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***Supply & Demand Chain Executive* Names Hitachi Consulting Managing VP  
'Pro to Know' for Work in Building the Market Responsive Company(SM)**

**DALLAS** – March 24, 2009 – Tim Vaio, Hitachi Consulting managing vice president of the Industrial Products Practice, has been named a supply chain “Provider Pro to Know” by [Supply & Demand Chain Executive](#) magazine. The honor recognizes providers who have “personally helped clients during the current economic downturn by assisting them in managing risk in the supply chain, providing competitive advantage and/or delivering value to the bottom line.” The recognition is partly due to work Hitachi Consulting is doing through its [Building the Market Responsive Company<sup>SM</sup>](#) message.



"This year's 'Provider Pros to Know' have shown themselves to be thought-leaders in their respective supply chain segments. Their efforts in developing the tools and processes that enable companies to weather risky economic conditions and place them in a position to surge ahead in better times have earned them a place on this year's Provider Pros listing," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*.

This is the second recent honor from *Supply & Demand Chain Executive*. In 2008, Hitachi Consulting was named to the magazine's [Supply & Demand Chain 100](#) as a services provider “at the forefront of innovation.”

Hitachi Consulting has distinguished itself in the marketplace recently with its [Building the Market Responsive Company<sup>SM</sup>](#) message which focuses on a company's ability to quickly respond to market changes by leveraging every aspect of operations across the value chain, including tangible and intangible assets to address cost pressures, service issues, requirements changes, and unexpected events across the value chain.

“You can only be as nimble as your company's ‘nervous system’ allows you to be,” Vaio said. “With ever-increasing volumes of data, a global economy, demanding customer requirements, focus on cost reductions and ever-more complex business processes the goal of remaining Market Responsive is a significant one. Hitachi Consulting focuses on helping companies, not only on implementing key technology, but on making sure that the strategy and key business processes are built to enable a more sustainable responsive environment across the entire value chain.”

The full listing of the 2009 Pros to Know is available in the February/March 2009 issue of *Supply & Demand Chain Executive* magazine and ebook and on the *Supply & Demand Chain Executive* Web site at [www.SDCExec.com](http://www.SDCExec.com).

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**About Hitachi Consulting**

[Building the Market Responsive Company<sup>SM</sup>](#)

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the US, Europe and Asia, 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 35 percent of the Fortune 100 and 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).

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**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 390,000 employees worldwide. Fiscal 2007 (ended March 31, 2008) consolidated revenues totaled 11,226 billion yen (\$112.2 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 Supply & Demand Chain Executive**

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at [www.SDCExec.com](http://www.SDCExec.com).