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CP Companies Report Increased Value in Efforts Behind Demand Signal Repositories

*According to New AMR Research Survey -- Conducted With Hitachi Consulting -- Industry Now Views
Use of Downstream Data as Differentiator; More Investment Anticipated*

DALLAS – April 27, 2010 – AMR Research, in collaboration with [Hitachi Consulting](#), the global business and IT consulting company of Hitachi Ltd., this week will release the opinions and projections from 120 Consumer Products companies on their understanding and growing use of Demand Signal Repositories (DSR). Research analysts will demonstrate on a webinar, hosted by Hitachi Consulting and *Consumer Goods Technology*, that a “tipping point” has been reached on the expanding use of the DSR, specifically as a method and set of tools they say can improve competitive advantage.

Survey responses, from food & beverage (F&B) consumer products (CP) and pharmaceutical companies, show a distinct pattern of activities, behaviors and thinking that many leading companies are applying in the use of downstream data, according to Brad Hairston, Vice President in Hitachi Consulting’s [Consumer Products Industry Practice](#).

“For some time, companies have been focused on the daunting task of harmonizing data and choosing the right path by developing their own systems in addition to working with technology vendors. And rightly so, many have been discouraged during their journey. But our research now shows an encouraging trend as leading companies are finally moving towards optimizing the DSR with standardized technologies,” said Hairston.

According to survey results, more than half of CP and F&B respondents say their account teams have already standardized their use of technology, while 50 percent plan to do so in 2010. Specific to the varied technology solutions available to these leading companies, 74 percent of responding companies

currently using a DSR say they are “building their own business intelligence solution” to manage the various forms of downstream data.

Overall survey findings suggest that to become demand-driven, companies must first capture downstream data and utilize a Demand Signal Repository to drive actionable insights and respond with profitable demand-shaping response. The findings also suggest that companies investing in DSR strategies must make decisions specific to technologies, architecture, applications, organization, and metrics that will allow them to design operations from the outside-in and have visibility back to the shelf.

AMR Research organized this exploration of the DSR transition to understand the Best Practices in leveraging enterprise data, master data, downstream demand data and enterprise architecture for improved performance in the value chain.

To learn more about the AMR Research results, [join the live webinar](#) discussion with Hairston, and featured AMR Research Director Steve Steutermann, Wednesday, April 28, at 2 p.m. EDT. You can also participate in the ongoing discussion by joining [the Hitachi Consulting](#) DSR Success ShareGroup on LinkedIn, where thought leaders are engaging in discussion of various aspects of the research results.

In related news, [read remarks](#) from Hitachi Consulting Consumer Products Practice Leader David Wechsler about trends in data analytics as part of *Consumer Goods Technology's* 2010 Readers' Choice industry survey. Hitachi Consulting's Consumer Products National Industry Practice, which is [ranked #4 in Consulting Services](#) in the *CGT* 2010 Readers' Choice Survey, operates in most major United States cities. Current and former clients include Bonipak, the subsidiaries of the Schwan Food Company, Sony Electronics Inc, Tyson, Mary Kay and many others.

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As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. 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. 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 25 percent of the Global 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement.

For more information, call 1.877.664.0010 or visit www.hitachiconsulting.com.

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Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 400,000 employees worldwide. Fiscal 2008 (ended March 31, 2009) consolidated revenues totaled 10,000 billion yen (\$102.0 billion). The company offers a wide range of systems, products and services in market sectors including information systems, electronic devices, power and industrial systems, consumer products, materials, logistics and financial services. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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