HITACHI, LTD. BROAD PORTFOLIO

US$96.1B FY12
1,000 subsidiaries
326,000 employees

(24% OF R&D FUNDS)
Information and Telecommunication Systems

Financial Services
Digital Media and Consumer Products
Automotive Systems
High-Function Materials and Components
Electronic Systems and Equipment
Construction Machinery
Power Systems
Social Infrastructure and Industrial Systems

Others

(24% OF R&D FUNDS)
UNIQUE ABILITY OF HITACHI TO DELIVER SOCIAL INNOVATION SOLUTIONS

MEDICAL
TRAFFIC
SECURITY
FINANCIAL
ENERGY
RAILWAY
PUBLIC
DISTRIBUTION

MACHINE DATA
HUMAN DATA
BUSINESS DATA

INFRASTRUCTURE
CONTENT
INFORMATION

103 Years of Innovation
The focal point for Hitachi, Ltd. for INFORMATION MANAGEMENT – data storage infrastructure solutions, storage management software, and storage consulting services

6,100 EMPLOYEES
150 COUNTRIES
**TRUSTED BY LEADING ORGANIZATIONS**

**FORTUNE GLOBAL 500 COMPANIES**

<table>
<thead>
<tr>
<th>Fraction</th>
<th>Industry</th>
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<tr>
<td>9 OF 10</td>
<td>TECHNOLOGY FIRMS</td>
</tr>
<tr>
<td>3 OF 4</td>
<td>HEALTHCARE AND TELCO COMPANIES</td>
</tr>
<tr>
<td>&gt;1 OF 2</td>
<td>ENERGY, RETAIL, MANUFACTURING, INSURANCE, TRANSPORTATION, AND FINANCIAL SERVICES</td>
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81% OF FORTUNE GLOBAL 100
HITACHI DATA SYSTEMS CONTINUES TO BUILD A REPUTATION AND CULTURE OF LEADERSHIP THAT IS EARNING GLOBAL RECOGNITION
GLOBAL ACCOUNTS AND SYSTEMS INTEGRATORS PROGRAM: FACTS

- Founded in 2007 to enhance customer experience
- 70 Global Accounts customers
- Since inception, the Global Accounts and Global Systems Integrators Program has grown over 75%, to US$665 million
- Global Accounts customers are the fastest major growth sector for HDS, accounting for 30% of overall business

GLOBAL ACCOUNTS REVENUE BY INDUSTRY

- Communications, Media, and Entertainment: 33.8%
- Financial Services and Insurance: 20.5%
- Health and Life Sciences: 10.8%
- High Tech: 5.2%
- Manufacturing: 3.8%
- Other: 0.8%
- Oil and Gas: 0.6%
- Retail: 0.9%
- Systems Integrators: 0.9%
THE 2013 GLOBAL ACCOUNTS AND SYSTEMS INTEGRATORS PROGRAM

Our mission

- Provide **global consistency** and coverage, the highest levels of service, and **globally seamless solutions** and operations to our top customers in all countries where they operate.

- Develop a **strategic partnership** with our Global Accounts customers becoming their **most trusted advisor** and solutions provider.

Hitachi Data Systems

**OUR VISION**

is to create a better world through social innovation technologies. Our strategy to achieve it is based on the integration of infrastructure, content, and information layers with vertical industry applications to help customers turn their data into valuable business insights.
OUR MANDATE

Provide Unparalleled Service

ENSURE REACH, RELEVANCE, AND IMPACT

Reach
- Global access
- Consistent solutions
- Expanded service

Relevance
- Connection to industry-based knowledge
- Technical solutions
- Direct support for objectives

Impact
- Differentiated value
- Decreased opex
- Reduced TCO
- Increased ROI
TODAY’S ENTERPRISE LANDSCAPE

Top CIO IT Priorities In 2013

1. Increase enterprise growth
2. Deliver operational results
3. Reduce enterprise costs
4. Attract and retain new customers
5. Improve applications and infrastructure

## GLOBAL ACCOUNTS AND SYSTEMS INTEGRATORS PROGRAM: RESPONDING TO CIO PRIORITIES

<table>
<thead>
<tr>
<th>CIO PRIORITIES</th>
<th>1. INCREASE ENTERPRISE GROWTH</th>
<th>2. DELIVER OPERATIONAL RESULTS</th>
<th>3. REDUCE ENTERPRISE COST</th>
<th>4. ATTRACT AND RETAIN NEW CUSTOMERS</th>
<th>5. IMPROVE APPLICATIONS AND INFRASTRUCTURE</th>
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<tbody>
<tr>
<td></td>
<td>Financial Services Team</td>
<td>Globally Consistent Service and Support</td>
<td>Global Commercial Terms and Conditions</td>
<td>Vertical Expertise From 1,000 Hitachi Subsidiaries</td>
<td>Technology And Architecture Teams</td>
</tr>
<tr>
<td></td>
<td>Technical Advocacy Team</td>
<td>Enhanced Levels Of Support</td>
<td>Global Pricing Practices and Purchase Agreements</td>
<td>Partnerships With Global System Integrators</td>
<td>Hitachi Alliance Ecosystem</td>
</tr>
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<td></td>
<td>Innovative Information Management Methodologies</td>
<td>Priority Handling Of Requests</td>
<td>Custom Finance Program</td>
<td>Access to Industry-Leading and Innovative Portfolio</td>
<td>Access to Industry-Based Solution Experts</td>
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<td></td>
<td>Solutions To Help Reduce Opex And TCO</td>
<td>Zero Outage Program</td>
<td>Simpler Financial Lifecycle Process</td>
<td>Early Product Evaluation</td>
<td>Access to Technical Discussions in Online Community</td>
</tr>
<tr>
<td></td>
<td>Commercial Models To Increase ROI In Less Than 1 Year</td>
<td>Severity Alert Program</td>
<td>Innovative Financial Solutions</td>
<td>Hitachi Lab Demos And Factory Tours</td>
<td>Input Into Roadmap and Strategy</td>
</tr>
</tbody>
</table>
Hitachi can help you *increase enterprise growth* by giving you access to:

