

HITACHI

Kurita-GK Chemical Company Limited: Driving Sales Transformation Across ASEAN with Microsoft Dynamics 365 Customer Engagement (Sales)

Kurita-GK Chemical Company Limited is a Thailand-based water treatment chemicals manufacturer and distributor established in 1989 and a member of the Kurita Group, led by Kurita Water Industries, a global provider of water treatment and environmental solutions. Kurita Water Industries supports industrial operations across Southeast Asia, including Malaysia, Singapore, Indonesia, and Vietnam. As the business expanded across multiple countries, the company recognized the need for more consistent and coordinated sales management across the organization.

Aiming to support its own growth and digital transformation objectives, Kurita Water Industries launched a sales transformation initiative aimed at standardizing its processes, improving visibility into sales activities, and establishing a more data-driven sales culture across ASEAN. Microsoft Dynamics 365 Customer Engagement (Sales) was implemented as the centralized platform supporting this transformation, with Hitachi Solutions (Thailand), Ltd. (hereinafter "Hitachi Solutions (Thailand)") serving as Kurita's implementation partner across the ASEAN rollout. The initiative brought together five Kurita Group companies across the region, supporting a more consistent and connected sales approach across ASEAN.



BACKGROUND: Building a Foundation for Sales Transformation

Kurita needed to move from fragmented sales management toward a centralized approach. Customer and sales information was maintained across multiple systems and spreadsheets, making it difficult to maintain a reliable view of customers, opportunities, and sales activities.

Hitachi Solutions (Thailand), Ltd.

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The company also had limited visibility in pipeline performance and opportunity progress, while reporting and dashboard preparation relied heavily on manual effort. Sales processes differed across users and business units, creating inconsistencies in execution and reporting.

The intended change went beyond technology. Kurita sought to establish a common direction across ASEAN to improve visibility in sales activities and foster a culture in which sales information could be used more consistently to support collaboration and decision-making across the organization.

APPROACH: Implementing Dynamics 365 Across Five ASEAN Countries

To support its sales transformation initiative, Kurita partnered with Hitachi Solutions (Thailand) to implement Microsoft Dynamics 365 Sales as a centralized customer engagement platform supporting users across Thailand, Malaysia, Singapore, Indonesia, and Vietnam.

A critical success factor was the establishment of dedicated business and IT leadership structure, which allowed business requirements and system implementation activities to progress in parallel. Clear roles and responsibilities enabled faster decision-making while ensuring that issues could be evaluated from both business and technical perspectives.

“From the beginning, we positioned Dynamics 365 Sales not simply as a system implementation, but as a sales transformation initiative. Across the five ASEAN countries, we aligned stakeholders around a shared vision: standardizing sales processes and opportunity management, improving visibility into sales activities, and fostering a data-driven culture.”



Mr. Jiro Tanaka
ASEAN Region Head
Kurita Water Industries Ltd.

Led by Hitachi Solutions (Thailand), in close collaboration with the Kurita team, the project was delivered simultaneously across five ASEAN countries in a multinational, largely remote environment. Regular meetings and document sharing helped maintain close collaboration among participating teams, while local stakeholders actively participated in requirements definition, testing, and reviews to ensure that practical field feedback was incorporated into the solution.

To support long-term alignment, the team also collaborated regularly with customer relationship management teams in Japan, Europe, and the United States to maintain consistency with global standards while incorporating specific business requirements and future data-utilization objectives.

Using Hitachi Solutions Unified Framework, the project followed short agile cycles of development, review, and improvement, enabling early user feedback and minimizing major rework. The team also consolidated input from participating countries, identified common solutions, and maintained structured issue management and progress tracking throughout the project.

RESULTS: Improving Visibility, Standardization, and Sales Knowledge Management

Following deployment of Dynamics 365 Sales, Kurita established a centralized platform for managing customer, sales, and opportunity information, improving visibility into sales activities and opportunities across the region.

“Through the implementation of Dynamics 365 Sales, we were able to centralize customer and opportunity information that had previously been dispersed across our ASEAN operations, achieving greater visualization and standardization of sales activities.”



Mr. Shigeki Terada
ASEAN and Regional Marketing Manager
Kurita Water (Malaysia) Sdn. Bhd.

With sales information captured and shared more consistently, teams can now better understand ongoing activities, while valuable knowledge is retained within the organization rather than remaining with individual employees. This shared foundation supports stronger collaboration, greater transparency, and more consistent sales execution.

As adoption continues to grow, the company expects more opportunity registration and richer proposal content to contribute to more valid quotations and revenue growth. It also expects Microsoft Copilot-supported searches for reference cases to help convert relevant examples into new opportunities.

“Hitachi Solutions (Thailand) has been a trusted partner that supported us consistently, from concept planning through adoption, in realizing sales transformation across our ASEAN region through the implementation of Dynamics 365 Sales.”



Mr. Kensuke Sato
Regional Leader of ASEAN IT
Kurita-GK Chemical Co., Ltd.

OUTLOOK: Expanding Dynamics 365 Across the Customer Lifecycle

Having established Dynamics 365 Sales as a foundation for prospecting and opportunity management, Kurita is now looking to achieve even greater value across the customer lifecycle. The company plans to centralize customer information and create a connected view of customer interactions spanning business development, proposals, maintenance history, contract retention activities, and troubleshooting.

As part of the broader Kurita Group, which already utilizes Dynamics 365 across Japan, Europe, and the United States, the ASEAN organization is also preparing to leverage global customer engagement data and strengthen collaboration.

In a later phase, the company aims to integrate water-quality analysis databases, reports, representative comments, and other related information into Dynamics 365. By connecting sales, technical, and service knowledge in a single platform, Kurita is building toward a smarter, more connected customer management experience.

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