

# News Release

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## **Guided by Users' Needs: A Visit to Hitachi JP1 System Simulation Testing Center**

In the rapid and drastic development of IT business in China, IT system operation management has become a critical element of survival and development for corporate users, who are paying more and more attention to how to adopt and effectively use system management software. Hitachi established a JP1 System Simulation Testing Center (hereafter referred to as *SST*) in Shanghai and started operations in December 2008 to increase JP1 project implementation efficiency, provide an environment for verification tests, decrease customer operation risks, reduce costs of post-project maintenance, and cultivate software management professionals. The establishment of *SST* is one of the important strategies that the Hitachi JP1 group implemented to further penetrate into the Chinese market and better serve Chinese customers.

### **Creation of the *SST* simulation operation environment: Guided by Customers' needs**

Recently, the Hitachi JP1 group invited reporters from heavyweight professional media companies in the Shanghai district to join a series of Media Salons of 2009 in *SST*. The JP1 members introduced in detail the purpose of creating *SST* and its operational features, and demonstrated its current achievements and future development plans. Mr. Song Wenbin, a senior engineer of Hitachi Information Systems (Shanghai) Co., Ltd., also showed the equipment in *SST* to the guests.

According to Mr. Song, *SST* is operated in order to achieve three major goals. Firstly, *SST* can serve as a location to simulate a customer's actual operation environment, so that the customer can conduct emulation and verification tests before the JP1 project is installed, and therefore ensure smooth installation and stable operation thereafter. Secondly, *SST* provides a location for potential users to test the latest JP1 products and business solutions developed by the JP1 group and its partners to solve various customer needs. This allows potential users to obtain first-hand knowledge of JP1 features before purchasing JP1 products. Thirdly, *SST* conducts JP1

# News Release

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technical training for partners, agents, and users and cultivates high-level specialists of software technology and system operation management.



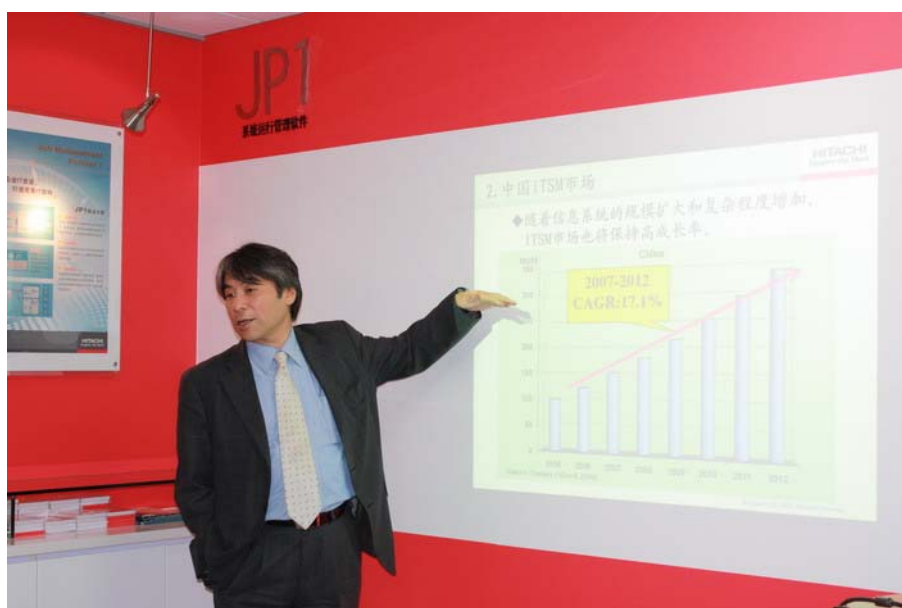
SST is set up with multiple servers, which are installed with different operating systems and JP1 software products to simulate actual operation environment of various users and to support stable project operation. The currently available testing environments includes: all JP1 series environments, desktop management verification environment for Japanese corporations, domain control test environments, AJS2 test environments, PFM test environments, PFM monitored SQL and ORACLE test environments, RedHat platform test environments, and Linux platform test environments. So far, SST has yielded some primary achievements and the rate of use is steadily growing. At the same time, equipped with its various test environments and prestigious training conditions, SST is also being used for internal and external education and examinations, as well as training for many international corporations through presentations, which have received good evaluations and results. In addition, thanks to the laboratory environment and facilities provided by SST, the JP1 Instructor Certification Training Test also went smoothly.

