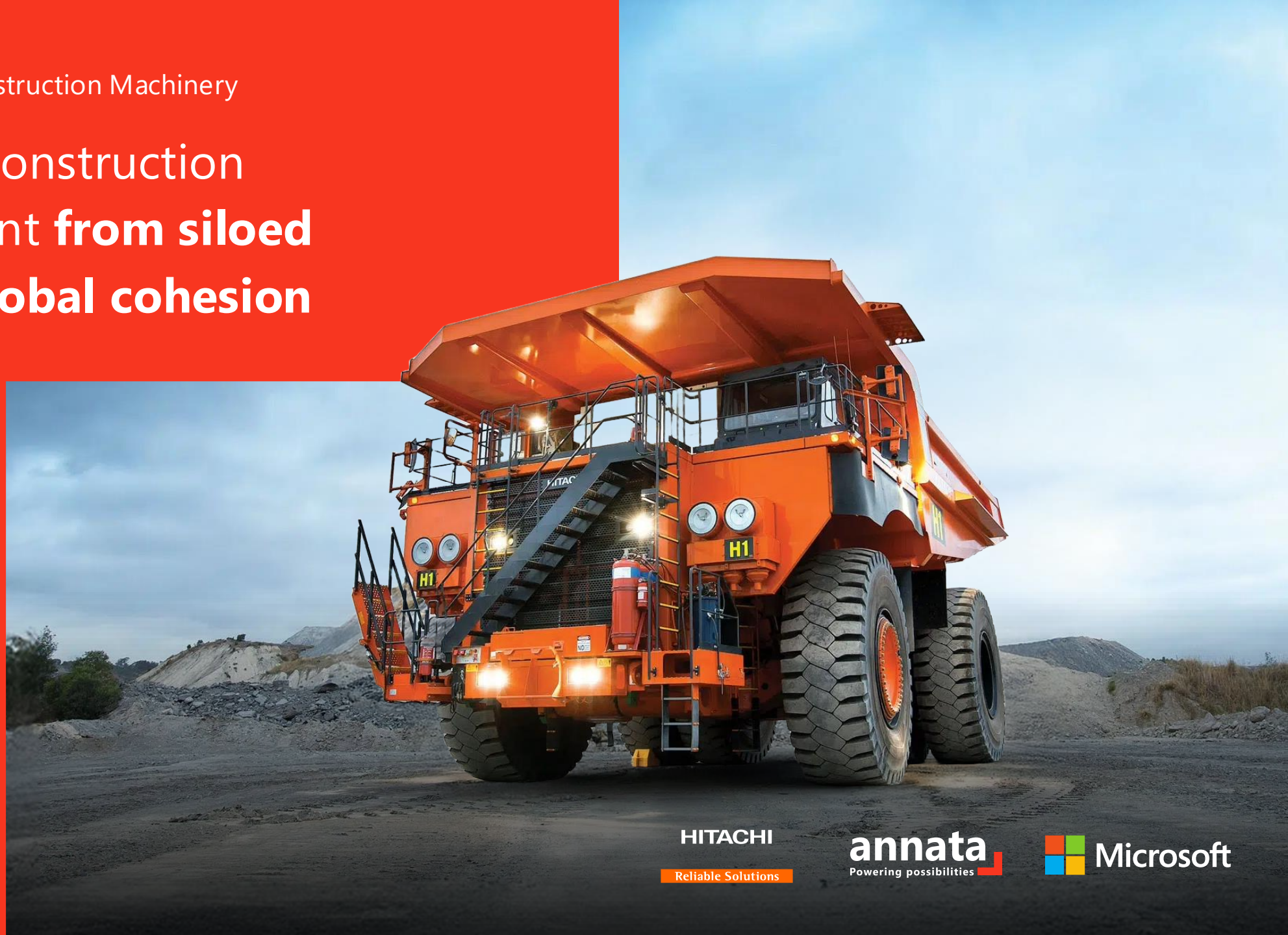


Case Study | Hitachi Construction Machinery

How Hitachi Construction Machinery went **from siloed systems to global cohesion**



Version : 16 Dec 2024

HITACHI

Reliable Solutions

annata
Powering possibilities

Microsoft

A legacy of power and precision: **Hitachi's role in shaping industries**

In the world of heavy machinery, where precision meets power, Hitachi Construction Machinery Co., Ltd. (HCM) has long stood as a global titan. From shaping skylines to excavating resources, HCM operates at the forefront of the **construction** and **mining** industries. With a legacy spanning decades, the company is renowned for its **high-quality equipment**, **innovative technology**, and **commitment to sustainability**.

HCM's portfolio encompasses a wide range of machinery solutions, including **excavators**, **wheel loaders**, and **mining trucks**, serving industries in over **170 countries**. These machines power critical infrastructure development, mining operations, and various construction projects across diverse terrains.



Accelerating transformation: A global powerhouse in transition

As HCM expanded its global reach, it faced challenges common to multinational giants. Rapid growth, aging systems, and evolving customer demands required an operational overhaul to remain competitive. With a large chunk of its **revenue generated overseas**, HCM's success hinged on **seamless integration** and **innovation across regions**.

