

**AlignMark, Inc., headquartered in Maitland, Florida, is a premier supplier of integrated human resource solutions that maximize companies' investments in human capital. AlignMark offers a seamless approach for addressing the professional and personal needs of employees and the HR needs of an organization, ranging from recruitment and selection to performance management and work/life balance.**



## C Case Study: AlignMark

### Business Challenge

AlignMark, a leading provider of human resource products and services to the Fortune 1000, offers solutions that address both the personal and professional needs of individuals. Recognized as experts in the design of computer-based assessment and training products, AlignMark focuses on the selection, development and performance management of employees.

In an effort to expand its customer base, AlignMark sought to move its significant intellectual capital to the web to allow for more accessible and flexible delivery of its products. This would enable AlignMark to capture and organize its programs and services and create a robust knowledge repository. In addition, its customers would have convenient self-service access to the content creating competitive advantage. Finally, moving its content to the web would open a new customer channel for AlignMark as Employee Assistance Providers could offer online content that corresponded with existing services.

To meet this need for an online resource, AlignMark launched LifeHub™, a custom-developed content portal, to organize and deliver its intellectual capital. The company looked to Hitachi Consulting for help with the portal assessment, design and implementation. AlignMark appreciated Hitachi Consulting's proven project approach including a commitment to knowledge transfer. Moreover, as Hitachi Ltd.'s global business and IT consulting company, Hitachi Consulting was positioned to inspire AlignMark's success.

### The Solution

Hitachi Consulting began the project with a systematic assessment to identify the unique content requirements and business functionality of LifeHub. Both free and subscription-based content along with editorial approval levels had to be managed with the portal.

Using its rapid implementation methodology, Hitachi Consulting configured and customized the Oracle 9i Application Server (Oracle 9iAS) Portal product to enable LifeHub.

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The final solution included the integration of ecommerce capability, enhanced security functionality to support partitioned use by multiple companies and integrated third-party packages to support web conferences and surveys.

Employees of subscribing companies can now access the world's leading online resources for self-development in a variety of personal and professional domains.

*"Hitachi Consulting's leadership for this implementation was a key to our success. They became our outsourced CTO," said Cabot Jaffee, CEO of AlignMark, Inc.*

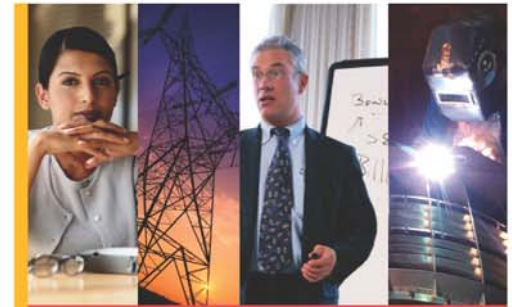
*"With Hitachi Consulting's extensive Oracle capabilities and portal implementation experience, we were able to build LifeHub on budget and schedule. We outsourced the entire implementation to Hitachi Consulting. Without them, we would not have been able to accomplish what we set out to do."*

### Business Benefits

The Internet based portal, LifeHub, is used to deliver personal and professional self-improvement information and resources to employees and their family members. As an online, self-service portal, it is available to employees 24 hours a day, seven days a week, and can be accessed securely from the workplace or from home.

This breakthrough solution allows AlignMark to serve large corporate customers by providing them information on a variety of topics including health, nutrition, career skills, stress management, relationships and personal finance. Companies like Equifax and the American Red Cross are successfully utilizing LifeHub to enhance their employees' work/life skills and abilities.

AlignMark added 30 new subscribers within the first three months of the LifeHub portal. The scalable solution positioned AlignMark to successfully meet demand fluctuations. In addition, AlignMark continues to work with Hitachi Consulting to improve features and performance as demand increases.



### About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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