

# News Release

**FOR IMMEDIATE RELEASE**

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## **Hitachi Solutions Now Offering Free Trial of Ecommerce Solution on Microsoft Azure Marketplace**

*The end-to-end solution offers a comprehensive Business-to-Business (B2B) and Business-to-Consumer (B2C) ecommerce system that is rich in online merchandising, inventory, and marketing capabilities.*

**LONG BEACH, Calif.** — March 29, 2016 — Hitachi Solutions America, Ltd., a leading provider of global industry solutions based on the Microsoft Cloud, is pleased to announce that a free trial of Hitachi Solutions' Ecommerce solution is now available on Microsoft Azure Marketplace.

Hitachi Solutions' Ecommerce solution is a comprehensive Business-to-Business (B2B) and Business-to-Consumer (B2C) ecommerce system that is rich in online merchandising, inventory, and marketing capabilities. This online sales platform combines responsive web design and search engine-optimized features to provide an intuitive, consistent interface for customers browsing across channels.

Hitachi Solutions' Ecommerce solution's seamless integration with the Microsoft Dynamics ERP and CRM suite ensure that businesses have the most up-to-date pricing, product, and customer information flowing between backend and frontend systems.

"Retailers are able to maximize conversions by taking advantage of the powerful features available within Hitachi Solutions' Ecommerce solution," said Sandeep Walia, Vice President, Hitachi Solutions America, Ltd. "Our research and development teams ensure that Hitachi Solutions' Ecommerce solution remains on the forefront of industry trends as we continue to add functionality that integrates with the Microsoft Dynamics suite."

Hitachi Solutions' Ecommerce solution scales with businesses to improve global reach and breadth of service. As businesses running Hitachi Solutions' Ecommerce solution grow and add distribution centers, the solution works in the back end to adapt quickly to changing purchasing trends and merchandising requirements. Additionally, multi-language and multi-currency support enable operations across geographies and locations to flourish.

Microsoft Azure Marketplace is an online market for buying and selling finished Software as a Service (SaaS) applications and premium datasets. The Microsoft Azure Marketplace helps connect companies seeking innovative cloud-based solutions with partners who have developed end-to-end solutions for specific industry and vertical segments. To see the solution on Microsoft Azure Marketplace, please visit this link: <http://bit.ly/1q4T4mt>.

"We are excited to offer our integrated, scalable ecommerce solution on Microsoft Azure Marketplace," said Mike Gillis, President and Global Chief Operating Officer, Hitachi Solutions America, Ltd. "The global reach and scalability of Hitachi Solutions' Ecommerce solution make this an

important tool for online business growth and development. We look forward to helping companies enhance their online presence and sales channels with our solution's robust functionality and user-friendly interface."

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#### **About Hitachi Solutions America, Ltd.**

Hitachi Solutions America, Ltd. helps its customers to successfully compete with the largest global enterprises using powerful, easy-to-use, and affordable industry solutions built on Microsoft Dynamics AX and Microsoft Dynamics CRM enhanced with world class Business Analytics, and Portals and Collaboration. Recognized as the Microsoft 2014 CRM Global Partner of the Year and the 2014 Dynamics Global Outstanding Reseller of the Year, Hitachi Solutions America provides global capabilities with regional offices in the United States, the United Kingdom, Canada, India, Japan, China, and Asia Pacific. For more information, call + 1 949.242.1300 or visit: <http://us.hitachi-solutions.com>.

#### **About Hitachi Solutions, Ltd.**

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, the United Kingdom, Canada, India, China, and Asia Pacific. For more information on Hitachi Solutions, please visit: <http://www.hitachi-solutions.com>.

#### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.