

FOR IMMEDIATE RELEASE



Contact Information:

Jim Budkie

Managing Vice President, Marketing

Hitachi Consulting

513.939.0312

jbudkie@hitachiconsulting.com

CRM magazine Names Hitachi Consulting 'Leader' in 2009 Annual Market Awards

DALLAS – Sept. 21, 2009 – [Hitachi Consulting](http://www.hitachiconsulting.com) has been named a “Leading” consulting firm in *CRM* magazine’s 2009 Customer Relationship Management (CRM) Market Awards as announced in the magazine’s September issue. According to the magazine, this is the seventh year it has ranked market winners, influential leaders, rising stars and elite companies active in CRM solutions, software, and engagements, including consulting.



“To stay competitive in a challenging economy, companies must come up with innovative ways to improve their customer relationship efforts. This is exactly what the recipients of the 2009 CRM Market Awards have done,” said David Myron, *CRM* magazine’s editorial director. “Congratulations to this year’s award recipients for their achievements over the last year. May their CRM efforts continue to succeed.”

According to the initial announcement from *CRM* magazine, award recipients were determined through an extensive three-month process and a proprietary rating formula that involves industry analysts, financial and corporate information, product and functionality assessments, and scores reflecting customer satisfaction.

Hitachi Consulting, the global IT and consulting company of Hitachi Ltd, has moved up from its first appearance in the rankings, entering the 2008 list as “One to Watch” in the CRM consultancy category. In describing Hitachi Consulting, the magazine quoted a participating Gartner Research analyst who wrote that the firm “possesses a combination of skills, which, when well integrated, exceeds the expectation of the market.”

“This is a busy time for companies, focusing intently on customers and finding ways to improve those relationships while dealing with the difficult economic challenges. The honor of being selected as one of

only five elite consulting firms recognized as 'Leaders' by *CRM* magazine serves as further proof that our innovative [CRM solution offerings](#) and experienced team of CRM consultants are having an impact in the marketplace and, more importantly, genuinely benefitting our clients' businesses," said Dave Sheridan, Hitachi Consulting Director, Customer & Channel Solutions.

CRM magazine determines its consultancy ratings based on customer satisfaction, services offered, and the ability to execute its programs. Others listed in the consultancy group included Deloitte, Accenture, Capgemini and IBM Global Business Services. To read the complete issue, go to www.destinationCRM.com.

Hitachi Consulting's CRM practice has extensive experience in helping clients develop customer and channel strategies, architect advanced technology solutions, plan for complex global implementations, and manage the process and organizational change required to successfully transform themselves into customer-centric organizations. Hitachi Consulting has deep experience and strategic alliances with leading CRM vendors Oracle, Microsoft, SAP, and Salesforce.com. Hitachi Consulting's CRM solutions are part of its Revenue Management services, which help companies improve processes and tools to optimize demand-shaping activities.

###

About Hitachi Consulting Corporation

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.

About Hitachi, Ltd.

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>.