



Digital Transformation

Cloud for SMEs

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Technology is forcing Business to Go Digital...



Home

Commute

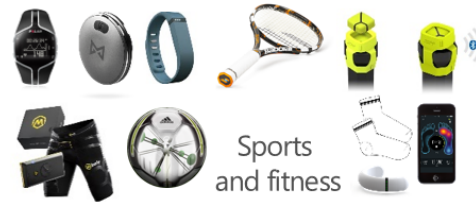
Workplace



Smart appliances



Entertainment systems



Sports and fitness



Environmental sensors



Identity



Office equipment



Home automation



Home security



Health monitoring



Air conditioning and temperature control



New devices and sensors

Digital is changing how business gets done

Driving
innovation

Adapting
the business
through
**intelligent
operations**

Staying
ahead by
**anticipating
what's next**

Evolve the
**Business
Model**



10101
01010
00100

Big Data Analytics



Machine learning



Social



Natural interfaces



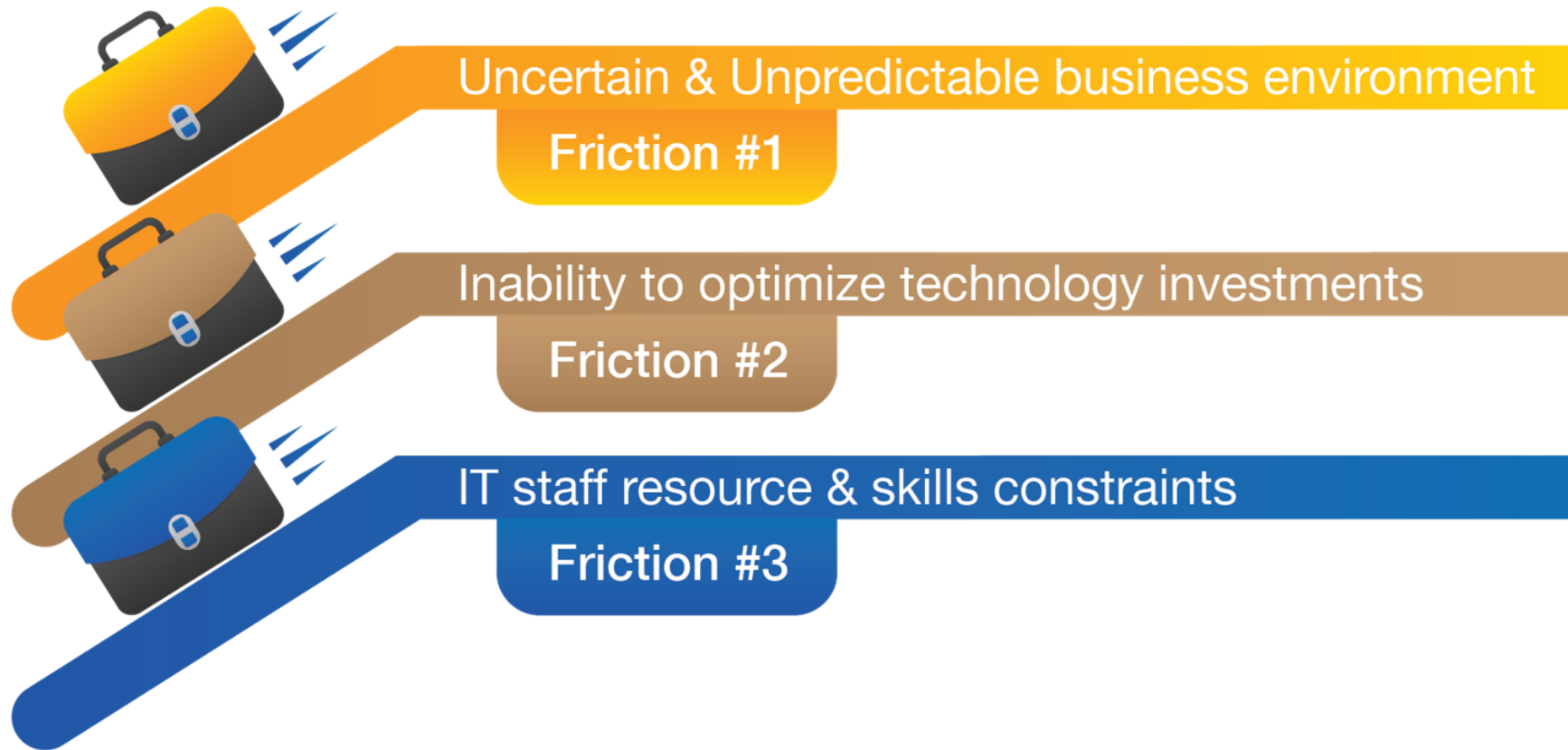
Hyperconnectivity

"Things"



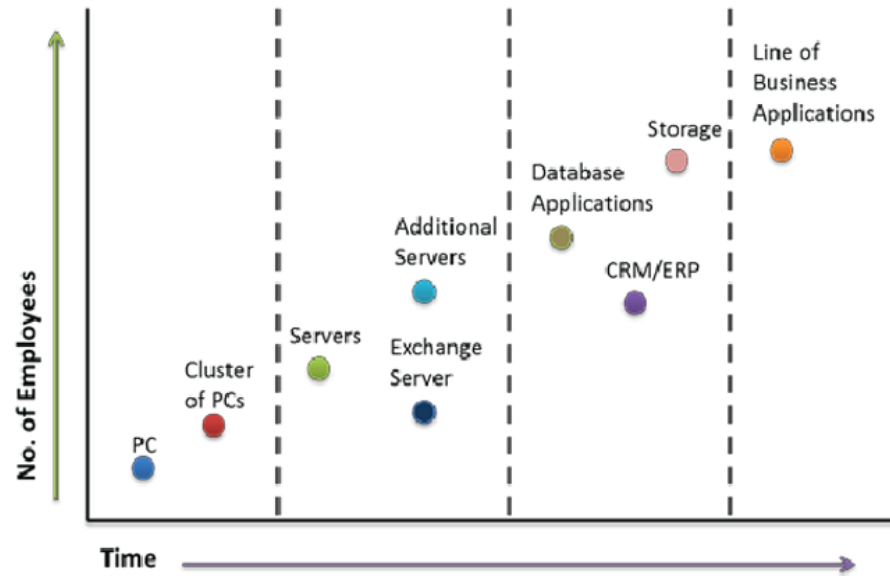
SMEs: Business pressures & technology complexity create friction in the business

