

【Held on July 4】Continuing to win from the customer's point of view

～Proposal Process, Generative AI, Proposal Design～

July 4, 2025

DSS/ESU/CPC

Hitachi, Ltd.

Agenda

	title	substance	time	lecturer
1	At first	We will introduce CPC and the position of this event	15:00-15:10	Hitachi AC, CPC
2	World-class proposals: techniques that increase the probability of winning	<p>He will talk about the necessity and effectiveness of clarifying the value of the proposal and putting the customer's interests at the center of the proposal, as well as specific methods of doing so, based on his own experience.</p> <ul style="list-style-type: none"> • Identify customer interests • Consider the proposed strategy (win theme and unique value) • Define your differentiation points 	15:10-15:50	APMP Mr. David Gray
3	Practical Skill 1 Use generative AI to efficiently collect and organize "customer interests"	<p>The GenAI Ambassador will introduce how to efficiently gather and organize customer and competitor information using generative AI.</p> <ul style="list-style-type: none"> • Prompts to organize customer interests from customer interview notes • Prompts to organize competitor information from external information, etc. 	16:00-16:30	DSS/ESU/FSC Mr. Tomokazu Oyama CPC Shuichiro Soma
4	Practical Skill 2 What is the proposal design required for "the customer's point of view proposals"?	<p>We will show you how to create a proposal (Executive Summary) that conveys at a glance that it is a "customer's point of view proposals"</p> <ul style="list-style-type: none"> • Structure of a Conveying Proposal (Executive Summary) • Key points of the design that convey • Executive Summary Case Study • Proposal templates and efficiency tools in line with the guidelines of (GBC) 	16:30-17:00	CPC Rio Nishimoto Eiko Enomura
5	Closing	—	17:00-17:10	Hitachi AC

Introduction to CPC



APMP Global

「Bid and Proposal Team of the Year 2024」

Finalists

Creative Proposal Center (CPC)

Specialized team to assist in the preparation of proposals

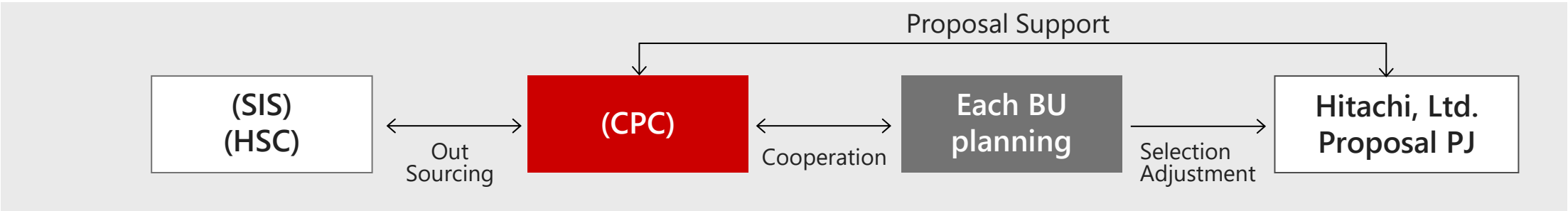
We won the Gold Ticket in Hitachi Group's Idea Contest "Make a Difference! 2017" and began our activities in 2018. We promote proposal activities that enhance customer value by adopting "Proposal Management," a globally standardized proposal process defined by the Association of Proposal Management Professionals (APMP), a worldwide community for professionals engaged in proposal activities.

Based on industry best practices, our strengths and achievements using innovative methods were recognized, and we became the [first Japanese company to be nominated as a finalist for the APMP's "Bid and Proposal Team of the Year 2024."](#)

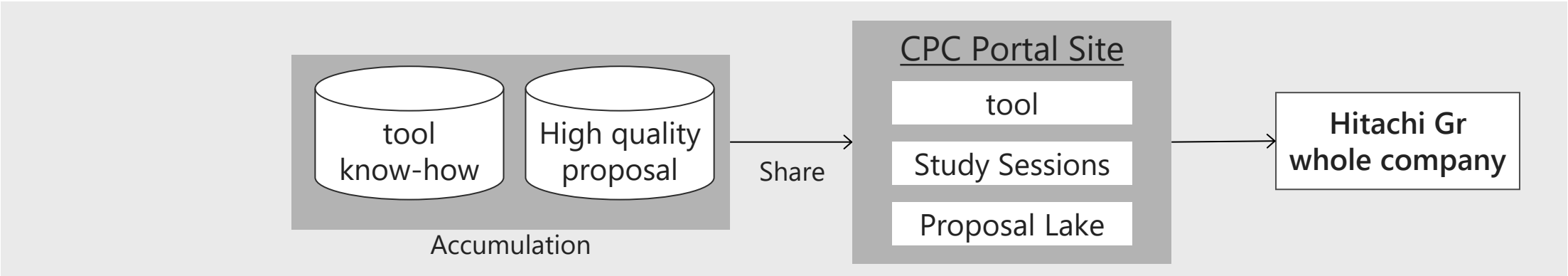
Activities of the Creative Proposal Center (CPC)

Our activities are based on two value-providing models.

