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New Hitachi Consulting Practice Offers Sustainability Measurement and Solutions for Environmental Impact Reporting and Reduction

New Practice, Inspired by Hitachi Ltd.'s Environmental Vision 2025 to Reduce Global CO₂ Emissions, has Implemented SAP® Carbon Impact On-demand Solution

DALLAS – May 18, 2010 – Helping companies measure and manage their environmental impact reduction initiatives, with strategy, research and implementation services, Hitachi Consulting today unveiled its new [Environmental Sustainability Solutions](#) practice. This new practice offers companies a unified set of solutions designed to help them profitably shift to a model where greater resource efficiency and environmental responsibility drive continued success with customers, employees and shareholders.

The Environmental Sustainability Solutions practice within [Hitachi Consulting](#), the business and IT consulting company of Hitachi Ltd., serves clients across industries with environmentally focused solutions, specifically helping provide increased visibility, stronger risk mitigation and proactive management of energy consumption, fuel usage, chemical compliance, water conservation and material reuse.

Todd Price, National Leader of the Hitachi Consulting Environmental Sustainability Solutions practice, believes the tangible progress made by Hitachi Ltd., in Asia, and Hitachi Consulting, in Europe, is helping companies balance sustainability improvement and profitability performance and is now setting a benchmark for leading companies in the United States.

“We’ve helped companies of varied backgrounds save money, reduce their overall environmental impact and create more corporate value for their mission and brand, in part by making productive use of corporate data assets, organizational change management processes, and measurement of actual progress to thoughtfully developed targets,” Price said. “In addition to our consulting services, we are now poised to selectively help introduce sustainable product innovations from sister companies, including Hitachi Data Systems, Hitachi Power Systems and Hitachi Industrial Equipment Systems, pursuant to the overall

Hitachi Corporate growth strategy to 'create a more sustainable world through innovation.'”

Hitachi Consulting Launches New Services Offering Based on SAP Carbon Impact

In addition to introducing its new practice, Hitachi Consulting has also launched a new services offering for energy consumption and carbon emissions reduction. This solution combines the capabilities of the SAP® Carbon Impact on-demand solution with Hitachi Consulting’s methodology to drive rapid value. Included in the package is an assessment and delivery of a proof-of-concept, provided within a few days. Hitachi Consulting uses the results to help customers create a blueprint for an enterprise-wide environmental impact reporting strategy, based on SAP Carbon Impact.

Hitachi Consulting will be tailoring its new services offering to a set of target industries to address immediate sustainability requirements. This includes industrial products for responding to EPA greenhouse gas mandatory reporting regulations, consumer products companies responding to retailer carbon footprint transparency reporting initiatives, aerospace and defense adopters of the EPA Climate Leaders program, and federal agencies reporting on emissions and waste pursuant to Executive Order 13514.

As part of its mission to reduce its own carbon footprint, Hitachi Consulting recently implemented [SAP Carbon Impact](#) to help measure and manage its sustainability efforts. Hitachi Consulting’s global parent Hitachi, Ltd., has stated long-term environmental targets of becoming emission-neutral as a company by 2015 (“[Vision 2015](#)”) and helping to reduce global CO₂ emissions in general by 100 million tons annually through Hitachi manufacturing efficiencies and more efficient use of Hitachi products by 2025.

“Today’s announcement reflects our support of SAP’s sustainability strategy and solutions, and the ongoing collaboration our companies have related to SAP Carbon Impact and the [SAP® BusinessObjects™ Sustainability Performance Management](#) application,” said Price. “We will use SAP Carbon Impact to guide our internal carbon and environmental initiatives supporting the Hitachi Ltd. Vision 2025 efforts. The experience and best practices we gain are being shared directly with our clients. This real-world experience from Hitachi Consulting will help customers accelerate their own successful sustainability measurement and reporting initiatives involving SAP Carbon Impact.”

“Hitachi Consulting is both a key customer and partner for SAP sustainability solutions,” said Glenn Wada, vice president, Sustainability, SAP Americas. “Their use of SAP Carbon Impact to deliver clarity associated with Hitachi Consulting’s contribution to Hitachi Ltd.’s overall environmental targets is a great example of ‘walking the talk’. We believe the experience gained from their internal carbon reporting efforts will translate immediately into value for their clients.”

At the SAPPHIRE® NOW conference, being held in Orlando, Fla., May 16-19, Rob Farris, vice president of Hitachi Consulting, will give two presentations on Wed., May 19: *Credible Reporting and Profitable Reduction of the Carbon Footprint* and *SAP On-Demand Solutions in Action*.

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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 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 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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