3 key areas of businesses friction that cloud addresses

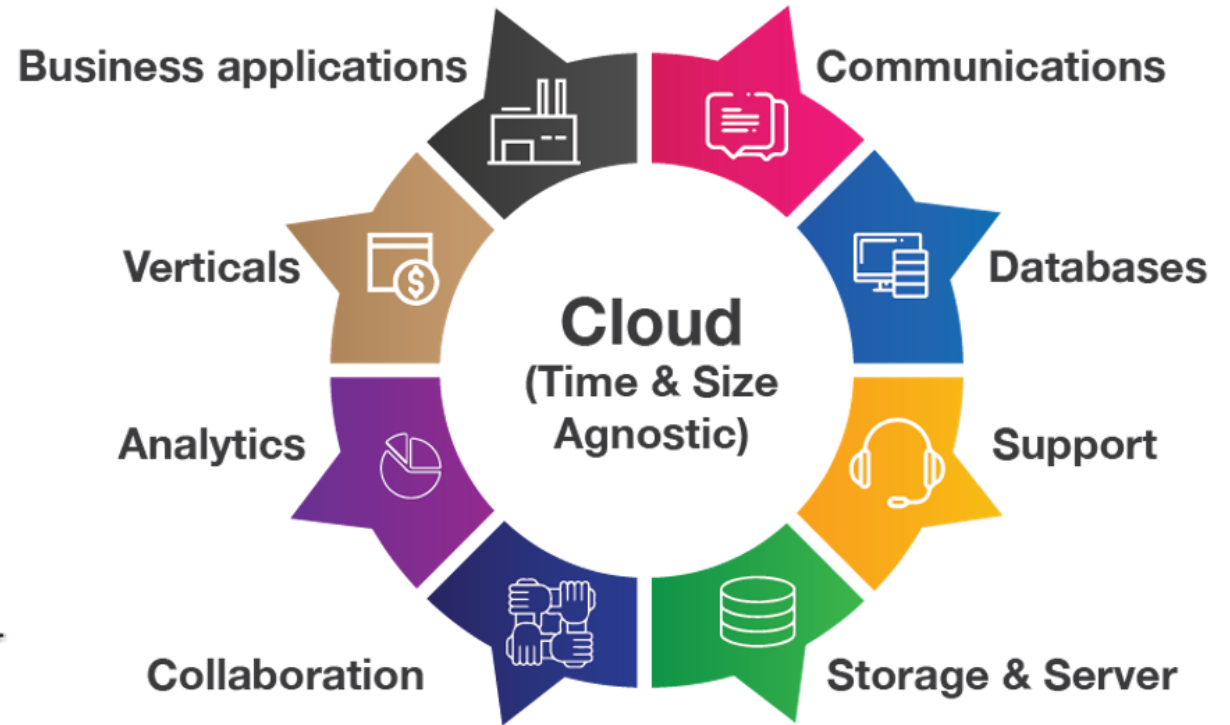


By reducing business friction cloud becomes the great leveler

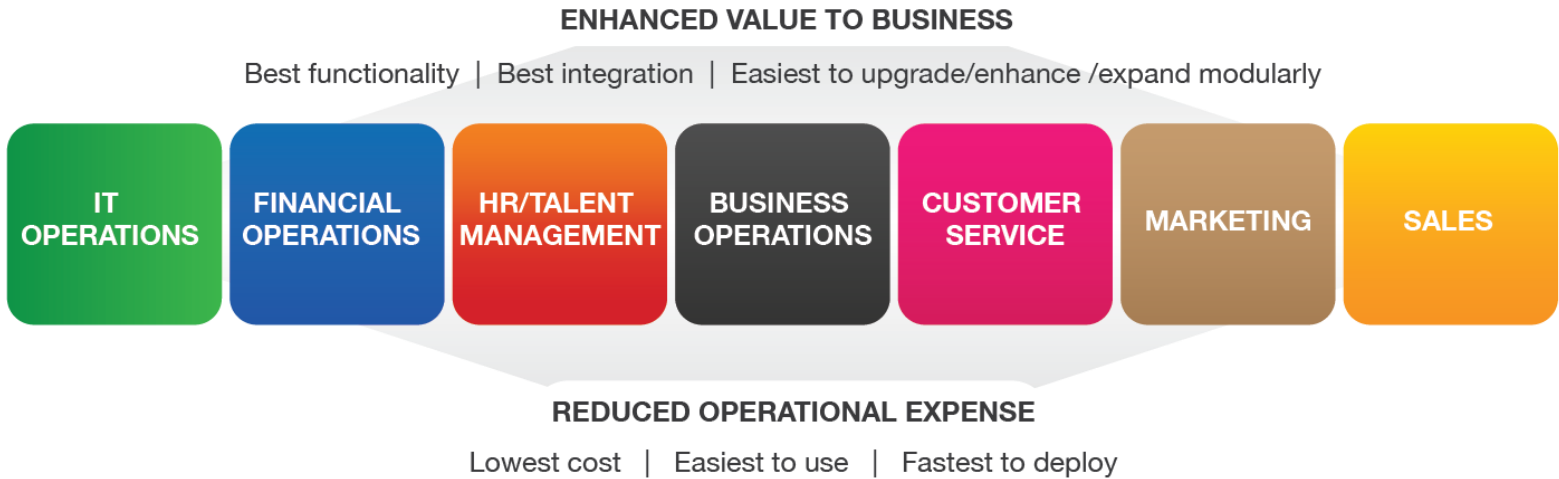
