

News Release



Hitachi Solutions

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FOR IMMEDIATE RELEASE

Hitachi Solutions Customer CEDA International Selected for Microsoft Dynamics Customer Excellence Award

Company wins for outstanding business achievements in technology innovation

Irvine, CA — March 8, 2013— [Hitachi Solutions America, Ltd.](#), a leading global provider of industry solutions based on Microsoft Dynamics® AX and Microsoft Dynamics CRM, announced today its client CEDA International Corporation (CEDA) has won the 2013 [Customer Excellence Award](#) for Technology Innovation: Enterprise. The company will be honored by Microsoft executives at an awards luncheon on Tuesday, March 19 at [Convergence 2013](#) New Orleans, the premier Microsoft Dynamics user conference.

[CEDA](#) International delivers more than 130 industrial services to help clients manage refineries, power plants, petrochemical plants, upgraders, oil sands facilities, pulp and paper plants, mines, pipelines and other industrial facilities. With Microsoft Dynamics AX 2012, CEDA was able to achieve notable process improvements including reduce the aging of accounts receivable, decrease major capital expenditure, and minimize IT cost and administrative burdens.

“Microsoft Dynamics AX2012 allows us to enhance our operational efficiencies with the direction to consolidate and standardize these processes across the organization and realign into ‘One CEDA’” Jerome Beaudoin, CIO, CEDA. “We were committed to the technology and are thrilled to receive this prestigious honor from Microsoft for our implementation of leading edge solution.”

“Working with a client like CEDA really highlights how Microsoft Dynamics AX 2012 can create competitive business advantage, - improving service levels, saving time and money while better using the company’s resources,” said Mike Gillis, chief operating officer of Hitachi Solutions America’s Business Solutions Group. “We are so proud to help a great company like CEDA International to implement Microsoft Dynamics and achieve this exciting and well-deserved recognition.”

The 2013 Customer Excellence Awards, which are presented in 16 categories, recognize and celebrate Microsoft Dynamics customers that have achieved notable accomplishments using their Microsoft Dynamics solutions. Established in 1997, the Customer Excellence Awards are awarded each year at the Convergence user conference in the United States.

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively.

About Hitachi Solutions

Hitachi Solutions 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. 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. Hitachi Solutions 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 three key subsidiaries, Hitachi Solutions America, Ltd., Hitachi Solutions Europe, Ltd. and Hitachi Solutions (China) Co., Ltd. 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 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.