



Oracle Customer Spotlight



HITACHI CONSULTING CO., LTD
Tokyo, Japan
www.hitachiconsulting.co.jp

INDUSTRY:
Professional Services

EMPLOYEES:
1,000

**ORACLE PRODUCTS
& SERVICES:**
Oracle CRM On Demand

“We built a hybrid CRM system where sales staff use Oracle CRM On Demand to input data, and their managers use Siebel CRM to analyze the information. For example, we can share project information with Hitachi Ltd, our parent company. In this way, information can be shared across the entire group of companies.”

– Shin Aoki, Managing Director,
Hitachi Consulting Co., Ltd

Hitachi Consulting Builds CRM System to Enhance Sales Pipeline Management

Hitachi Consulting Co., Ltd. is a global consulting company that provides business and technology solutions to approximately 2,000 customers in Japan, the United States, Asia, and Europe. Established in 2002 as the strategic consulting arm of Hitachi Group, Hitachi Consulting has experienced rapid growth, with employee numbers increasing from several dozen in 2002 to approximately 1,000 today.

Challenges

- Remodel the company’s sales strategy by making information, about prospective customers, available across the organization
- Increase the pace of the order management process to offer customers a high value proposition
- Improve order forecasting accuracy
- Build a scalable system to accommodate a rapid increase in workforce numbers

Solution

- Promoted team selling by implementing an Oracle customer relationship management system to share sales pipeline information
- Achieved optimum and timely allocation of resources by sharing strategic opportunities early in the sales cycle
- Contributed to human resources management as the department utilizes the system for various staffing projects
- Shortened analysis and reporting time as information is stored in a single repository