- Financial service team
- Technical advocacy team
- Innovative information management methodologies
- Solutions to help reduce opex and TCO
- Commercial models to increase ROI in less than 1 year
2. DELIVER OPERATIONAL RESULTS

Hitachi can help you **deliver operational results** by giving you access to

<table>
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<td>Globally consistent service and support</td>
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<tr>
<td>Enhanced levels of support</td>
</tr>
<tr>
<td>Priority handling of requests</td>
</tr>
<tr>
<td>Severity alert program</td>
</tr>
</tbody>
</table>
3. REDUCE ENTERPRISE COSTS

Hitachi can help you **reduce enterprise costs** by giving you access to

- Global commercial terms and conditions
- Global pricing practices and purchase agreements
- Custom finance program
- Simpler financial lifecycle process
- Innovative financial solutions
Hitachi can help you **attract new customers** by giving you access to:

- Vertical expertise from 1,000 Hitachi subsidiaries
- Partnerships with global system integrators
- Access to the industry-leading and innovative Hitachi Data Systems portfolio
- Early product evaluation
- Hitachi lab demos and factory tours
Hitachi can help you **improve applications and infrastructure** by giving you access to:

- Technology and architecture team
- Hitachi alliance ecosystem
- Access to industry-based solutions experts
- Access to technical discussions in online community
- Input into roadmap and strategy
GLOBAL ACCOUNTS AND SYSTEMS INTEGRATORS PROGRAM

MAIN PROGRAM COMPONENTS AND FEATURES

Access to industry-based solutions experts
Partnerships with global systems integrators
Technology and architecture team
Hitachi alliance ecosystem
Vertical expertise from 1,000 Hitachi subsidiaries

Financial services team
Custom finance program
Common terms and conditions
Simpler financial lifecycle process
Global pricing practices and purchase agreements

Input Into roadmap and strategy
Priority handling of requests
Enhanced levels of support
Severity alert program

Single Point of Contact
Consistent Service and Support
Global Commercial Terms
Special Programs

Executive sponsor
Hitachi technical council
Technical advocacy team
Executive advisory board
Executive briefing centers
Online customer community
SINGLE POINT OF CONTACT: GLOBAL ACCOUNT MANAGER

Represents partnership across Hitachi Data Systems and Hitachi

Bears responsibility for mutual success

Supports business strategies

Manages local teams

Provides formal executive-to-executive relationship members

Brings efficiency and simplicity to complex requirements

Facilitates unparalleled visibility and access within Hitachi Data Systems

Has intimate understanding of customer’s business

Provides access to the executive sponsor

Is point person for Hitachi Data Systems global strategies

As customer advocate, ensures prompt resolution of issues

Provides access to global technical manager
GLOBAL ACCOUNTS PROGRAM
TECHNICAL ACCOUNT MANAGEMENT

- Aligns technical capabilities to support business strategies
- Translates customer issues into effective technology solutions
- Bears responsibility for application and success of Hitachi solution offering
- Manages local Hitachi Data Systems technical teams
- Supports business strategies
- Architects complex solutions to meet customer needs
- Understands technology trends
- Develops and maintains strategic technical account plan
- Creates and sustains technology relationships
- Is technical customer advocate
- Program-manages strategic projects to minimize risk
GLOBALLY CONSISTENT SERVICE

- Enhanced Levels of Support
- Priority Handling of Requests
- Input Into Roadmap and Strategy
- Zero Outage Program
- Severity Alert Program
OPEN AND COLLABORATIVE PARTNER ECOSYSTEM
CONNECT WITH GLOBAL ACCOUNTS AND GLOBAL SYSTEMS INTEGRATORS PROGRAM

@HDSGlobalAccts
@jcatere01

Follow HDS Global Accounts on Twitter

Global Accounts
Customer Community

COMMENTS FROM CUSTOMERS

“The HDS Executive Sponsor Program has enhanced our relationship and strengthened our confidence in Hitachi products, services, and people. A significant benefit is the reassurance from executive management that Hitachi Data Systems meets our needs globally in a consistent and seamless manner”

– Wayne Smith, TSYS Group Executive of Operations

“The Global Accounts Program truly provides access to the best aspects of the company, including innovative technologies and future roadmaps, Hitachi Data Systems executives, Hitachi, Ltd., and world class service and support”

– Paul Ferraro, Sr. Director of Corporate IT
THANK YOU