Dynamics ISV Connect Co-Sell Solutions

***Solutions that extend the value of Dynamics 365.** From our vast experience working with global clients, we have developed innovative and unique solutions to automate and streamline common industry processes and scenarios.*



The Hitachi Solutions Engage product suite is powered by the Microsoft cloud. These industry-centric, market-ready apps cost-effectively enhance the benefits of Dynamics 365 and speed time to value. Our most popular solutions are certified and available on AppSource for co-sell.

Hitachi Solutions Engage for Health Plans

This solution allows providers to win more business and improve customer loyalty by effectively managing and fostering more profitable and personalized relationships and allowing them to focus on all aspects of the business and customer lifecycle.

PREMIUM

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Insurance

This solution provides insurance companies with a practical way to effectively manage and foster profitable relationships and focus on all aspects of the business and customer lifecycle — from relationship and engagement management to business development.

PREMIUM

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Extended Field Service: Timecards

This solution simplifies payroll and completely automates timecard workflows in D365, allowing field service providers to quickly and easily manage and track time spent on work orders, administrative functions, and paid time off across all devices.

PREMIUM

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Extended Field Service: Warranty Management

This solution is integrated with D365 for Field Service and helps field service organizations seize control of warranty management by allowing them to quickly administer, process, and track warranty coverage throughout the entire asset lifecycle.

PREMIUM

VIEW APPSOURCE OFFER ▶

Hitachi Solutions D365 Tools

This extensive library of pre-built plug-ins, controls, scripts, and dashboards enhances existing Dynamics implementations and gives the ability to shortcut costly add-ons and complex integrations, automate platform and software releases, and simplify rule and code changes.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Asset Management

This solution improves customer insights for top-tier asset management firms, retail fund wholesalers, sales teams, and relationship managers by delivering a centralized, 360-degree view of key relationships and providing a consistent, customer-centric, and holistic snapshot of the business in real time.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Banking

This solution provides a holistic, customer-centered view of the business and helps build strong, long-lasting customer relationships that allows retail and commercial bankers to be more competitive, win more business, improve brand loyalty, and increase customer satisfaction.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Credit Unions

This solution improves member loyalty and up-selling/cross-selling by delivering a complete, holistic view of member information that allows credit unions to be more responsive, provide personalized experiences, and tailor solutions to better meet/exceed member expectations.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Equipment Dealers

This solution replaces old business systems and manual processes with a modern integrated solution that centralizes and simplifies sales, equipment, and service and provides equipment dealers with real-time visibility and data access from anywhere to enhance efficiency and profits.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Investment Banking

This solution helps investment bankers enhance business growth and build a differentiated experience by allowing them to easily track and manage contacts and relationships across multiple engagement roles including sponsors, clients, investors, and legal and professional advisory.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Private Equity

This solution improves efficiency, insights, and intelligence throughout the private equity investment lifecycle, from finding and evaluating opportunities, raising funds and working to the deal, to managing investments and providing transparency to every stakeholder.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Engage for Transportation

This solution provides transportation companies with a way to more efficiently and cost-effectively manage business processes and customer relationships and offers a centralized and flexible platform that can be used today and is easily scalable to meet the needs of tomorrow.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Order Management Suite

This modern, end-to-end ecommerce suite is optimized for B2B sales and customer service and works seamlessly with D365 to provide a robust online sales channel that is quick and easy to implement, plays to customer interests, and delivers a consistent customer-focused experience.

STANDARD

VIEW APPSOURCE OFFER ▶

Hitachi Solutions Offer List

Complimentary Value Discovery

Customer Insights Value Discovery
Microsoft Customer Insights is a highly effective way to gain intelligence into customer behavior and trends, enrich data, and automate actions.

15

QnA Maker Value Discovery
Microsoft QnA Maker unifies and centralizes your data, allowing you to effectively build dynamic knowledge bases and self-service chatbots.

24

Power Platform Value Discovery
Microsoft Power Platform is an easy, cost-effective way to build business apps — without writing code — to increase productivity, make process improvements.

2348

Data Science Value Discovery
We will run through this discovery process with an example that exposes your team to the types of questions relevant to product development.

56

Business Transformation Use Case
We work with you from the inside out, planning for the long run and ensuring our patterns, practices, and delivery methods consider a more strategic journey.

2811

User Experience Value Discovery
By ensuring an efficient and streamlined process, you can work toward being first to market, while also reducing bottlenecks in production pipelines.

