



Making Digital Work for Everyone: How Hitachi Unified Adoption Across Global Teams

EXECUTIVE SUMMARY

Hitachi's global teams rely on systems like Workday and Salesforce to manage HR, ITSM, and customer operations. But inconsistent adoption across regions created challenges in engagement, process standardization, and data quality.

With Apty, Hitachi streamlined digital adoption across all regions—helping teams onboard faster, resolve requests with less friction, and improve collaboration across business units and geographies.

THE HUMAN IMPACT

From HR in Tokyo to sales in Madrid, users spent valuable time trying to complete basic system tasks. Ticket volumes were high. Support costs increased. Productivity dropped—and employees grew frustrated with tools meant to support them.

“Even the best platforms can become bottlenecks if people don't know how to use them efficiently.”

Localization was also an issue: one-size-fits-all training didn't meet the needs of global teams working in multiple languages.

THE SELECTION JOURNEY

Hitachi had long relied on region-specific training programs, global support resources, and manual standardization efforts to drive system adoption across Workday, Salesforce, and ServiceNow. But friction persisted—especially across their multilingual, geographically distributed workforce.

Their goals included:

- Driving consistent experiences across all business units
- Reducing reliance on internal support teams
- Delivering in-app, context-sensitive guidance tailored by region
- Tracking adoption behavior through analytics

After a global evaluation of digital adoption solutions, Hitachi selected Apty for its multi-application support, global implementation track record, and its ability to drive engagement while fitting within their enterprise architecture and change management framework.

THE IMPLEMENTATION JOURNEY

Hitachi rolled out Apty with a cross-functional lens:

01	HR onboarding and self-service flows in Workday
02	Ticket resolution workflows in ServiceNow
03	CRM usage optimization in Salesforce
04	Multilingual guidance tailored by geography
05	Data validations and analytics for global visibility

The phased rollout helped regional teams adopt at their own pace while still aligning with global KPIs.

THE BUSINESS TRANSFORMATION

- Less reliance on central support for everyday tasks
- Higher system usage consistency across global teams
- Better data quality across Workday and Salesforce
- Shorter onboarding times for new hires
- Measurable increase in employee engagement scores



THE PATH FORWARD

Hitachi is expanding Apty into additional operational systems and aligning adoption metrics with workforce engagement goals. They aim to embed digital adoption into their culture—supporting both innovation and agility in how teams work across borders.

Spotlight Quote

“With Apty, we’ve built a unified digital experience that respects local needs while aligning with our global strategy. It’s become a key pillar in how we drive operational excellence at scale.”

— Global Digital Workplace Leader, Hitachi



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