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**FOR IMMEDIATE RELEASE**

## **Hitachi Consulting Client Panduit Wins Microsoft Dynamics Customer Excellence Award for Overall Excellence**

*Company Uses Microsoft Dynamics CRM Solution to Improve Sales Force Efficiencies*

**DALLAS** — May 4, 2010 — Hitachi Consulting client, [Panduit](#), a global leader in Unified Physical Infrastructure<sup>sm</sup> (UPI) based solutions, was recently awarded the 2010 Microsoft Dynamics Customer Excellence Award for Overall Excellence – Microsoft CRM. The company was honored by Microsoft executives at an awards luncheon on April 25 at Convergence 2010 in Atlanta.

Panduit selected and implemented a hosted Microsoft Dynamics CRM due to a need for rapid deployment and easy integration with other Microsoft solutions including Microsoft SharePoint, Exchange, and SQL Reporting Services. In just two months, with the help of Microsoft alliance partner [Hitachi Consulting](#), Panduit went live with more than 700 users in 20 countries, enabling real-time access to information for all parties involved in the company's complex, global sales value chain, which consists of distributors, contractors, integrators, alliance partners, design consultants, manufacturer's representatives, and direct employees. Read more about the implementation in the Panduit [case study](#).

"Access to the right information across the entire value chain is critical to our sales strategy. Our Microsoft Dynamics CRM implementation has achieved a user adoption rate of 90 percent," said Ron Partridge, Panduit Group VP of Global Sales and Marketing. "We want to thank Hitachi Consulting for helping us enhance visibility into the sales pipeline."

"We are very excited for Panduit and proud to have worked with them in the implementation," said Mitchell Simon, Senior Vice President at Hitachi Consulting. "This award for overall excellence is well-deserved."

Panduit runs Microsoft Dynamics CRM. Microsoft Dynamics is a line of financial, customer relationship, and supply chain management solutions that help businesses work more effectively. Hitachi Consulting specializes in the implementation, customization and support of Microsoft Dynamics AX.

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#### **About Hitachi Consulting Corporation**

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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](http://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>.

#### **About Panduit**

Panduit is a world-class developer and provider of leading-edge solutions that help customers optimize the physical infrastructure through simplification, agility and operational efficiency. Panduit's Unified Physical Infrastructure<sup>sm</sup> (UPI) based solutions give enterprises the capabilities to connect, manage and automate communications, computing, power, control and security systems for a smarter, unified business foundation. Strong relationships with technology leaders complemented with its global staff and unmatched service and support make Panduit a valuable and trusted partner. ([www.panduit.com](http://www.panduit.com))

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