(1) Provision of proposal preparation support services for each BU of Hitachi, Ltd. **Approx. 140 cases/year**



(2) Development and provision of tools and know-how available to the Hitachi Gr **Approx. 170,000 DL/year**



What we want to tell you

Ideal State of proposal activities

Changes in the business environment, advances in DX, and technology are making customer situations more complex. The customer's own issues and solutions are unclear.

Business environment is changing rapidly, and the future is unpredictable.

With the progress of DX, we want to review conventional business processes and utilize digital technology, but we don't know how to proceed.

New technologies such as cloud computing, AI, IoT, Big Data, etc. are emerging one after another, and it is hard to know which technology to choose.



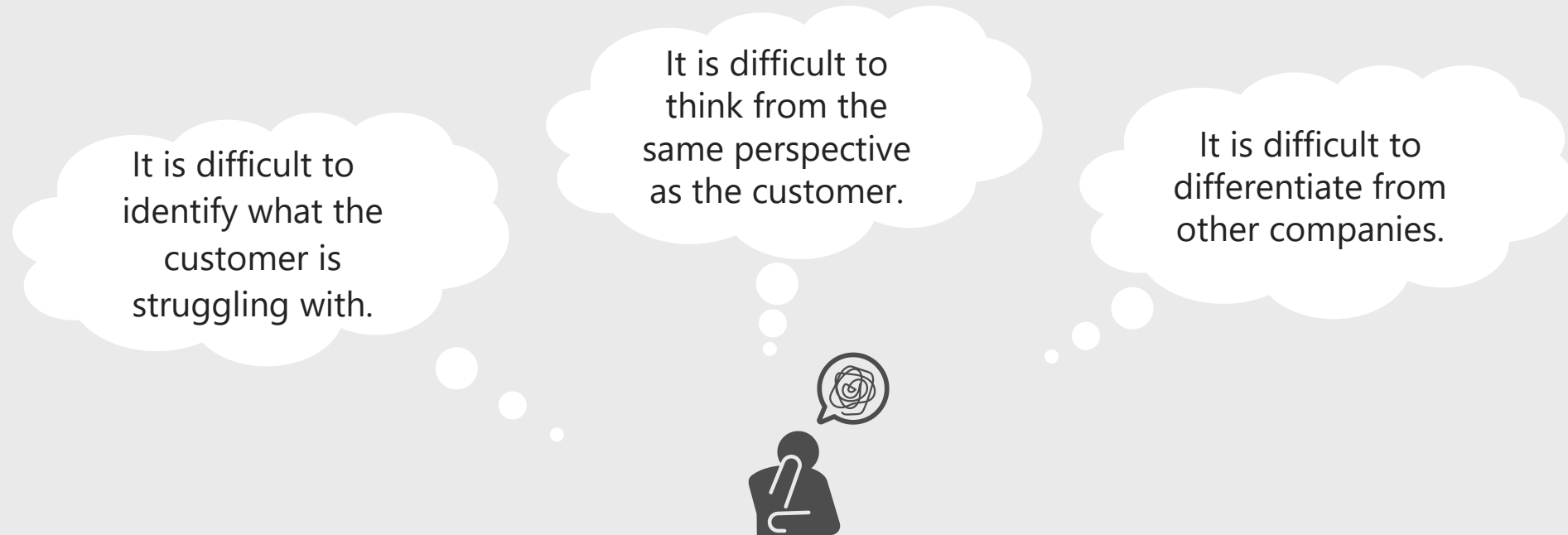
Customers

———— Ideal State

We are required to accurately grasp our customers' management and business issues and present solutions the customer's point of view proposal activities are required.

Problems with proposal activities

However, there are some difficulties in the customer's point of view proposals.



Proposal Activity Process

The CPC defines the process and actions of the proposal activity based on the global standard proposal process. Because it is simple, even those who are not familiar with it can proceed without hesitation.

Gather information

- Gather your customers' business goals and issues
- Gather key stakeholders' hot buttons (important interests)

Form a hypothesis

- Organize the strengths and weaknesses of your company and your competitors based on the hot buttons of the project
- Organize your own proposal

Verify

- Present your understanding of the customer first
- Create materials that convey through visual design

What we will tell you today

Mr. David Gray of APMP will introduce the concept of the customer's point of view proposals. After that, we will introduce two practical skills from the CPC.

Gather information

- Gather your customers' business goals and issues
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way of
thinking

World-class proposals : techniques that increase the probability of winning
: Mr. David Gray of APMP

Practical
Skill

Practical Skill 1 :
Use generative AI to efficiently collect and
organize "customer interests"

Practical
Skill

Practical Skill 2:
What is the proposal design required for
"the customer's point of view proposals"?

Instructor Introduction

World-class proposals:
techniques that increase the
probability of winning

Mr. David Gray
Bid Excellence Director &
APMP Past Chair

He is a prominent member of APMP and an expert in proposal management and business development.



HITACHI