

Hitachi Co-Creation incorporates deep industry and IoT expertise, our Lumada IoT platform, leading-edge technologies and best practices to deploy innovative IoT solutions tailored to your organization's business needs.

DATASHEET

Co-Create IoT Solutions to Accelerate Your Digital Transformation

Intelligently Balance Speed of Delivery and Customization

The internet of things (IoT) is driving organizations to undergo digital transformation to increase productivity, reduce costs and thrive in an increasingly competitive environment. Yet the impact of IoT-enabled transformation comes with several key challenges. Insufficient knowledge of IoT best practices, difficulty with cross-organizational impacts, balancing near-term projects with long-term adoption strategies, and a lack of dedicated resources, all present roadblocks to successful transformation.

Hitachi is here to help. We are uniquely positioned to drive IoT-enabled digital transformation with deep experience across both operational and information technology (OT and IT). Our ability to leverage the skills of our Hitachi Group companies extends this expertise across industries. We offer a comprehensive portfolio of co-creation capabilities for the full life cycle of IoT solutions and intelligently balance speed of delivery and customization. Our approach is tailored to address your business, operational and strategic imperatives.

Benefits of Hitachi Co-Creation

A [recent survey](#) of over 500 senior executives and directors found that co-creation leverages the expertise, perspectives and priorities of an enterprise, its technology partners and its end users. It accelerates innovation, reduces costs and improves financial performance. In fact, 61% of surveyed companies use co-creation to produce successful new products, services and commercial opportunities.

Hitachi has already collaborated with industry leaders to co-create over 200 IoT solutions to date. And we can deliver benefits that will put your organization on the fast track to IoT-enabled digital transformation.

Faster Time to Value: Deliver faster time to value by utilizing our broad OT and IT industry expertise and our library of prebuilt and prevalidated IoT solution building blocks, or what we call solution cores. These can be tailored to fit multiple applications and industries, without starting from scratch each time.

Greater Impact: Intimate knowledge of industry, machines and technology allows us to tailor solutions for greater business and operational impact, by extracting more meaningful IoT insight and value than competing solutions.

Comprehensive: Our end-to-end portfolio of co-creation services can be mapped to all IoT maturity levels, and address any or all portions of the solution life cycle, spanning innovation, enablement and execution.

Co-Creation Defined

Co-Creation is a management initiative, or form of economic strategy, that brings different parties together (for instance, a company and a group of customers), to jointly produce a mutually valued outcome. Co-Creation brings the unique blend of ideas from direct customers or viewers (who are not the direct users of the product), which, in turn, gives a plethora of new ideas to the organization.

— Wikipedia

Hitachi Co-Creation Engagement Models

- **Innovation:** Customer and Hitachi work jointly on strategy, definition, outcome, architecture and deployment.
- **Enablement:** Customer leads all efforts and Hitachi assists and enables where needed.
- **Execution:** Customer sets the strategy and Hitachi executes for them.

Our Co-Creation Methodology

Hitachi incorporates deep industry and IoT expertise and our Lumada IoT platform with leading-edge technologies and best practices. Our team helps you to confidently deploy innovative IoT solutions that meet the demands of today's rapidly changing business environments. Although no IoT initiative is ever the same, there are common phases in successful transformations that we've been helping organizations achieve and manage for years, based on our proven methodology (see Figure 1):

Analysis: Provides a customized IoT strategy, a solution road map and a transition plan.

Proof of Concept: Defines proof-of-concept success criteria to test feasibility, deploys the solution and shares results to help make an informed decision about next steps.

Pilot: Includes planning, deployment, integration and knowledge-transfer activities to help you gauge results and minimize risks as you fine-tune your solution prior to an enterprise-wide implementation.

Production: Enables you to confidently deploy your solution. In addition to implementation, integration and testing activities, we also prepare your teams for management and operation of the newly deployed IoT solution.

Operate: Focuses on increasing efficiency over time. Service management, utilization and organizational changes are aligned with a complete solution, and we continue to enhance and automate your IoT solution.

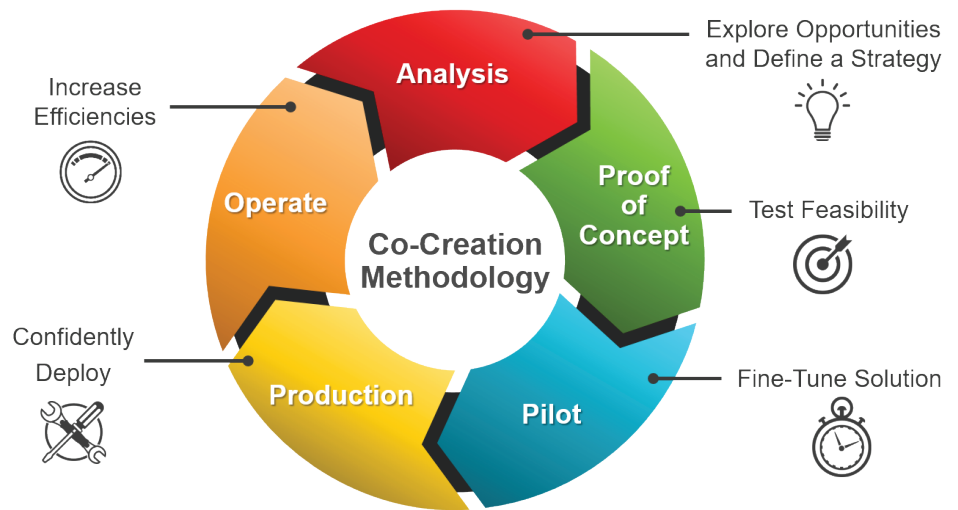


Figure 1. Hitachi's IoT Solution: Co-Creation Methodology

Use our co-creation services to bring all of these elements together to help you gain valuable insights. You'll know what to expect at each stage of deployment using our proven methodology, from analysis to pilot, and from production to operations. Together, we create robust and agile IoT solutions aligned to your needs, helping you get the big outcomes you're looking for, faster, based on precise strategies and a trusted delivery team.

Summary

As a variety of forces continue to reshape markets across industries, IoT is a megatrend that will impact organizations for decades. Successful enterprises respond to these trends with intelligence, completeness and resilience. Your goals and initiatives deserve the collaborative innovation that is made possible by our

unique ability to draw from so many disciplines to address real-world issues. The Hitachi co-creation approach gives you access to our entire Hitachi portfolio and ecosystem, including individual scientists, engineers and professionals who have the domain capabilities you need. Hitachi is ready to help you accelerate your IoT journey today, intelligently balancing speed of delivery and customization to keep your organization ahead of competitors.

Find out exactly how we can co-create with you by contacting your local Hitachi representative or visiting our website at www.HitachiInsightGroup.com.



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