112

X-In-A-Days and Catalyst

Microsoft Catalyst Workshop
Build, plan, and execute business transformation strategies with a proven, innovative approach from Microsoft Catalyst — an envisioning and planning program that employs Microsoft Dynamics 365, the Microsoft Power Platform, and the Microsoft Cloud.

1234

Analytics-in-a-Day
Join us for a full-day immersion that will showcase the power and breadth of Microsoft's comprehensive analytics offering.

515

AI-in-a-Day (Approachable AI)
Our briefing will go in depth to provide practical advice on data science product development, current technology, and data delivery needs of most organizations.

6

Cloud Native-in-a-Day
Build a proof of concept (POC) that will migrate code to a more manageable process, including containerization of tenant code and a better DevOps workflow.

910

Customer Voice-in-a-Day
Discover the best business opportunities to leverage Customer Voice, create custom surveys, and learn how to turn your survey responses into real-time insights.

14 APPSOURCE OFFER

Workshops (2-5 days)

Teams Migration Workshop
Our comprehensive hands-on workshop provides you with an introduction and overview of the technology and how to prepare for your migration.

28

Unified Interface Workshop
Our proven approach for migrating to the Unified Interface will help you enable your users with improved navigation and performance and enhanced productivity.

2 APPSOURCE OFFER

Cloud Readiness Assessment
Our 2-3 day workshop provides you an introduction and overview of the cloud, steps to prepare, and the many business benefits of taking this first step.

1314

Co-Funded Assessments (2-4 weeks)

DevOps Workshop
Our team of development leaders will assess your teams' use of modern development techniques, tools, and technologies and create customized guidance for adoption.

910

Self-Service BI
In 2 weeks, our analytics and data experts will give you step-by-step, personalized guidance on how self-service reporting can transform your unique business.

515 APPSOURCE OFFER

Design Sprint
Our design sprint workshops create collaborative virtual working sessions designed to help you rapidly identify and solve your company's biggest challenges.

1012

Platform Assessment
In 2-3 weeks we will inventory current state architectures—application, data, infrastructure—and build a platform transition roadmap.

1416

Virtual Environment Implementation
This offer helps you efficiently transition from your traditional onsite business to a modern virtual workplace while ensuring business continuity.

814

AX2012 to D365 Assessment
Proven assessment to deliver a detailed ROI calculation and action plan for your organization to migrate to Microsoft Dynamics 365.

37 APPSOURCE OFFER

Power App Maker Enablement
This 4-week on-site and remote training session combines classroom learning, hands-on labs, assessments, and real-world app development.

28 APPSOURCE OFFER

Data Quality and Governance
This 4-week engagement with data architects will give you step-by-step, personalized guidance on both operational and analytics master data management.

515 MARKETPLACE OFFER

Security Vulnerability Assessment
This assessment identifies strengths and weakness in your existing security infrastructure and create a cloud-ready reference architecture.

713

Data Science On-Demand
Our common approach to exploring the opportunity with data science begins with an idea from a business or technology leader.

6

D365 Reporting
Engage with analytics and reporting experts who will give you step-by-step, personalized guidance on how Power BI reporting can transform your unique business.

515 APPSOURCE OFFER

Organizational Change Management
This assessment and strategy offering provides the ultimate guidance for driving high user adoption of your Microsoft Dynamics solution.

APPSOURCE OFFER

Co-Funded Proof-of-Value (4 weeks+)

Reporting Gap Analysis
Our experts will evaluate your current reporting strategy and provide a complete roadmap to show you how to get the most out of your available data.

515 APPSOURCE OFFER

MDP10
A 10-week implementation of Modern Data Platform as a catalyst for change in the way that you create, consume, and communicate information within your business.

515 MARKETPLACE OFFER

Monitoring Solution
Through a 24/7 operations center and dedicated service desk with telephone and remote support, we continuously monitor your most critical resources.

16

Developer Velocity Assessment
Our team uses a rigorous, yet agile approach to software development to achieve high developer velocity, quality, and predictability.

910

User Scoring Index (USI) Analysis
The driving force behind this is to help customers who might be struggling with low system adoption and build an action plan that increases morale and identifies gaps.

214

Cle+ for Dynamics 365
Use Customer Insights as a jumping off point to gain better insight into customer behaviors and identify opportunities to enrich information and automate actions.

15 APPSOURCE OFFER

