

## Greater Than the Sum of Its Parts: The Alliance of Hitachi and Oracle

It takes more than just an agreement to form a successful partnership. Fostering synergy – creating an alliance that is truly greater than the sum of its parts – requires solid, equal partners with shared vision, where each member brings significant and complementary strengths to the table – partners like Hitachi Consulting and Oracle. The two companies are equally committed to substantial investment in innovative technologies.

### A Partnership of Equals

At Hitachi Consulting, we're not just a partner of Oracle – we're also a client. The flagship consulting group within Hitachi, Ltd., Hitachi Consulting was founded in November 2000 in Dallas, Texas. Starting in 2001, we became an Oracle Financials customer, and we built on our relationship over the years. We implemented Oracle E-Business Suite in 2012, and in 2015, Hitachi Consulting chose the unmatched power of Oracle platforms to run our day-to-day operations, accelerating the efficiency of our sales and marketing operations on a single global cloud platform. Hitachi became an early implementer of Oracle Cloud applications that same year, further modernizing our operations. We are proud that Hitachi Consulting is the first Oracle customer to integrate Oracle Sales Cloud and Oracle Marketing Cloud.

Over the years, Oracle and Hitachi together have built a sustained and growing alliance, collaborating on thousands of projects and solutions

for companies worldwide. Initially focused on large ERP projects, these collaborations are now across Oracle technologies and encompass embedding Oracle technologies into Hitachi solutions such as Oracle Database along with Hitachi

#### Hitachi Runs on Oracle

- Platinum Cloud Elite status
- Cloud Excellence Implementer
- Specialized and certified
- First Oracle partner in global IoT initiative
- Oracle service provider in North America, Latin America, EMEA and Asia-Pacific
- Oracle customer and reference
- Provides implementation, upgrade, resell and application managed services
- 700 dedicated Oracle delivery consultants

infrastructure or IoT Cloud Applications in Hitachi's Smart Manufacturing and Predictive Maintenance offerings.

Having achieved a measurable set of criteria that demonstrates our full investment in Oracle Cloud solutions, Hitachi Consulting has been named an Oracle Cloud Elite Partner. Hitachi Consulting is well positioned to share its strategy and experience with Oracle solutions and as a cloud innovator to lead business transformation activities within the Oracle customer ecosystem.

### Hitachi Consulting's Skills, Commitment and Experience in Oracle Technologies

Hitachi Consulting is unique among Oracle partners. When companies work with Hitachi Consulting, they tap into the power of the entire Hitachi ecosystem. They gain the combined skills and resources of our sister companies like Hitachi Vantara and Hitachi High-Technologies, as well as more than 870 Hitachi Group Companies serving a wide range of industries across 68 countries and regions.

As an Oracle Cloud Elite Partner, Hitachi Consulting offers a variety of Oracle Cloud environments. The Hitachi Smart Cloud Accelerators for Oracle help joint customers develop a customized cloud adoption roadmap. In addition, Hitachi Optimized Factory and Hitachi Predictive Maintenance solutions for Oracle are powered by Oracle IoT applications. Add to this the unmatched scale, power, and technology of Oracle platforms, and the partnership is well-positioned to be an innovative catalyst for positive business transformation for any company. Together, Hitachi Consulting and Oracle bring a unified suite to our joint customers with innovative tools and intelligent solutions that drive measurable and sustainable business outcomes.

"Hitachi Consulting has demonstrated the value of our relationship to enterprises across North America, EMEA and the Pacific regions," said Rich Geraffo, senior vice president, North

American Technology Division at Oracle. "They continue to be a visionary partner for Oracle by staying ahead of market changes to deliver powerful solutions to our joint customers."

## Built With Experience and Dedication

Any good partnership requires dedication and attention. Hitachi Consulting has demonstrated its commitment to its partnership with Oracle since day one. Our dedicated Oracle practice includes 700 delivery consultants across the globe, many of whom are industry, application and technology specialists with years of experience implementing Oracle heritage applications such as Oracle E-Business Suite, as well as the following:

- Oracle Human Capital Management (Oracle HCM)
- Oracle Enterprise Resource Planning (Oracle ERP)
- Oracle Supply Chain Management (Oracle SCM)
- Oracle Internet of Things Cloud (Oracle IoT)
- Oracle Enterprise Performance Management Cloud (Oracle EPM Cloud)
- Oracle Customer Experience (Oracle CX)

## Hitachi and Oracle: Working Together to Create a Smarter Future

The partnership between Hitachi Consulting and Oracle offers enterprises a unique opportunity to work with two of the world's most innovative and respected technology companies. With global reach, powerful solution portfolios and a proven track record, Hitachi Consulting delivers Oracle solution expertise backed by the reliability of the Hitachi global brand to drive game-changing capabilities for tomorrow's enterprise.

For organizations considering the cloud and digital transformation to accelerate growth and innovation, Hitachi Consulting and Oracle deliver powerful results for enterprises across industries. As partners and global technology leaders, our unified suite of offerings can help you solve today's business problems faster and propel your organization to a smarter and more successful future.

## About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com).

**"Oracle is committed to delivering unmatched customer experiences in the cloud, and our valued partners such as Hitachi Consulting play a critical role in meeting this objective. Hitachi Consulting has been instrumental in helping our joint customers not only embrace the cloud, but quickly improve operational efficiency, productivity and the bottom line"**

**—Rich Geraffo,**  
Executive Vice President,  
North America Technology Division  
at Oracle.