Linear Adoption of IT

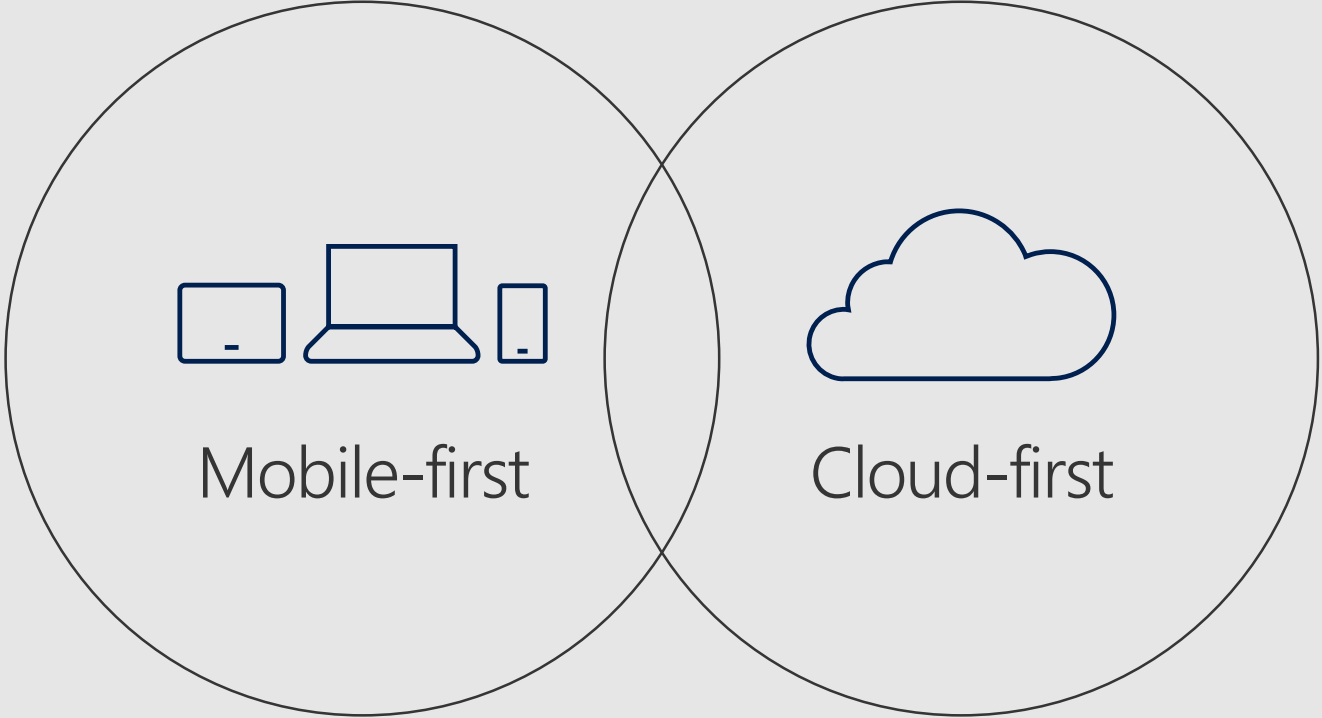


Cloud flattens IT adoption



Cloud supports all areas of business automation & activity optimization