HCM's journey of transformation began with **addressing the inefficiencies in its legacy systems**. These systems, while reliable in the past, were no longer equipped to handle the complexities of a modern

global business. Fragmented processes and operational silos across continents **hindered collaboration**, creating **barriers to achieving a unified business strategy**.

The challenges were compounded by a significant market shift. Customers were increasingly opting for **flexible options** such as rentals, refurbished equipment, and comprehensive after-sales services. These trends demanded not only operational agility but also a **customer-centric approach** that could cater to diverse and dynamic market needs.

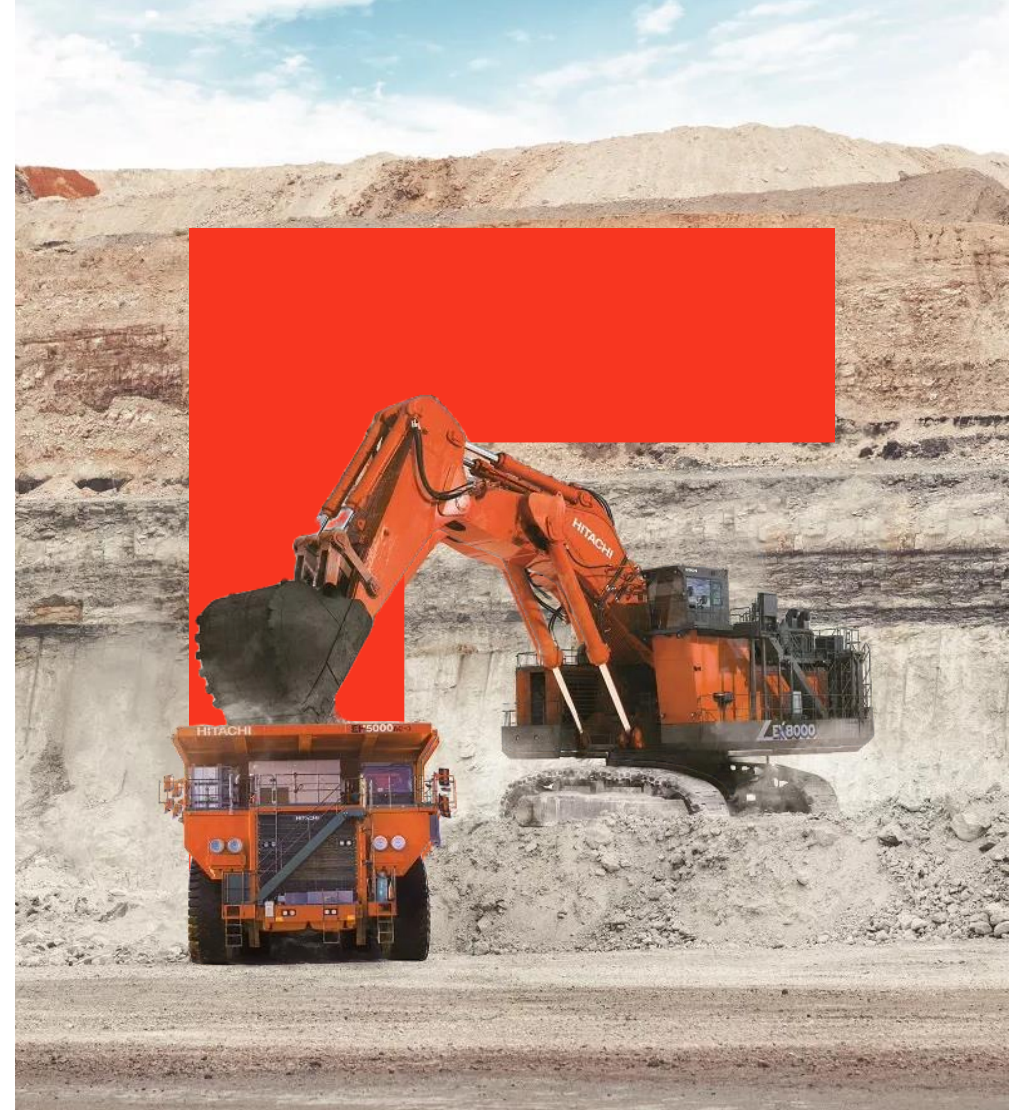


Case study | Hitachi Construction Machinery | Challenge

A trusted partnership: Hitachi's global transformation with A365 and Microsoft Dynamics 365

HCM turned to Annata, a **trusted partner since 2018**, to embark on this transformative journey. Their trust in the combined power of **Microsoft Dynamics 365 and Annata's unparalleled industry expertise** cemented A365 as their preferred solution for addressing global challenges.

Having already implemented A365 successfully in select regions, HCM was confident in expanding its partnership globally. This trust, built over years of collaboration, paved the way for the adoption of A365 across regions, making it the **backbone of HCM's global operations**.



