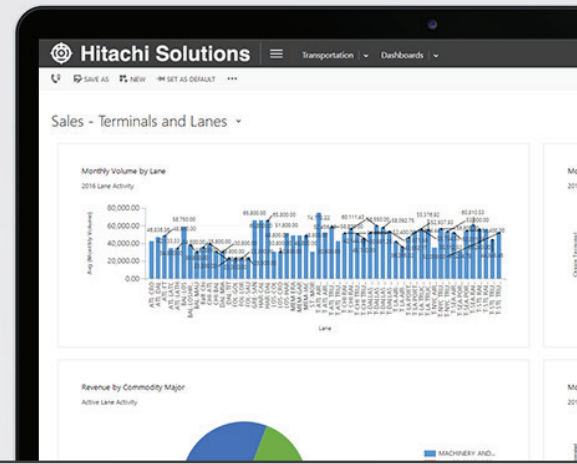


Hitachi Solutions For Transportation



PURPOSE BUILT RELATIONSHIP MANAGEMENT FOR TRANSPORTATION

Differentiate Your Business in a Competitive Industry

Hitachi Solutions for Transportation is designed specifically to meet the business development and customer support needs of transportation organizations. Powered by Microsoft Dynamics 365, it provides a platform that can be immediately leveraged to improve customer sales and service — and is easily scalable to meet the future needs of your organization as you grow and the industry evolves. With Hitachi Solutions for Transportation, you will have real-time insight into the opportunities, forecasts, contracts, issues and communications across the multiple teams that support a customer.

Hitachi Solutions gives you a 360° view of the customer that is made possible by a centralized, integrated system for managing, viewing and tracking all customer data. This in turn allows for increased efficiency and overall improved customer service, letting your organization differentiate from the competition based on overall value, not just price. By harnessing the power of the Microsoft Cloud in combination with our deep industry knowledge, we are able to offer you a unique solution crafted specifically for your business and market.

Hitachi Solutions for Transportation will enable your transportation business to:

- Access real-time customer information through a web browser, mobile device and Outlook.
- Receive a 360° view of customer data by gaining visibility into customer accounts, key revenue metrics, shipment history, lane information and service updates, such as shipment delays and lost cargo.
- Create actionable workflows in the business process that are tailored for any engagement type.
- Deliver an efficient sales and service process by allowing team members to gather complete customer data from the same centralized system.

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our implementation methodology is designed to give you faster, lower-risk implementation and rapid adoption through proven best practices.

- It starts with core technologies built on Microsoft Dynamics 365 so you can get up and running quickly.
- We extend that with our own industry experts and modules that give you capabilities tailored to the needs of the insurance industry.
- Finally, we deliver a customized solution to provide the best fit for your business, so you can focus on your unique strengths, not basic technology.



Transportation Sales Module

Manage potential opportunities, contractual agreements and renewals and understand lane forecasting and activities for better decision making, all while maintaining a 360° view of customers and prospects.

- **Lane level forecasting & win/loss reporting** — Bid on contracts with confidence and precision using lane level forecasting to strategically plan for your organization's expansion leveraging forecast win/loss reporting.
- **Performance management** — Drive strategic sales conversations and improve relationship management by getting a clear view into sales volume, lane performance, contract performance and schedule delays.
- **Account planning** — Ignite growth and expand into new geographies by capturing customer strategies and targets, and then measuring plan execution.
- **Bidding & contract pricing management** — Capture all bidding and contracting information, including pricing requests and schedules, service sold vs. service forecasted, approvals and tracking data, while ensuring that won business is converted.
- **Seamless integration** — Integrate your CRM with any transportation management system, geospatial mapping software and data warehouse system, along with the entire Microsoft suite.
- **Call reporting** — Capture and organize all call information so it can be easily searched and leveraged for future sales conversations while simultaneously triggering automatic workflows for follow-up records.
- **Contract Management** — Drive tracking and management of contract agreements including the ongoing performance of contracts and managing the renewal process.



Transportation Service Module

Provide a superior experience to customers and partners by empowering members of the service team with better information and a more consistent process. The transportation service module offers the ability to manage and track damaged items, late shipments, billing issues and support tickets.

- **360° view** — Reduce overhead, capitalize on every contract and focus on superior customer service by giving service representatives a full 360° picture of their customer — from shipment history to contract performance — in one centralized system.
- **Resolution management** — Implement a true resolution process that can surface key relational data points like associated service requests and closed sales, commodity type, shipment type and contract information all in one place by using the business process flow in CRM, plus view and track how fast issues are resolved.
- **Service history & alerts** — Receive immediate service notifications when there is a change in shipment or delivery so you can be proactive in alerting customers and maintaining relationships.
- **Shipment Integration** — Lookup shipments and track customer injuries and claims to different parties related to the shipment.

