

Criticaleye

Why Hitachi Solutions?

Accelerating growth and value for ambitious businesses

At Hitachi Solutions, we specialise in helping companies scale faster, operate smarter, and unlock greater value. We understand the pressures executives face during critical stages of growth and digital transformation across a host of vertical markets.

What We Do

Hitachi Solutions accelerates value creation by delivering stable, scalable, and agile AI-enabled digital platforms. Our solutions drive cost efficiencies, automation, and data monetisation to support smart, strategic growth.

How We Do It

We provide business and digital transformation consulting and services, built on Microsoft Cloud Solutions.

What Makes Us Different

Specialists in fast, practical digital transformation

- **Agile and Entrepreneurial:** Big enough to deliver, small enough to move at the speed of growing businesses.
- **Deep Microsoft Expertise:** Focused, proven, and ready to deliver accelerated outcomes.
- **Extensive Experience:** Specialists who know how to scale and transform businesses while realising value quickly.

How We Create Value for CEOs and Executives

Focused digital transformation that accelerates growth

- Faster implementations to match growth or strategic timelines.
- Scalable, flexible platforms for expansion.
- Data-driven insights for sharper decision-making.
- Reduced cost to serve through automation and AI.
- Enhanced customer experience via modern, AI-enabled solutions.

We deliver the clarity, execution strength, and speed that ambitious executives demand.

Some of the organisations we've empowered



SONY



Real results for ambitious businesses

- **END Clothing** – Optimised existing Microsoft technology to support operations and provide best-practice D365 architecture for accelerated growth. Extensive data and reporting programme to improve business insight and personalise the customer experience.
- **Dr. Martens** – Designed and delivered a global core ERP, data, and customer engagement programme to support growth from £350m to over £1B in five years, paving the way for a successful public offering.
- **AMS** – Accelerated ERP and data implementation in over 30 countries globally in just 14 months using our ‘Consensus Essentials’ methodology. Delivered standardised processes, enhanced reporting, and optimised global cost-to-serve.
- **Plastic Energy** – Executed a rapid business transformation (ERP finance and operations, supply chain, data/reporting, sales/service) across 10 plants in 7 countries, completed in 14 months. The scalable solution supports ongoing growth and increased operational demands.
- **Gerflor** – Hitachi Solutions implemented an AI-driven system that automates email classification and order data extraction, efficiently routes various requests, and integrates seamlessly with ERP systems for real-time data synchronization. This solution significantly reduces manual effort, frees over 20 staff from repetitive tasks, enhances customer focus, supports agile decision-making, and ensures compliance through robust, scalable workflows.
- **Rolls Royce** – Hitachi Solutions implemented Dynamics 365 CRM to streamline contract lifecycle management, model complex contracts, automate billing and maintenance adjustments, and integrate contract data with operational systems. This led to over £600,000 in annual savings, reduced invoice lead time from 45 days to under an hour, accelerated year-end reconciliation from three months to days, and significantly improved forecasting accuracy and administrative efficiency.
- **Rotork** – Hitachi Solutions partnered on a £30M+ multi-year programme, delivering Microsoft Dynamics 365, Azure Analytics, and Power BI to enable real-time insights and predictive maintenance. With over 100 systems integrated and 100+ IT professionals trained globally, the project enhanced forecasting, service delivery, and governance. It also drove data-led transformation through IoT and predictive analytics, while establishing a strong cultural and strategic alignment with the client’s global team.





20 Years of Partnership With Microsoft

We work exclusively alongside Microsoft, leveraging 20 years of collaboration to drive end-to-end digital transformation to organisations across the globe.

Our mission to contribute to society through the development of superior, original technology and products aligns with Microsoft's goal of empowering people and organisations worldwide.



Our expanded partnership with Hitachi will bring together the power of the Microsoft Cloud – including Microsoft Copilot – with Hitachi's industry expertise to **improve the productivity** of 270,000 Hitachi employees and help **address customers' biggest challenges**, including sustainability."



Satya Nadella
Chairman and CEO, Microsoft

Unrivalled Microsoft Expertise

Our Microsoft Cloud Solutions Partner status is only available to a handful of organisations worldwide who meet **performance, skilling, and customer success criteria**. This demonstrates our ability to provide **comprehensive cloud services** to help businesses optimise operations, enhance security, and drive innovation.



Microsoft Cloud

- Digital & App Innovation Azure
- Data & AI Azure
- Security
- Infrastructure Azure
- Business Applications
- Modern Work

Our Microsoft Awards

53x

Microsoft Partner of the Year Award Winner

100

Partner Contribution Index Score out of 100

19

Years on Microsoft's Partner Advisory Council

21

Years in Microsoft's Inner Circle

2023/2024
INNERCIRCLE
for Microsoft Business Applications

Why we are part of the Criticaleye Community



Simon Drake, EVP and UK GM
at Hitachi Solutions

“Criticaleye represents a fantastic opportunity for Hitachi Solutions to listen, learn, contribute and where possible, support CEO’s achieve their value creation objectives. We understand the long-term value that being a partner of Criticaleye could bring and are committed to a 24 month agreement initially.”



Stuart Cassie, SVP Sales Europe
at Hitachi Solutions

“We have a deep understanding of what it takes to accelerate digital value creation, and I’m excited by the opportunity to contribute to the Criticaleye Community.”



Lee Wise, VP of European Marketing and Alliances
at Hitachi Solutions

“The Partner framework is a great platform for us to bring value to Criticaleye in partnership with Microsoft. We look forward to participating in forums, events, and discussions in a trusted environment.”



Andrew Minton, Managing Director
at Criticaleye

“We are delighted to have Hitachi Solutions in the Criticaleye Community. Our Partners are a crucial part of the huge value that our Members get from their involvement with us, and not just by providing expertise, but also the external reference points and case studies that our Members need in order to grow and thrive. Hitachi’s attitude towards sharing their experiences and expertise as well as learning themselves sets them apart and makes them the ideal kind of Partner that we want to collaborate with.”

Why We Committed to Our Partnership

We are confident we can help members be more successful, more quickly.

Criticaleye CEOs are scaling fast, navigating complexity, and building value under intense timelines. Hitachi Solutions is built to help: delivering faster digital transformation, sharper decision-making, and operational efficiency that drives results.

We’re here to partner with leaders who want practical, experienced support on their growth journey.

Contact Us



Rob Evans
robevans@hitachisolutions.com
07931 586450

hitachi-solutions.co.uk