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FOR IMMEDIATE RELEASE

Hitachi Consulting Strengthens Six Sigma Capabilities in its Communications, Media and Entertainment Practice

20 Consultants Earn Six Sigma Green Belt Designation to Help Clients Achieve Higher Levels of Efficiencies and Sustainable Business Benefits

DALLAS – Jan. 17, 2012 – Hitachi Consulting, a leading provider of [IT consulting](#) and [management consulting](#) solutions and services, today announced that 20 of its [Communications, Media and Entertainment](#) (CME) consultants received their Certified Six Sigma® Green Belt (SSGB) designation in 2011. They join a Six Sigma Master Black Belt in strengthening the Six Sigma presence in the CME Practice. With these new certifications, approximately 40 percent of Hitachi Consulting’s CME department now has the Six Sigma Green Belt designation. Continuing education and certification are an integral part of the culture at Hitachi Consulting and it drives the CME practice to deliver innovative process improvement and cost savings solutions for its clients.

“At Hitachi Consulting, our Communications, Media and Entertainment team prides itself on the experience, quality and value we bring to our client engagements—it’s what sets us apart in the marketplace,” said Mike McNabb, Senior Vice President and leader of the Communications, Media and Entertainment Practice at Hitachi Consulting. “Although Six Sigma has many potential benefits, it is essential to have a solid understanding of the methodology to get the best return. By ensuring our team members have the best possible training to enhance their skills, we are able to help our clients cut through the complexity to find the right processes and tools to effectively achieve their objectives.”



Four Communications, Media and Entertainment consultants joined a Six Sigma Master Black as consultants certified in Six Sigma principles and practices last June. Sixteen received their certifications in December. The Certification Board of [American Society for Quality](#)® (ASQ®) sponsors the designation and announced the newest SSGB recipients.

“ASQ provides certification as a way to provide formal recognition to professionals who have demonstrated an understanding of, and a commitment to, quality techniques and practices in their jobs and careers,” explains E. David Spong, ASQ president. “This is a great accomplishment and, although not a formal registration or licensure, it represents a high level of peer recognition.”

In order to sit for the Six Sigma Green Belt examination, an individual must have three years of work experience related to the body of knowledge. Certified SSGBs apply tools and techniques from the DMAIC model (define, measure, analyze, improve and control) while working on Six Sigma projects under the supervision of a Black Belt.

“I congratulate all of our new Six Sigma designees. It is another example of our team’s commitment to the industry and the quality of service we provide to our CME clients,” said McNabb. “We now add the Six Sigma capabilities to the deep industry experience and extensive knowledge our consultants already bring to the table.”

About Hitachi Consulting Corporation

Hitachi Consulting is the global business and IT consulting company of Hitachi Ltd. with operations throughout North America, Europe, the Middle East and Asia. The company 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 and maintenance, 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 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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