# News Release

Hitachi JP1, which holds the largest share of system management software products in the Japanese market, has developed a good brand image and favorable reputation. As a carrier and platform of the JP1 products on display, SST is not only a supporting platform of project operation, but also a show window of technical cooperation with foreign corporations, and most of all, an effective way to present JP1's use in the Chinese market. As for the future development of SST, Mr. Song told us that the Hitachi JP1 group would set up SST with different demo environments under multiple platforms, develop more IT solutions by using JP1 features to meet actual user needs, and make efforts to ensure security and efficiency of users' IT systems.

## **Becoming the keystone of the IT team to Expand Market Stakes with the ITIC Concept**

In the recent years, the Hitachi JP1 group has increased R & D investment in the Chinese market and broadened and deepened the market from multiple channels and services, hoping to share IT governance experiences with more customers. This will help them reduce costs, increase efficiency, achieve transparent management, and remain undefeated in the face of fierce competition. Taking this media salon as an opportunity, Mr. Yashiharu Mori, the general manager of Hitachi Information Systems (Shanghai) Co., Ltd. introduced the development strategies and new channel policy of JP1.



# News Release

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To Mr. Mori, the large number of IT partners and JP1 group form a community of common interests. This community is like an IT team, where all members must learn to exist and succeed together. Every team has a keystone (the key point of an object, like the piece of stone in the center of a stone arch that supports the weight of the bridge). The Hitachi JP1 group aims to become such a keystone of the Chinese IT team in order to construct a recycle model of social management and to create social value together with its partners and customers. Mr. Mori used another metaphor to vividly describe the situation. Each species occupies an important position in the marine biological chain. If any one of them disappears, the virtuous cycle of the entire biological chain would be influenced. However, one species is fundamental in supporting the entire biological chain, and the Hitachi JP1 group wants to become the critical species in the Chinese IT ocean. Mr. Mori also explained that the Hitachi ITIC (ITSM Technology Incubation Center) concept means that the JP1 group will cultivate the Chinese ITSM market by relying on the powerful technology of the Hitachi Group and cooperating with the Chinese government agencies and research institutions.

## **Constructing the JP1 Channel Ecosystem to Create, Share, and Succeed Together**

In 2009, the Hitachi JP1 group adjusted its channel policy by adopting an agent mechanism, hoping to provide Hitachi's unique technology and experiences to customers through cooperation with partners. The Hitachi JP1 group expects to achieve more efficient IT system operation and higher customer satisfaction, and ultimately contribute to the development of Chinese society by reaching the goal of creating, sharing, and succeeding together.

The Hitachi JP1 group has given *partner* a broader meaning. The JP1 partners include independent software developers, large IT integrators, and applicable solution providers. To the JP1 group, cooperation with a partner is not simply using a partner's sales system and channel resources, but more importantly, helping the partner generate additional value for its products. Hitachi JP1's channel ecosystem has many advantages in generating additional value. For example, installation, setup, and operation of the JP1 products are both easy-to-perform and

# News Release

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easy-to-learn; the JP1 products have excellent compatibility and expansibility, which enable them to be easily integrated with a third-party product; and in addition, they can be easily applied to software development to reduce man-hours, and therefore lower development costs.

Specifically speaking, the Hitachi JP1 channel ecosystem provides complete support in three layers: technology, sales, and marketing. The technology support layer includes provision of technical training, seminars and workshops, JP1 certification, technology networks, trial versions, and usage of SST. Among these, JP1 certification is an important part of technical support services. The Hitachi JP1 group will establish a training institution and set up positions for instructors. As a result, an engineer from a partner company who has obtained JP1 certification will be able to independently recommend JP1 solutions to customers. The sales support layer contains issues such as sales training, customer representatives, fellowship support, customer sharing, special discounts, and sales incentives. Particularly in the pre-sales stage, the JP1 group will send an exclusive customer representative to a partner to promote products and make it easy for customers to accept JP1 solutions. The marketing support layer relates to PR activities, media publicity, successful case study, user orientation, partnership planning and so on, all of which is conducted in coordination with the promotion of partner's products. By cooperating with the JP1 group, all partners, whether they are an ISV (independent software vendor), application developer, SI (system integrators), or dealer, can expand their business scope, enhance existing solutions, and therefore create a new value curve.



Mr. Mori also briefly introduced some successful cooperation cases of JP1 in Japan, including the AS400 comprehensive solution, optimization of SAP ERP system operations, and the DataStage (ETL) integrated solution. Ever since JP1 entered the Chinese market in 2002, the Hitachi JP1 group has continuously been conducting R & D to cater to the needs of Chinese users, and has established a complete business system. JP1's three main product modules have won various awards for helping many Chinese local businesses successfully build up an IT system environment of transparent management. The Hitachi JP1 group expects that as the Chinese ITSM market keeps growing, it will truly occupy the strategic position of keystone by helping more businesses change their management model with JP1, a product highly recommended by many customers and channel sellers.