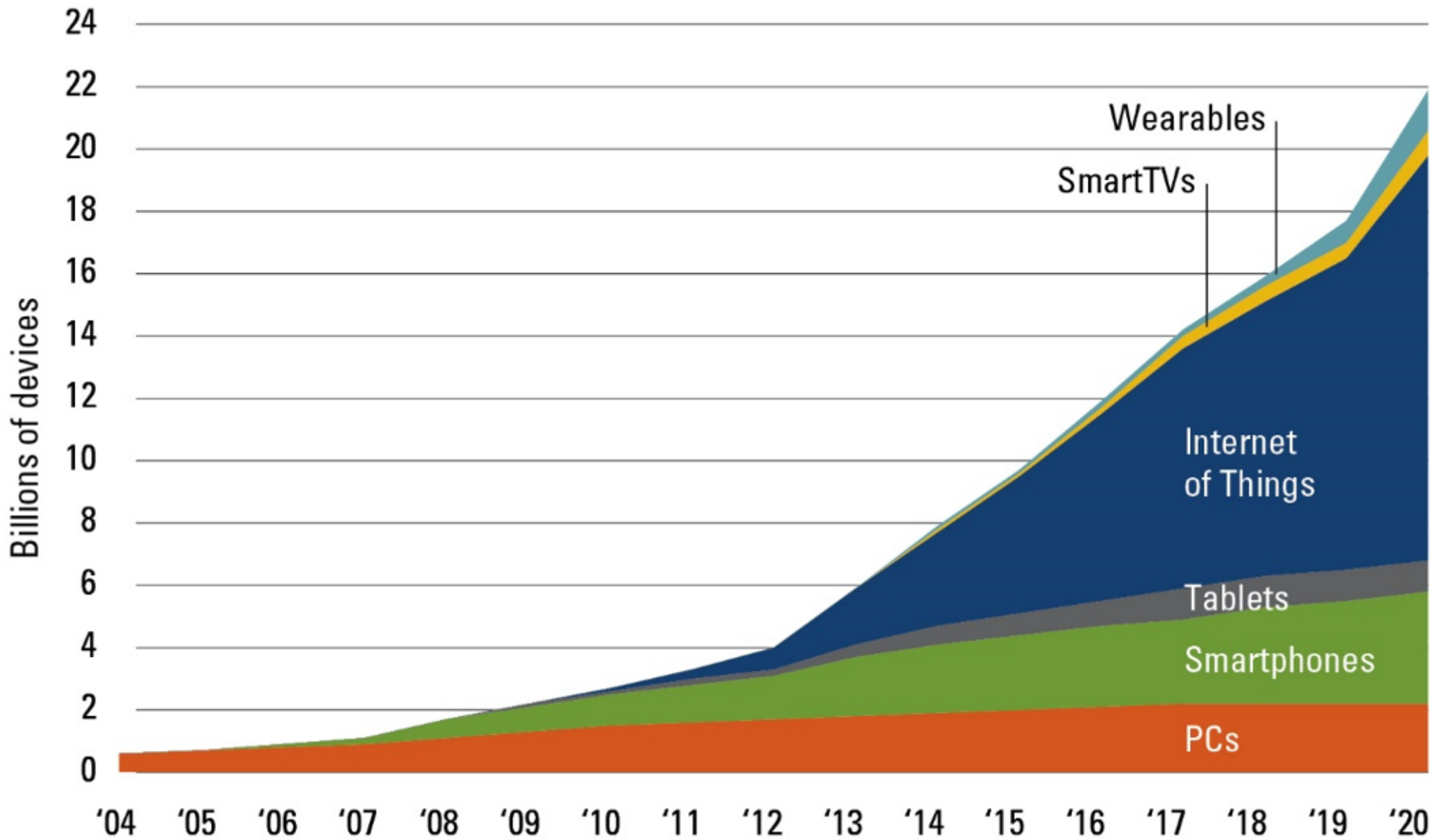




Mobile-first



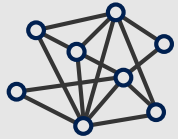
Cloud-first



Sources: Gartner, IDC, Strategy Analytics, Machina research, company filings, BII estimates



