

At Hitachi Consulting, we help pinpoint business issues and causes, as we apply our industry expertise and knowledge to improve processes and systems.

Our CME Practice Group maintains long-term client relationships with organizations across the industry, including:

- Telecommunications carriers
- Cable providers
- Wireless services
- Satellite TV
- Global media & entertainment companies

“What sets Hitachi Consulting apart is the mindset of value. They know our business inside and out...delivering the best solutions ... so there’s a history of success which is hard to beat.”



Industry Overview

Communications, Media & Entertainment (CME)

Over the past decade, technological innovations in the Communications, Media & Entertainment sector have triggered profound changes in how people communicate.

With the convergence of high-speed networks, digital content and mobile devices, consumers now choose *how, when and where* their content is delivered. On-demand access to business systems, entertainment, and online communities has become a vital part of the day for professionals and consumers alike. This is reshaping the fabric of everyday life and raising expectations for future innovation.

For CME organizations, this appetite for on-demand access has brought industry growth, large subscriber bases, higher revenues, and new sources of profits. However, it has also created an array of challenges, including radically different market conditions, shorter product lifecycles, greater bandwidth needs, and complex investment choices.

As the economy begins to shift toward growth again, Hitachi Consulting expects the demand for innovation to increase. Now more than ever, **Communications, Media & Entertainment** companies must be responsive to customer needs, have greater insight into corporate performance, and react quickly to rapidly changing market environments.

Building a Foundation for Success

At Hitachi Consulting, we are leaders in the markets we serve. Our CME Practice has experience working with major telecommunications service providers and top media and entertainment companies. The hallmarks of our service — long-term client relationships, industry experience, quality of work, and overall value — are what set us apart.

- **Experience.** On average, our CME leaders boast more than two decades of industry experience solving business challenges for clients. In addition, our CME practice includes professionals with broad consulting, IT and services expertise. Armed with extensive CME knowledge and experience, our teams quickly become part of your team — providing a balanced view of strategy, people, process and technology.
- **Quality.** Our quality of work can be measured by our track record of success helping CME companies. Recent client engagements include more than 200 projects working with global CME organizations, including:
 - The top four U.S. telecom companies
 - Five of the top eight cable providers
 - Three of the top five national wireless carriers
 - The top two satellite television providers
 - Five of the top seven motion picture studios
- **Value.** It’s one of our most important differentiators. Whether in finance, IT, marketing, human capital, or corporate operations, our CME teams will find the most effective and affordable way to deliver innovative solutions. This focus on value underpins all we do at Hitachi Consulting and contributes to long-term client relationships that can withstand the tests of industry consolidation, market shifts, and changes in consumer behavior.

100th
ANNIVERSARY

Celebrating 100 years of the Hitachi Group

HITACHI
Inspire the Next

The CME Practice

For more information on how Hitachi Consulting can address your business needs, contact our CME Practice:

Toll-Free Phone: 877.664.0010

Email: info@hitachiconsulting.com

About Hitachi Consulting Corporation

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. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions.

Hitachi Consulting's client base includes nearly 25 percent of the Global 100 and many leading mid-market companies. From business strategy development through application deployment, we help clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting –Building the Market Responsive Company®

Hitachi Consulting – CME Practice Group

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Staying Competitive

We know that today's premier companies achieve success by responding to ever-changing market requirements and customer expectations. Hitachi Consulting brings targeted, market-tested solutions to enhance product leadership, customer loyalty, operational excellence, and cost optimization. Providing expertise across the enterprise, our CME practice helps you stay competitive by addressing business-critical functions, which include:

- **Corporate Operations** – *Building a High Performance Corporate Environment*
Helping clients in the areas of corporate performance management, budget and planning, and margin optimization.
- **Product Leadership** – *Improving the Impact of Marketing Investments*
Providing expertise in marketplace analytics, as well as product and offer management.
- **Customer Rapport** – *Enhancing the Customer Experience*
Driving improvements in customer experience management, customer profitability, CRM and customer operations, and customer risk management.
- **Business Insight** – *Transforming the Decision-Making Process*
Supporting better business decisions through data warehousing, enterprise solutions, content management, usability, asset / inventory validation, and reporting / compliance.
- **Network Efficiency** – *Evolving Networks for Innovation and Growth*
Improving merger integration, next-generation network (NGN) design and implementation, and network engineering and operations.
- **IT Services** – *Strengthening the Business with Sales Support, Billing and Customer Management*
Solving challenges with IT/OSS/BSS design, build and support initiatives, as well as customer billing operations and field service excellence.
- **Corporate Change** – *Ensuring Successful Transitions*
Providing organization change management, vendor selection and support, project and program management, centers of excellence, and adoption support / training.

As customer demand for innovation continues to increase, the CME industry faces one of the most challenging business environments in recent memory. Hitachi Consulting brings decades of experience and a client-focused, collaborative approach to every engagement. We craft practical solutions that address your specific market requirements, helping you in Building the Market Responsive Company®.

For more information about how the CME Practice can help your organization, call 877-664-0010 or visit www.hitachiconsulting.com/com.cfm.