

News Release

Hitachi Solutions

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FOR IMMEDIATE RELEASE

Advanced Systems Integration CEO David Payne and His Customers join Hitachi Solutions America

Technology Industry Entrepreneur and Microsoft Dynamics veteran joins Hitachi Solutions award-winning Microsoft Dynamics AX team

IRVINE, CALIFORNIA — May 22st, 2014 — Hitachi Solutions America, a leading provider of global industry solutions based on Microsoft Dynamics AX and Microsoft Dynamics CRM, today announced the addition of David Payne. CEO and founder of Advanced Systems Integration (ASI), Payne is a technology industry entrepreneur and one of the most highly regarded leaders in the Microsoft Dynamics AX marketplace. He and his ASI customers have joined Hitachi Solutions' Microsoft Dynamics AX practice. Payne brings deep subject matter expertise from nearly 14 years of experience with Microsoft Dynamics.

Payne will have a senior executive role at Hitachi Solutions America and will be a very important contributor to the business. His real-world knowledge of implementing multiple Dynamics modules across complex global manufacturing environments and challenging supply chain scenarios for Apparel, Distribution, and Industrial Equipment will be incredibly valuable to the Hitachi Solutions customers.

“We are truly blessed to add a top Microsoft Dynamics industry expert and business entrepreneur to our group,” said Mike Gillis, President and Global Chief Operating Officer, Hitachi Solutions America, Business Solutions Group. “People like David, his award winning team, and his high quality customers do not come along often. We feel very fortunate that David Payne chose us. I feel like Hitachi got the last rose and we won!”

Payne has worked with Microsoft Dynamics AX since 1999, starting Advanced Systems Integration in 1991. ASI built a reputation for technical excellence and high customer satisfaction and loyalty. They also specialized in Dynamics AX BI utilizing timeXtender ETL and TARGIT analysis and Reporting.

David Payne said of his new opportunity, “This is huge! I am delighted to be here at Hitachi Solutions Group. I believe that the Dynamics marketplace needs, and is clamoring for, a large, financially strong and global company like Hitachi Solutions to step forward and assume the Microsoft Dynamics Industry Leadership Position. With this, Hitachi Solutions will help to advance the global adoption of Microsoft Dynamics and with it, provide enhanced value to combined Microsoft and Hitachi Solutions clients.”

“David really gets it, he understands how the Microsoft Channel works, why customers buy Microsoft Dynamics, how Microsoft Dynamics customers work with partners for industry solutions that drive improved time-to-value, and how to support Microsoft Dynamics customers over a lifetime. This sort of knowledge can only be built through time and experience. That is why we feel so fortunate that David and group joined,” said Greg Carter, Executive Vice President and Chief Sales Officer, Hitachi Solutions America, Business Solutions Group.

When Payne is not spending time on Microsoft Dynamics, he enjoys spending time with his wife and two children and traveling to his native New Zealand to visit family and friends.

Hitachi Solutions is a global organization with head offices in Tokyo, Japan; Irvine, California; London, England; Toronto, Canada; Chennai, India; and Singapore, Republic of Singapore. To learn more, visit <http://us.dynamics.hitachi-solutions.com>.

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About Hitachi Solutions

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 United States, 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 Microsoft Dynamics Business of Hitachi Solutions Group

Hitachi Solutions Group prides itself on helping our clients to compete with the largest global enterprises with powerful, easy to use, and affordable industry solutions built on Microsoft Dynamics AX and Microsoft Dynamics CRM. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and provide focused industry solutions to improve their business. 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. We offer a client-focused, collaborative approach and transfer knowledge throughout each engagement. "Global Center of Excellence" of Hitachi Solutions America strategically promotes the Microsoft Dynamics business of Hitachi Solutions Group globally. Hitachi Solutions Group was awarded the 2013 U.S. Reseller Partner of the Year award and had multiple Microsoft Dynamics Customer Excellence Award Winning clients and 6 finalists in 2012, a record for Microsoft awards. Hitachi Solutions Group was awarded the 2013 U.S. Reseller Partner of the Year award was recognized as the 2011 Microsoft Dynamics CRM Global partner of the year, the 2009 Microsoft Dynamics AX Global Partner of the Year, and two-time Microsoft Dynamics US Partner of the Year. Outside of Japan, the company conducts its business through key subsidiaries, Hitachi Solutions America, Ltd. in Irvine, California; Hitachi Solutions Europe, Ltd. in London, England; Hitachi Solutions Canada, Ltd. in Toronto, Ontario; Hitachi Solutions India, Ltd. in Chennai, India; and Hitachi Solutions (China) Co., Ltd in Singapore, Republic of Singapore. For more information, call 949.242.1300 or visit <http://us.dynamics.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 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.3 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>.