

FOR IMMEDIATE RELEASE

Hitachi Unveils New Solutions and Services to Help Customers Accelerate Adoption of SAP HANA®

Hitachi to Showcase Enterprise-Class Solutions and Services Optimized and Integrated with SAP HANA at SAPPHIRE® NOW Conference

SANTA CLARA, Calif. — May 7, 2013 — Hitachi, Ltd. (TSE: 6501, Hitachi), Hitachi Data Systems Corporation (HDS) and Hitachi Consulting Corporation (HCC) today announced new enterprise-class converged solutions and services to help customers accelerate adoption of and achieve faster time to value with the SAP HANA® platform. Today's announcement builds on a strategic partnership formed between Hitachi and SAP more than two decades ago.

In cooperation with SAP, Hitachi has helped redefine legacy supply chain management, customer relationship management and enterprise resource planning solutions based on traditional database deployments using Hitachi Unified Compute Platform (UCP) Select for SAP HANA and Hitachi "Live in Five" services. These comprehensive offerings – enterprise-class converged infrastructure and consulting services to rapidly deploy and run SAP HANA – allow customers to take advantage of in-memory transactional and analytic systems, and support future applications built for the SAP HANA platform.

"Hitachi, through its services and Hitachi UCP solutions for SAP HANA, is helping to make widespread adoption possible for enterprises that need the value of ultra-high-speed in-memory analytics and data protection," said Ravi Chalaka, vice president, Solutions Marketing, Hitachi Data Systems. "Starting with Hitachi 'Live in Five,' enterprises can, in as little as five weeks, rapidly complete a pilot implementation of SAP HANA. In addition, we anticipate enterprises can further ensure an increase in protection for in-memory data in environments such as those running SAP NetWeaver Business Warehouse on SAP HANA with Hitachi TrueCopy and Symantec NetBackup."

As enterprises look to accelerate adoption of in-memory platforms such as SAP HANA for business analytics, SAP Business Suite and data warehousing, migrations onto these platforms must have demonstrable business value and support 24/7 mission-critical operations.

"We anticipate organizations implementing SAP HANA to benefit from significant return on investment in terms of productivity and analysis," said Kevin Chew, global vice president, Ecosystem Innovation and Business Development, SAP AG. "The 'Live in Five' services from Hitachi Consulting are expected to provide customers added validation of the benefits their organizations can gain by migrating to SAP HANA. Using these new services, we project that customers can further accelerate their journey with SAP HANA, helping to transform their business by streamlining transactions and providing real-time insights."

"Evaluator Group sees burgeoning use of in-memory analytics solutions for real-time decision making," said John Webster, senior partner, Evaluator Group. "The Hitachi approach combines a scalable, in-memory database platform with the system reliability and resilience capabilities required for enterprise production data center environments."

About Hitachi Solutions Integrated With SAP HANA:

- **Hitachi Unified Compute Platform (UCP) Select for SAP HANA**
 - For scale-out applications, this robust and highly resilient, converged turnkey solution enables customers to dramatically accelerate analytics with SAP HANA on a high-performing and scalable platform that can scale to 16 nodes

with 8TB of memory. For customers seeking a third-party solution to back up their SAP HANA databases onto supported tape libraries, Hitachi supports Symantec NetBackup Platform for SAP HANA, providing customers with an option to protect the persistent data layer as part of an overall strategy for platform deployments of SAP HANA into production environments.

- Hitachi UCP Select for SAP HANA is also offered as an enhanced scale-up version that enables customers to run SAP Business Suite software powered by SAP HANA on a high-performing platform that supports 2TB of memory. In addition, this is the perfect platform for test and development environments, and for organizations that want a smaller platform solution to determine if SAP HANA is the right choice for their business.
- **Hitachi storage adapter for SAP NetWeaver Landscape Virtualization Management**
 - This planned offering is expected to integrate core functions of Hitachi Virtual Storage Platform (VSP) with SAP NetWeaver® Landscape Virtualization Management software. By supporting operations for copy and clone functions, the adapter is intended to help improve manageability. Hitachi and SAP customers will be able to streamline management of SAP applications with Hitachi infrastructure to meet their business needs with increased IT agility.
- **Hitachi “Live in Five” (LI5)**
 - Hitachi “Live in Five” is a rapid proof-of-concept approach to demonstrate high-value scenarios and stand-up, production-ready solutions for SAP HANA. For a fixed scope and fixed fee, Hitachi will develop business use cases including metrics for success and associated ROI. With an average deployment timeline of weeks, not months, IT professionals are able to mitigate risk by leveraging the following benefits of the LI5 program:
 - Tight scope, rapid project methodology (average is five weeks)
 - A Hitachi-hosted instance or a loaner Hitachi appliance for SAP HANA
 - Validation of results and assistance for the customer to develop a plan to move the solution into a production environment
 - Most recently, Hitachi Consulting completed an LI5 proof-of-concept project for SAP HANA focused on high-value use cases for a leading consumer products company. The result was a solution that enabled business analysts to analyze data, create new insights and provide recommendations to their field sales team to positively impact key business metrics.

Hitachi Data Systems solutions including Hitachi UCP Select for SAP HANA, and services from Hitachi Consulting, will be showcased in booth 754 at the SAPHIRE® NOW conference and the ASUG Annual Conference, being held May 14-16 at the Orange County Convention Center in Orlando, Fla.

Web Resources

- Learn more about [Hitachi Data Systems solutions for SAP HANA](#)
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About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen (\$117.8 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

About Hitachi Data Systems

Hitachi Data Systems provides information technologies, services and solutions that help companies improve IT costs and agility, and innovate with information to make a difference in the world. Our customers gain compelling return on investment (ROI), unmatched return on assets (ROA), and demonstrable business impact. With approximately 5,900 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Our products, services and solutions are trusted by the world's leading enterprises, including more than 70% of the Fortune 100 and more than 80% of the Fortune Global 100. Visit us at www.HDS.com.

About Hitachi Consulting

As Hitachi, Ltd.'s global consulting company, with operations throughout North America, Europe, the Middle East and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Its client base includes 35 percent of the Fortune 100 and 25 percent of the Global 100, along with many mid-market leaders. With offices throughout North America, Europe, the Middle East and Asia, Hitachi Consulting employs approximately 5,000 professionals across 12 countries with delivery centers in India (Bangalore, Pune and Hyderabad), China (Guangzhou) and the United States (Fargo, North Dakota) to offer global delivery scale. For more information, visit www.hitachiconsulting.com.

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SAP Forward-looking Statement

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