A365: Adapting to industry challenges

The adoption of A365 marked a significant milestone in HCM's **modernization efforts**. More than just a software platform, A365 represented a **comprehensive solution tailored to the unique needs** of the construction and mining industries.

- | | |
|---|---|
| <ul style="list-style-type: none">➤ Unifying operations: A365 seamlessly integrated financial management, operations, and customer service, breaking down silos and enabling cross-regional collaboration. | <ul style="list-style-type: none">➤ Cloud-driven agility: Migrating to the cloud allowed HCM to scale operations effortlessly, ensuring resilience and adaptability in a dynamic global market. |
| <ul style="list-style-type: none">➤ Localized precision: Annata customized A365 to address regional regulatory requirements and market conditions, ensuring global consistency with localized effectiveness. | <ul style="list-style-type: none">➤ Customer-centric focus: A365's Field Service (Netherlands) and Dealer Portal (America) capabilities transformed after-sales service and rental operations, aligning with the company's shift toward customer-first strategies. |

“

When we decided to adopt A365, we were looking for a solution that could keep up with the speed of our business. What we found in the A365 solution and its strong Microsoft Dynamics 365 foundation was a system that not only supported our current needs but also opened doors to new opportunities. It's flexible, scalable, and designed to grow with us—something we didn't have before.”

Takayuki Onaka

General Manager, DX Promotion Group
Hitachi Construction Machinery

Achieving excellence: The impact of A365

The implementation of A365 has delivered transformative results, enabling HCM to achieve **new levels of operational excellence** and **market leadership**:

➤ **Seamless collaboration:**

Unified systems empower HCM's global teams to share data and insights in real time, fostering innovation and efficiency.

➤ **Exceptional service**

delivery: Proactive maintenance, efficient field services in Europe (Netherlands), and streamlined rental models have significantly improved customer satisfaction and retention.

➤ **Adaptability and growth:**

Cloud-based systems enable HCM to respond swiftly to market changes, whether by expanding into new regions or adapting business models.

➤ **Enhanced profitability:**

By prioritizing rentals, used equipment, and after-sales services, HCM has diversified revenue streams and reduced dependency on new machinery sales.

Advancing regional highlights: **Where innovation meets need**

HCM's global operations with A365 **span multiple continents**, addressing unique challenges and unlocking opportunities in every region:

➤ **Asia-Pacific:** Markets such as Australia, New Zealand, Singapore, China, Malaysia, Thailand, and Indonesia have fully embraced A365 Financial & Operations, driving efficiency and transparency.

➤ **Europe:** Countries including the United Kingdom, and the Netherlands leverage A365 to streamline dealer operations and enhance customer engagement.

➤ **Africa:** Key regions like South Africa, Zambia, and Mozambique benefit from A365's localized solutions to navigate diverse regulatory landscapes and emerging market demands.

➤ **Americas:** Operations in the United States utilize A365's Dealer Portal to optimize supply chain management and enhance distributor relationships.

➤ **Middle East:** Operations in the United Arab Emirates rely on A365's scalability to support rapid economic development and infrastructure growth.

Accelerating success through regional adaptability:

Distinction across markets

This regional approach underscores HCM's ability to **adapt** and **excel in various markets**, ensuring consistent service delivery and operational excellence worldwide.

By leveraging A365, HCM has **transformed its operations**, enabling **seamless collaboration across global teams**. With access to unified and reliable data, decision-making has become faster and more informed, empowering teams to **stay agile** and **responsive to changing market demands**.

This transformation represents a shift toward a **more connected** and **efficient** way of working, fostering innovation and driving success across all regions.

“

What's really stood out to us with A365 is how it's brought our global teams together. We can now collaborate seamlessly across regions, and everyone's on the same page with the data we need to make decisions quickly. It's not just a tool—it's been a catalyst for making our operations much more agile and responsive.”

Masahiro Ban

Manager, DX Promotion Group

Hitachi Construction Machinery

Aligning for the future: Building excellence together

For Hitachi Construction Machinery, the partnership with Annata has been **transformative**. Since the initial implementation of A365 in 2018, the relationship has deepened, enabling HCM to expand A365's footprint across multiple regions and functions. This ongoing collaboration reflects a **shared commitment to innovation, operational excellence, and customer satisfaction**.

A365 has become more than a technology solution for HCM—it's the **cornerstone of a global strategy** that prioritizes integration, agility, and growth. Together, HCM and Annata have demonstrated that even the most complex challenges can be overcome with the right tools, vision, and partnership.

As HCM continues to shape the landscapes of tomorrow, Annata remains a steadfast partner, powering possibilities and driving progress across the globe.

Case study | Hitachi Construction Machinery | **Future vision**

“

With A365, we've taken a huge step toward modernizing our global operations. It has enabled us to simplify complex processes, empower our teams, and make data-driven decisions that directly impact our business outcomes.”

Takayuki Onaka

General Manager, DX Promotion Group

Hitachi Construction Machinery

HITACHI

Reliable Solutions

annata
Powering possibilities

 **Microsoft**