

Digital product and data engineering

Accelerating consumer
insights for you: a faster
cost-effective route to
genuine business value



HITACHI

Hitachi Digital Services

The retail and hospitality industry is changing rapidly. Technology is evolving, shopping habits are shifting, and global events are impacting supply chains and logistics.

To get ahead of the competition and meet your clients' needs, it's more important than ever to deliver reliable access to consumer, brand and market data, and to be able to predict shifts in consumer demands faster and better than your competitors.

About Hitachi Digital Services

\$84.1bn
consolidated revenue

Operating in
70+ countries

Thomson Reuters
Top 100 Global Innovators

Fortune 500
Top 10 global technology company by revenue

Heritage of innovation

119,000
global patents

150+
factories

16
labs

15,000+
global customers

\$3.4B
annual R&D

Our approach is to bring innovation to your business throughout the continuous agile application development process. We are experienced in all the latest tools and frameworks to enhance cross-continent and team collaboration, accelerating development and enhancing 24x7 support and future releases.

How we help our clients?

Hitachi Digital provides business-focused agile solutions and support across the entire digital estate, encompassing web, mobile product engineering, data engineering and data science.

We have the skills, industry experience, processes and development tools to accelerate your software development and drive business success through products that are robust, ready to scale and easy to maintain. Our AI-backed products leverage data science to enable your clients to answer consumer and brand questions at an unprecedented scale.

We have a proven track record at helping market research organisations deliver innovative customer insight products and solutions, both stores-based and online, enabling you to be more cost-effective through faster time to market.

Our technical capability



Core technology experience includes:

.NET Core, React, Kubernetes, Microservices, Azure Cloud, DevOps (Bicep, Terraform), Microsoft Modern Data Platform (ADF, Synapse, PowerBI), Databricks, QA Automation (Cypress, Karate, Nightwatch), Snowflake and AWS.



We work with the top hospitality, global market research, retail marketing and consumer analytic organisations.

CASE STUDY

We work with one of the top 5 marketing research insight organisations.

7 year
digital partnership

30
countries

21m
UK households

2x faster
business releases

9bn records processed each week

Hitachi Digital has helped a leading market research company which supports some of the world's largest consumer loyalty card providers to deliver best in-class-customer insights products.

As their strategic product engineering and data services partner, we have enabled the development and launch of leading customer insight solutions globally at scale and halved the time it takes for business releases reducing the time to market to get the insights out to their clients.



Team

100+ resources (Portugal/UK/India/USA)



Technology

Front End/Back End React JS, Flutter, Angular, .Net, .Net Core 3.1, .Net 6, Node



CASE STUDY

Coupon digitisation for one of the world's largest coupon distributors.

15,000
partner advertisers

£2.1bn
revenue

7000
employees

9
countries

Hitachi helped one of the largest coupon distributors and processors in the world, to demonstrate a mobility concept for digitising promotional coupons and prove Bluetooth beacon precision.

The concept required a mobile site to capture coupon information, so that users could see targeted offers on the go. A location-aware, crossplatform app rapidly narrowed down reach, and beacons were used to provide context-based display. If users decided to go ahead with an offer, integration with Apple Pay and Google Pay made transactions seamless.

Talk to us today

Mark Williams, Head of Retail, Hospitality & Travel EMEA

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About Hitachi Digital Services

Hitachi Digital Services, a wholly owned subsidiary of Hitachi, Ltd., is a global systems integrator powering mission-critical platforms with people and technology. We help enterprises build, integrate, and run physical and digital systems with tailored solutions in cloud, data, IoT, and ERP modernization, underpinned by advanced AI. By combining Information Technology and Operational Technology (ITxOT), we drive efficiency, innovation, and growth across industries. With over 110 years of Hitachi Group's engineering and technology leadership, Hitachi Digital Services is powering smarter platforms for a safer, more sustainable future. To learn more, visit hitachids.com.

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