

For over 30 years, Hitachi Australia has been providing Australians with award winning white and brown goods and boasts an impressive product range. Now, the Australian division of one of the world's largest electronic companies has an ambitious strategy in place to secure leadership in digital media and home appliances.

Hitachi Australia directly employs 85 staff and is the sales and distribution arm for automotive components, consumer electronics, home entertainment, home appliances, air conditioning, semi-conductors, power and industrial equipment. The company services nearly 1,000 retail customers from six warehouse locations across Australia and relies on well structured processes, supply chain visibility and accurate information management to maintain customer satisfaction.

Over the last 10 years, Hitachi Australia has worked closely with Pronto Software to ensure that PRONTO-Xi, their ERP system, is tailored to meet their unique business requirements and maximise productivity.

### Service Excellence

"We service major retailers across Australia and in addition to reducing costs across the business; it is part of our philosophy to look for ways of improving customer service to all of our customers. PRONTO-Xi has helped us increase productivity and refocus staff efforts on offering exceptional service by using secure e-business modules for sales and warranty," says Carl Murphy, IT Manager of Hitachi Australia.



## HITACHI AUSTRALIA

### HITACHI Inspire the Next

- ◆ Australia arm of global Hitachi conglomerate.
- ◆ Sales and distribution arm for automotive components, consumer electronics, home entertainment, home appliances, air conditioning, semi-conductors, power and industrial equipment.
- ◆ Over 1,000 retailers serviced from 6 warehouses across Australia.

Customers and external agents have access to a number of PRONTO-Xi screens, which gives them increased functionality and visibility and lowers administration and service costs for Hitachi. This has reduced incoming calls to customer service and staff can now proactively ensure that customer needs are met promptly.

### Visibility through the supply chain

According to Mr Murphy, "PRONTO-Xi offers management the ability to instantaneously view the financial position of all six business units, including four sales units, so that they are able to track, manage and retain control effectively".

Additionally, PRONTO-Xi's enforcement of Hitachi's business processes has led to consistent and incremental productivity improvements. "An integrated system that enhances distribution and order processing efficiencies is particularly important to our business as we currently have an order throughput of around 500 per week. In this regard we have found PRONTO-Xi an excellent tool as it combines visibility with process compliance in a way that does not annoy users," says Mr Murphy

## Return on Investment

In order to improve efficiencies in the Power and Industrial Equipment division, Hitachi Australia is currently implementing PRONTO-Xi Project Costing. As this division operates purely on a per-project basis, "It is easy to see the benefits of Project Costing because the returns were evident from the outset. I estimate a return on investment of just under 2 years;" says Mr Murphy.

Furthermore, productivity increases amongst sales and accounting staff is expected due to the introduction of this module, which will also assist business development through accurate forecasting and tracking of project budgets.

### .... so easy to work with

Hitachi has recently upgraded its PRONTO-Xi system to improve functionality and efficiencies through the business. XML reporting and the ability to drill down has made it easier to analyse information. Mr Murphy says "we were on time and on budget with this upgrade and received excellent support from Pronto Software. We are even looking at new functionality such as mobility to add to our competitive edge in the marketplace."

Even with a decade of use under their belts, Hitachi has not reached the end of productivity, profitability and process improvements with PRONTO-Xi. "The product is robust, it scales well and is backed by a supportive, responsive company," remarks Mr Murphy. "With Pronto Software as our partner I can see us happily running PRONTO-Xi well into the future."



## KEY BENEFITS

- ◆ Customer self service has reduced incoming calls, increased service levels and turnaround time and reduced costs.
- ◆ Integrated system offers complete visibility combined with process compliance which enhances productivity of sales and administration staff.
- ◆ Quick return on investment on Project Costing
- ◆ Upgrades enhance functionality and increases usability and productivity.



Pronto® Software is a global provider of fully integrated Enterprise Management Systems. With more than 30 years experience, Pronto Software enables over 1,200 businesses to maximise productivity, streamline their supply chain and deliver superior customer service.

Pronto Software  
Melbourne, Sydney, Brisbane  
Phone +61 3 9887 7770  
Fax +61 3 9887 7779  
info@pronto.com.au