

# New Hitachi Vantara To Create Digital Competitive Edge For Transforming Enterprises

New Company Combines Best-in-Class IT Infrastructure, Data Management and Analytics With Expertise in AI, Industrial Solutions and Digital Transformation

## Hitachi Vantara Combines With Hitachi Consulting

SYDNEY, Australia – 10 Jan, 2020 – Hitachi Vantara, a wholly owned subsidiary of Hitachi, Ltd. (TSE: 6501), today announced that it has come together with Hitachi Consulting as one company to create a new digital infrastructure and solutions powerhouse.

The new Hitachi Vantara aims to become the world's preferred digital innovation partner by unlocking the "good" in data that benefits customers, raises the quality of people's lives and builds a sustainable society. Hitachi Vantara will specifically bring a competitive edge to the digital domains that matter most – the data center, data operations and enterprise digital transformation.

The new Hitachi Vantara combines the best consulting-led digital solutions and vertical industry expertise of Hitachi Consulting with Hitachi Vantara's IT domain expertise. Going forward, the integrated company will help customers develop practical, scalable digital strategies and solutions that transform operational processes, improve customer experiences and create new business models to drive innovation and growth.

For example, the new company will offer a holistic manufacturing industry practice as one of several vertical industry practices. The manufacturing practice will integrate consulting methodologies for addressing quality, customisation, sustainability and new business models with data-driven solutions such as Lumada Manufacturing Insights from Hitachi Vantara, which integrates silos of manufacturing data and applies AI and machine learning to evaluate and enhance overall equipment effectiveness (OEE).

"A barrage of data and technology is disrupting enterprises and industries the world over," said Toshiaki Tokunaga, chief executive officer and chairman of the board, Hitachi Vantara. "Through the integration of Hitachi Consulting, the new Hitachi Vantara will be uniquely equipped with the capabilities our customers need to guide them on their digital journeys. We're going to be the company that helps customers navigate from what's now to what's next."

Organisations worldwide are being challenged to derive insights and competitive advantage from the vast amounts of data being generated by their people, processes and machines. Industries are simultaneously being disrupted by quickly evolving technologies and architectures, such as AI and IoT. While many of these trends and technologies are not new, MIT Sloan Management Review reports that still only 25% of organisations have digital strategies that are sufficiently mature to build digital innovations and drive enterprise-wide transformation.

The Hitachi Vantara portfolio is built upon a foundation of world-class edge-to-core-to-cloud infrastructure offerings, including the recently introduced Hitachi Virtual Storage Platform (VSP) 5000 series, the world's fastest data storage array. The portfolio further features AI and analytics solutions, cloud services for application modernisation, systems integration and change management services for SaaS-based ERP implementations and migrations, and Lumada-based digital industrial solutions. Hitachi Vantara's offerings are all backed by world-class business consulting, deep experience in improving organisation effectiveness, co-development capabilities and global delivery services.

With its expanded capabilities, the new Hitachi Vantara will play a key role in advancing Hitachi's 2021 Mid-term Management Plan, which aims to make the company a global leader through "Social Innovation Business." The Social Innovation Business strategy centers on combining Hitachi's industrial and IT expertise and products to create new value and resolve social issues.

Hitachi Vantara will help advance the plan by expanding revenues from digital business, by digitally transforming Hitachi's industrial businesses, by fueling international growth, and by delivering social, environmental and economic value which helps customers contribute to the attainment of United Nations' Sustainable Development Goals.

As announced in September 2019, Toshiaki Tokunaga, a 30-year Hitachi veteran who has successfully transformed several Hitachi businesses, will serve in the dual role of chief executive officer and chairman of the board of Hitachi Vantara.

The company's two business units, Digital Infrastructure and Digital Solutions, will be led by Presidents Brian Householder and Brad Surak, respectively. Hitachi Vantara today also announced details of other appointments to its executive leadership team.

## Additional Resources

Read the press release, "Hitachi to Integrate Hitachi Vantara and Hitachi Consulting To Accelerate Global Expansion of Hitachi's Social Innovation Business and Digital Growth" (Sept. 17, 2019) [Read the blog post from Toshiaki Tokunaga, "Better Together: Uniting Hitachi's Digital Capabilities to Better Serve our Customers and Partners" \(Sept. 17, 2019\)](#) [Read the blog post from Toshiaki Tokunaga, "The Future Is Bright: A View Into the New Hitachi Vantara" \(Oct. 1, 2019\)](#) [Connect with Hitachi Vantara](#)

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Hitachi Vantara, a wholly-owned subsidiary of Hitachi, Ltd., solves valuable digital challenges by guiding our customers from what's now to what's

next. We make data centers more effective, harness the power of customers' data and rapidly scale digital businesses. Companies choose us to help develop new revenue streams, unlock competitive advantages, lower business costs and enhance customer experiences. Working alongside each customer, we apply our unmatched industrial and digital capabilities to their data and applications to benefit both business and society. Over 80% of the Fortune 100 trust Hitachi Vantara. Visit us at [www.hitachivantara.com](http://www.hitachivantara.com).

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is focusing on Social Innovation Business combining its operational technology, information technology and products. The company's consolidated revenues for fiscal 2018 (ended March 31, 2019) totaled 9,480.6 billion yen (\$85.4 billion), and the company has approximately 296,000 employees worldwide. Hitachi delivers digital solutions utilising Lumada in five sectors including Mobility, Smart Life, Industry, Energy and IT, to increase our customer's social, environmental and economic value. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.

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