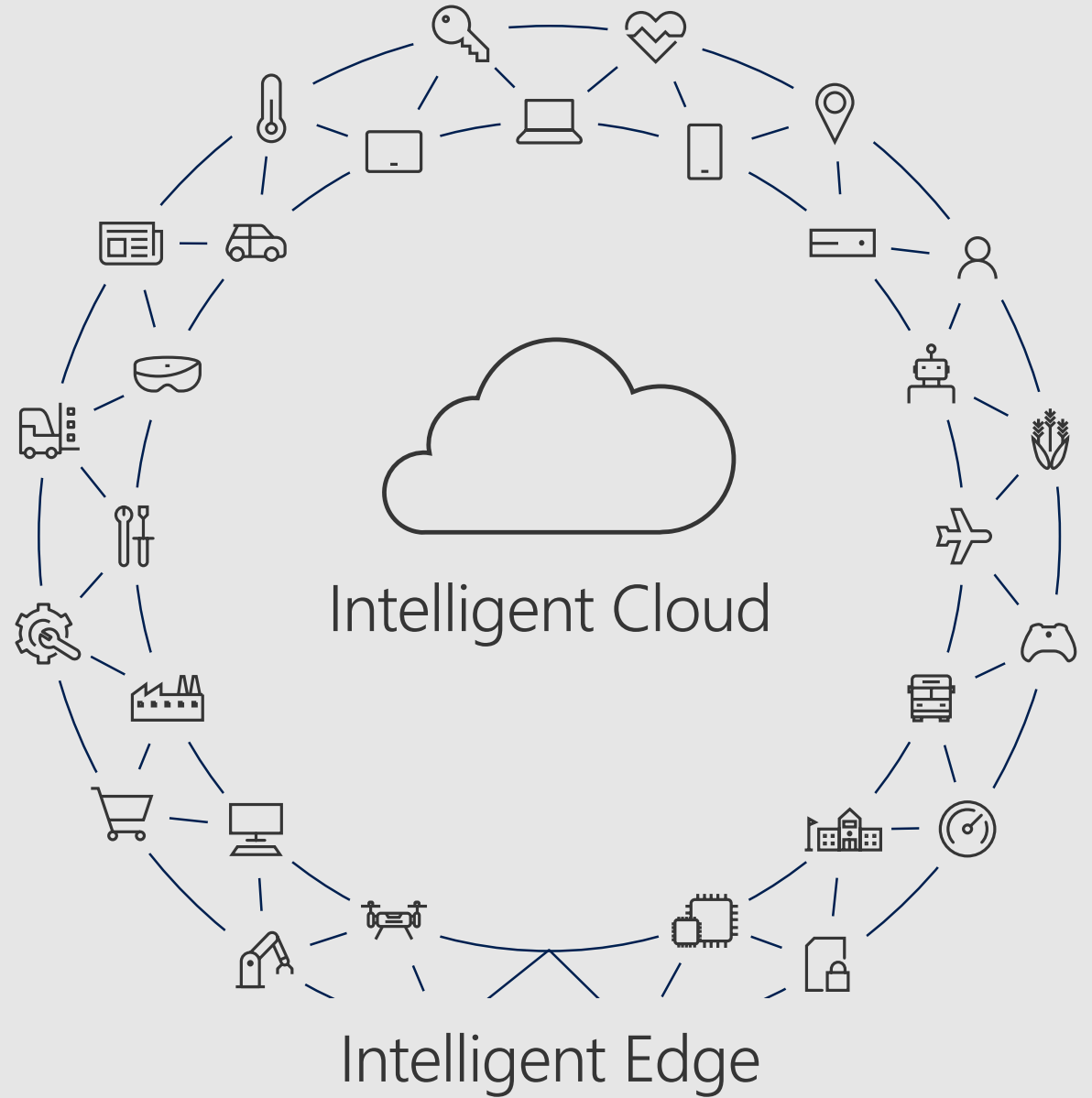
Multi-device,
Multi-sense



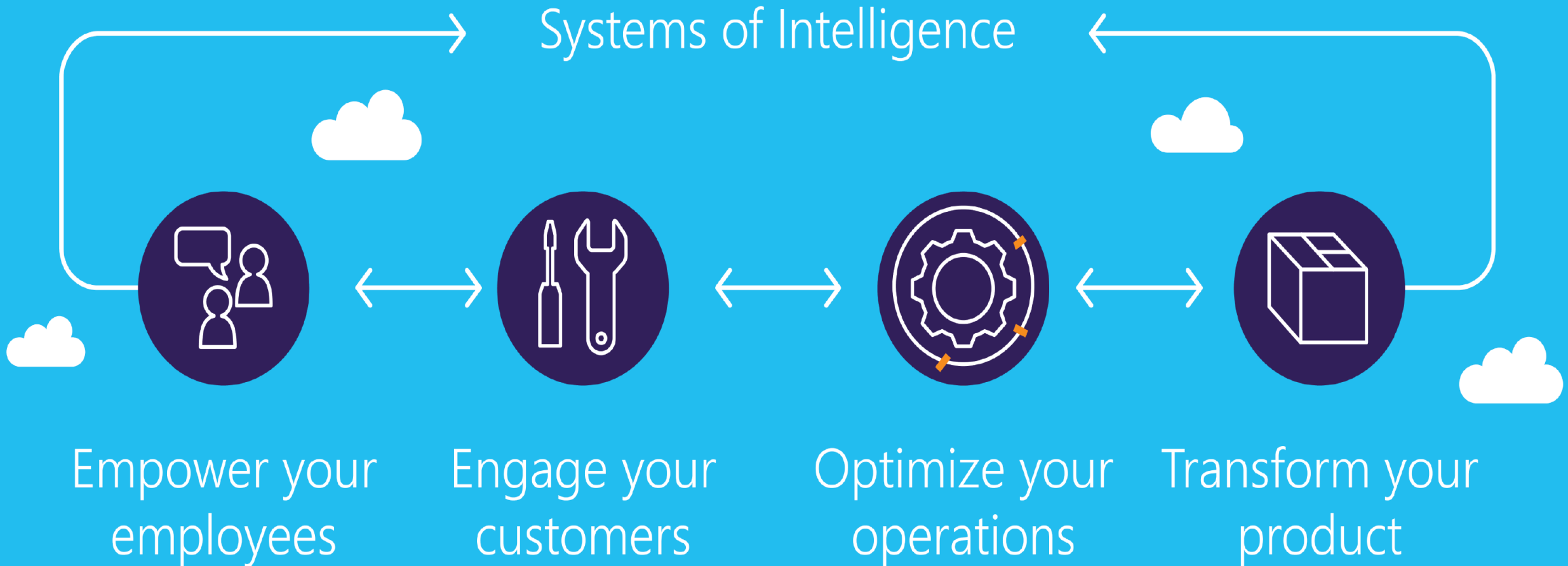
Artificial
Intelligence



Serverless

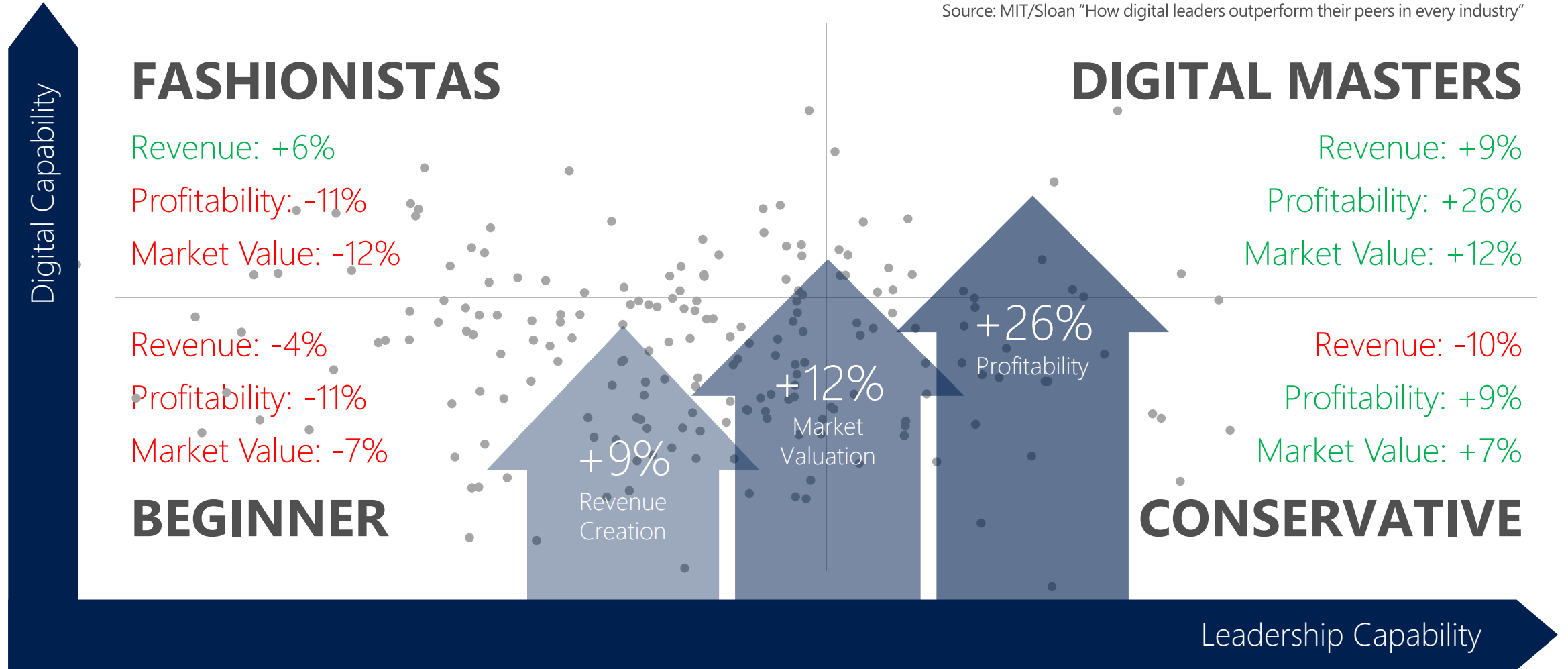


Digital Transformation

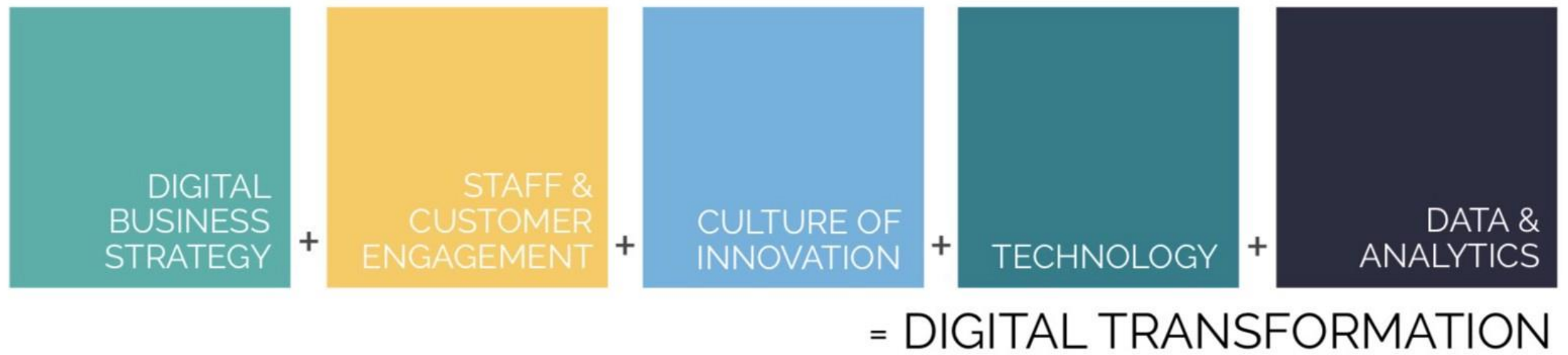


Digital Masters perform better

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"



THE 5 CHANGE BLOCKS OF DIGITAL TRANSFORMATION



The Digital Transformation pyramid

Corporate layers

Corporate building blocks

Corporate goals

Business Strategy

Business Model

1 *Define business target and corporate objectives*

Corporate Execution

Inside the company

Operations

Industry 4.0

- Manufacturing
- Supply Chain
- Logistics
- Planning

Toward the market

2 *Achieve business objectives through execution*

Enabling Technologies

- ERP
- Robotic Process Automation (RPA)
- AI and Machine-learning

- Smart Machines
- Robot/Cobot
- Additive Manufacturing
- AGV
- IoT and Sensors

- CRM
- Chatbot
- APIs
- Big Data analytics
- Digital channel (app, web, social net + media)

3 *Ease business execution through tech solutions*

Shiseido Acquires a U.S.-Based Start-Up, MATCHCo, Through Its Regional Headquarters, Shiseido Americas

Award-Winning Beauty App Empowers Consumers Through Customization

Creates Opportunity to Leverage MATCHCo's Platform Technology and Digital Insight Tools Across Shiseido's Portfolio



SHISEIDO GROUP

SHISEIDO COMPANY, LIM

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THANK YOU!