

## HITACHI

Inspire the Next

株式会社 日立ソリューションズ

[www.hitachi-solutions.com](http://www.hitachi-solutions.com)

### INDUSTRY

Information Technology

### PROFILE

Hitachi Solutions, a core IT company within the Hitachi group, is renowned for developing and delivering industry-focused solutions that drive clients' business transformation goals. Through its key subsidiaries in Asia, the United States, and Europe, Hitachi Solutions consistently provides products and services of superior value to its customers worldwide.



## Background

To drive smarter, more strategic sales activities across Hitachi Ltd.'s group companies, Hitachi Solutions sought a robust solution to optimize sales and CRM data management. They required a real-time data integration solution capable of masking confidential information while enabling the use of this data for white space strategies – identifying areas with no overlap in sales activities among the group companies.

## Business Challenges

Hitachi Solutions encountered several obstacles in their data utilization strategy, particularly in managing diverse data from various sources, integrating multiple business systems, and supporting both domestic and international operations.

With a huge number of products and services offered by the group companies, a particularly critical challenge was the need to capitalize on cross-sell and up-sell opportunities. Sales teams needed to match customers with complementary or upgraded products efficiently. This required a sophisticated system capable of analyzing vast amounts of data to highlight these opportunities in real time, ensuring that no potential sales were missed, and enhancing overall customer satisfaction and revenue growth. Hitachi realized that building a new data lake would take years and substantial resources, prompting the need for an immediate and efficient solution. This was due to:

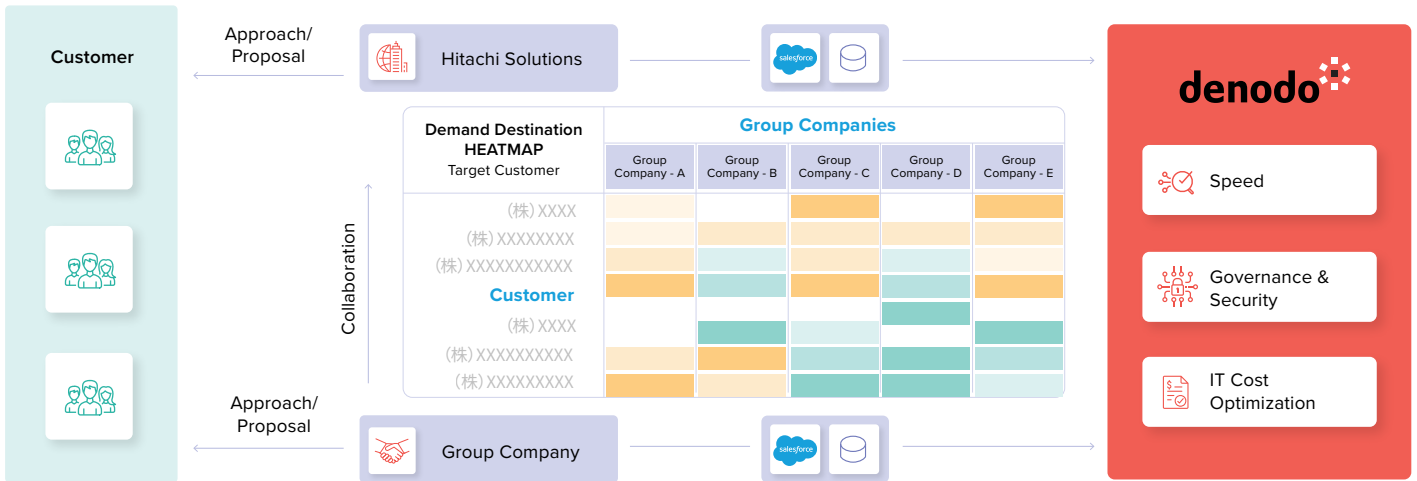
- Physically aggregating large volumes of sales data required coordination between data owners and the systems department of group companies, leading to inefficiencies and delays.
- Sales data contained confidential information specific to each group company, necessitating careful handling and masking to ensure privacy.

## Solution

To address these challenges, Hitachi Solutions implemented the Denodo Platform due to its intelligent data virtualization capabilities. Denodo provided real-time data integration and advanced masking capabilities, ensuring that customer and sales data from various group companies could be shared and utilized dynamically.

A key component of the solution included developing a heat map-based system to identify new market opportunities and optimize sales strategies by analyzing customer satisfaction, past purchase history, and potential interests. The heat map helped optimize sales strategies by visually representing areas with high potential, thereby enabling more informed and targeted sales activities across the Hitachi group.





## Benefits

The Denodo Platform has enabled Hitachi Solutions to deliver on their white space strategies, allowing them to find previously unseen information and develop more comprehensive proposals using shared data across the group companies. By reducing the effort required to prepare proposals through consolidated customer-relevant data and case examples, they can now promote stronger sales activities and maximize the value of the Hitachi Group for their customers.

- Delivered the new system in record time, compared to building a new database for physical data consolidation, whose design alone would have taken 3 months.
- Real-time sharing of sales data, along with the ease of data masking, significantly improved the speed and efficiency of information dissemination among group companies.
- The implementation of Denodo’s platform not only cut down on development and operational costs, but also facilitated a system that could be managed by a small team, further optimizing resources.

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*With this system, we can now digitally share white space between group companies. In addition, we can also share the latest approach and status for customers. By being able to grasp the situation in real-time, we have been able to respond quickly to customer needs, and we believe that we have been able to build a system that will generate new business opportunities.”*



**Masaru Konouchi**  
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