

News Release

FOR IMMEDIATE RELEASE

Contacts:

U.S: Craig Burbidge
Vice President
Hitachi Solutions America, Ltd.
1-949.242.1300
cburbidge@hitachi-solutions.com

Hitachi Solutions Acquires Leading Microsoft Dynamics CRM Consultancy — Customer Effective

*Strategic acquisition strengthens CRM capabilities and resources,
and strengthens Financial Services IP and solutions*

IRVINE, Calif. and Greenville, S.C. — April 01, 2014— Hitachi Solutions America, Ltd., a leading provider of global industry solutions based on Microsoft Dynamics AX and Microsoft Dynamics CRM, today announced it has acquired Customer Effective, a leading provider of industry-focused Microsoft Dynamics customer relationship management (CRM) solutions. This acquisition provides Hitachi Solutions with expanded capabilities and industry IP (Intellectual Property), particularly in the financial services sector. It also further increases its capacity with the addition of around 90 highly-skilled CRM resources throughout North America.

With this acquisition, Customer Effective will immediately become part of Hitachi Solutions America, Ltd. Customer Effective leadership and employees will remain in place and be integrated into Hitachi Solutions' Global CRM practice. Scott Millwood, their president, will become the Senior Vice President of Hitachi Solutions Global CRM practice.

“Hitachi Solutions maintains a very strategic and highly selective acquisition strategy,” said Mike Gillis, Global Chief Operating Officer, Hitachi Solutions America, Business Solution Group. “Customer Effective met our strict standards because of their passion for customers, their leadership in Microsoft Dynamics CRM, their industry focus, strong Microsoft partnership and our close cultural alignment.”

Founded in 2003, Customer Effective is a leading innovator in CRM and process automation solutions based on Microsoft Dynamics CRM. With hundreds of Microsoft Dynamics CRM implementations, the company is a Gold Certified National System

Integrator, Microsoft Dynamics Inner Circle and President Club member. Customer Effective is recognized for its fast growth, including the Inc. 500|5000 list of the nation's fastest growing private companies; the Inc. Hire Power award for job generation; and one of South Carolina's Top 25 Fastest Growing Companies for 2013.

“The CRM market is quickly gaining momentum,” said Scott Millwood, President of Customer Effective. “In order to maximize this opportunity, we realized it was necessary to engage with a like-minded global partner with the right culture and synergies to take our growth to the next level. Hitachi Solutions will provide the fuel to accelerate our evolution and serve customers, while providing our employees with opportunities for professional growth.”

Financial Services Leader

A key value driver is Customer Effective’s strong portfolio of innovative and unique Microsoft Dynamics solutions built for the financial services industry including insurance, banking and capital markets. The company’s financial services solutions combine Microsoft's best of breed CRM product with proven reference models and extensive expertise in the financial services sector. Customer Effective consultants come from many of the most respected banks, insurance companies, and capital markets firms.

Financial Services is a key market for Hitachi Solutions’ expansion in the United States, Canada, Southeast Asia, the United Kingdom and Japan. The company’s Global Center of Excellence provides the capability to rapidly transform industry-focused IP into repeatable, packaged global software solutions that provide exceptional value to customers.

“Hitachi Solutions believes that an industry-led approach is necessary for our long-term success,” said Masakazu Kuji, CEO, Hitachi Solutions America. “Customer Effective brings a proven methodology for identifying industries, creating IP and developing expertise that will enable us to quickly enter new markets. We are confident that the powerful new combination of Customer Effective + Hitachi Solutions will enable us to reach our ultimate goal of providing our customers with global turnkey industry solutions.”

Commitment to Microsoft Dynamics

With the addition of Customer Effective Hitachi Solutions is one of the largest global Microsoft Dynamics CRM Partners, capable of serving customers worldwide.

“Bringing together two of the top Microsoft Dynamics CRM partner organizations will

create an industry-focused CRM powerhouse,” said Doug Kennedy, Vice President of Microsoft Dynamics Enterprise Sales and Partners. “The depth of Customer Effective’s domain expertise combined with Hitachi’s global reach and significant resources can help customers around the world experience the benefits of Microsoft Dynamics CRM.”

About Hitachi Solutions, Ltd.

Hitachi Solutions, Ltd., headquartered in Tokyo, Japan, is a core member of Information & Telecommunication Systems Company of Hitachi Group and a recognized leader in delivering proven business and IT strategies and solutions to companies across many industries. The company provides value-driven services throughout the IT life cycle from systems planning to systems integration, operation and maintenance. Hitachi Solutions delivers products and services of superior value to customers worldwide through key subsidiaries in the North America, Europe, China and India. The flagship company in the Hitachi Group's information and communication system solutions business, Hitachi Solutions also offers solutions for social innovation such as smart cities. For more information on Hitachi Solutions, please visit: <http://www.hitachi-solutions.com>.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 326,000 employees worldwide. The company’s consolidated revenues for fiscal 2012 (ended March 31, 2013) totaled 9,041 billion yen (\$96.1 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional material & components, automotive systems and others. For more information on Hitachi, please visit the company’s website at <http://www.hitachi.com>.

###