

True to our corporate credo of “Quest for Truth,” HitachiSoft strives to provide the whole of society with comfort, safety and impression through the development of outstanding, unique technology and products.



Isao Ono

Isao Ono
Representative Executive Officer, President and CEO

Q. While it is apparent that HitachiSoft’s fundamental stance on CSR is centered on its corporate vision, what specifically is it that HitachiSoft can contribute to society?

A. HitachiSoft has a responsibility to contribute to society through the business it conducts. However, this can only be accomplished if we ensure that the company remains viable; hence, it is important that we remain profitable. Our business is built on the three pillars of “systems development,” “services” and “products and packages.” We are in the process of putting in place a business structure that will demonstrate resilience in the current global economic downturn and provide the kind of corporate quality that will ensure sustainable growth once the economy recovers. In the area of “systems development” we are moving ahead with developments focused on such elements as system efficiency, reliability and ease of use in order to contribute to increased value amongst client companies. In the area of “service provision” our considerations extend not just to our customers’ convenience but also to the convenience of those utilizing our customers’ systems. And as for “products and packages,” we strive to provide solutions which contribute to the prevention of information leaks, ensure safe authentication, and which reduce the consumption of resources. Through these business areas, I believe we successfully conduct our CSR by providing both our client companies and society with comfort, safety and impression. From the time a product or service goes into development, I want each and every one of our employees to consider how it can benefit society.

Q. Society’s concern over global environmental issues has increased in recent years. What emphasis does HitachiSoft place on addressing environmental concerns in its business, and what initiatives is it undertaking?

A. Our corporate credo is “Quest for Truth,” which is the product of our commitment to putting the customer first, showing respect for people and the environment and acting with sincerity. Times may

change, but the importance of these qualities never will. In particular, our respect for the environment has led us to recognize that protecting the earth’s environment is a shared task for all of humanity, and thus we view this as an important corporate responsibility to be worked on as an organization. In this spirit, we create environmental policies for our operations to follow and perform regular follow-ups in order to ensure that our actual business practices are in line with these policies. Specifically, we actively promote: (1) the provision of products and services which reduce environmental impact; (2) resource and energy saving measures; (3) waste reduction and green procurement; and (4) training aimed at encouraging employees to independently seek ways to be more environmentally friendly.

Q. It seems that in the West, many companies use the business opportunities created by social and environmental challenges to produce relevant new products and services. Is it possible for HitachiSoft to also follow this approach when engaging in social enterprises?

A. HitachiSoft is working to develop software and hardware that will contribute to a reduction in environmental impact. In fact, fundamentally, all of our software and hardware contributes to such reductions. Our “GeoMation Farm” agro-information management system received a number of awards in 2008, including the u-Japan Grand Prize in the Environment Category, the Green IT Award 2008 Green IT Promotion Council Chairman’s Award, and the Chairperson’s Award of the Eco-Products Awards Steering Committee for the 5th Eco-Products Awards, among others, in recognition of the contribution it makes to reducing environmental impact. Also, our governing IT infrastructure service, “SecureOnline,” also contributes greatly to reducing environmental impact through the virtualization and consolidation of servers. I believe that business opportunities will naturally increase as a result of focusing on the environment in our operations.

Q. Considering that a global and long-term perspective is indispensable to corporate sustainability, how is HitachiSoft CSR responsive to trends in society?

A. As we expand globally, we must ensure that our business activities take into consideration environmental, human rights and labor concerns. In addition to compliance with local laws, it is crucial, I believe, to respect the social ethics and morals of each country. Our overseas revenue at present

makes up no more than 3% of our total revenue; however, we hope to increase this to 20% by 2015. First, we must ensure that “defensive CSR” is our top priority; then, I believe, “proactive CSR” will grow in importance as we seek to provide those overseas as well with products and services that offer comfort, safety and excitement.

Q. How should HitachiSoft progress with its CSR in order to win greater trust from its stakeholders?

A. The interests and expectations of stakeholders will continue to change with the times. Thus, we need to carry out our business operations by continually being aware of who our corporate stakeholders are and what it is they expect of us. If we take our employees as an example, we see that their key concerns include a better working environment, diversity management, work-life balance, and mental well-being. It is crucial, therefore, that our CSR stay responsive to the changing expectations of our stakeholders.

Q. What message for stakeholders do you have to accompany this CSR report?

A. HitachiSoft’s growth is due largely to the understanding and support of the many customers, shareholders, partners and local residents with whom it deals with. We will continue to strive to achieve good communication with all of our stakeholders and to provide the whole of society with comfort, safety and excitement through our business activities. And it is my sincere hope that this CSR report will help stakeholders to better understand the CSR activities of HitachiSoft.

