Thoughts on an Information Landscape

Mike Pell

Hitachi Consulting

Agenda

- Introduction to myself
- Introduction to Hitachi
- Digital disruption with Big data & Analytics
- Summary
- Q & A

Mike Pell

- 25 years Analytics Market
  - Business Objects SD
  - TAH incubator
  - Hyperion VP EMEA
  - Oracle VP analytics EMEA
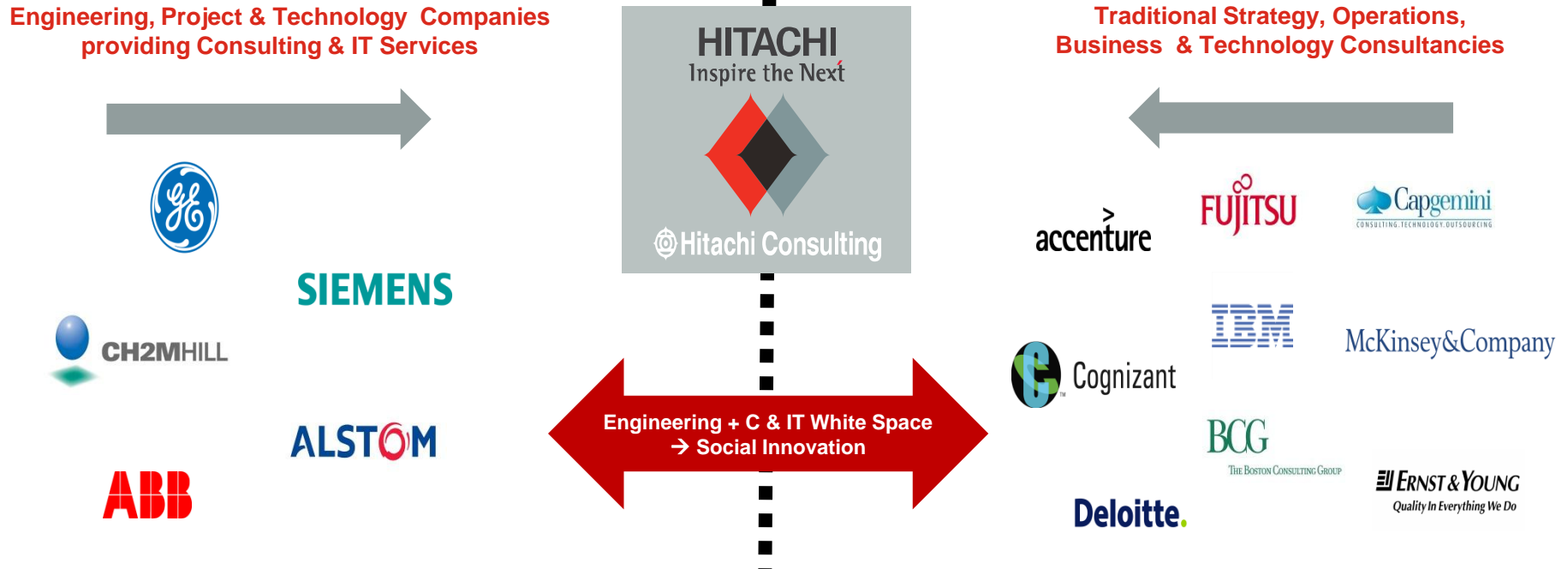 - SAS SD
  - Hitachi CC – VP Analytics

Hitachi Convergence
Leading Hitachi's Social Innovation Business

A new global services business with a unique value proposition:
Delivering solutions that blend services of our traditional consulting & IT firms with those of traditional infrastructure companies.

Engineering, Project & Technology Companies providing Consulting & IT Services

Traditional Strategy, Operations, Business & Technology Consultancies

HITACHI
Inspire the Next

Hitachi Consulting

GE

SIEMENS

CH2MHILL

ALSTOM

ABB

Engineering + C & IT White Space → Social Innovation

accenture

FUJITSU

Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

IBM

McKinsey&Company

Cognizant

BCG
THE BOSTON CONSULTING GROUP

Deloitte.

ERNST & YOUNG
Quality In Everything We Do

Hitachi's strategy goes beyond the traditional consulting & IT services to create value for clients through sustainable business solutions.

Hitachi Consulting
Hitachi's Global Management Consulting and IT Services Business

Hitachi Consulting
We make it happen. Better.

$740M
FY13 Revenue

More than
25 years
of consulting experience

Committed to deliverable and measureable **results**

Clear

We speak **25 languages** and work in over **50 countries**

End-to-end Solutions:
strategy, consulting, technology and outsourcing

Focused

6,500 experienced and dedicated professionals

Bold

$12B delivered in overall business improvements

My introduction to disruption in BI/EPM

Digital Disruption

"By 2018, one third of the top 20 market share leaders will be significantly disrupted by new competitors that use the 3rd platform to create new services and business models."

- IDC Predictions 2014

Digital Technologies Drive Tremendous Value

Enterprises who have embraced digitization across the enterprise have revenues, profit margins and stock prices 20-30% higher than laggards.

- McKinsey

Third Platform is Powering Growth and Innovation

Mobile

$1+ Trillion in mobile ecommerce revenue by 2017

Social Business

$29+ Billion in social media revenue by 2015

Creating Value from New Digital Technologies

Big Data / Analytics

32+ Billion in Big Data revenue by 2017

Cloud Services
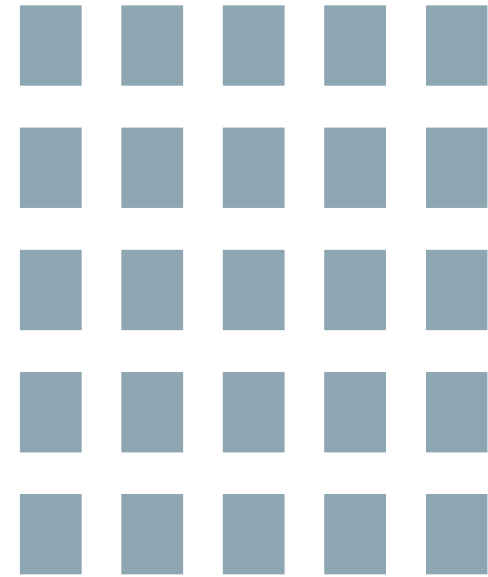
$200+ Billion in cloud services revenue by 2015

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Big Data & Analytics
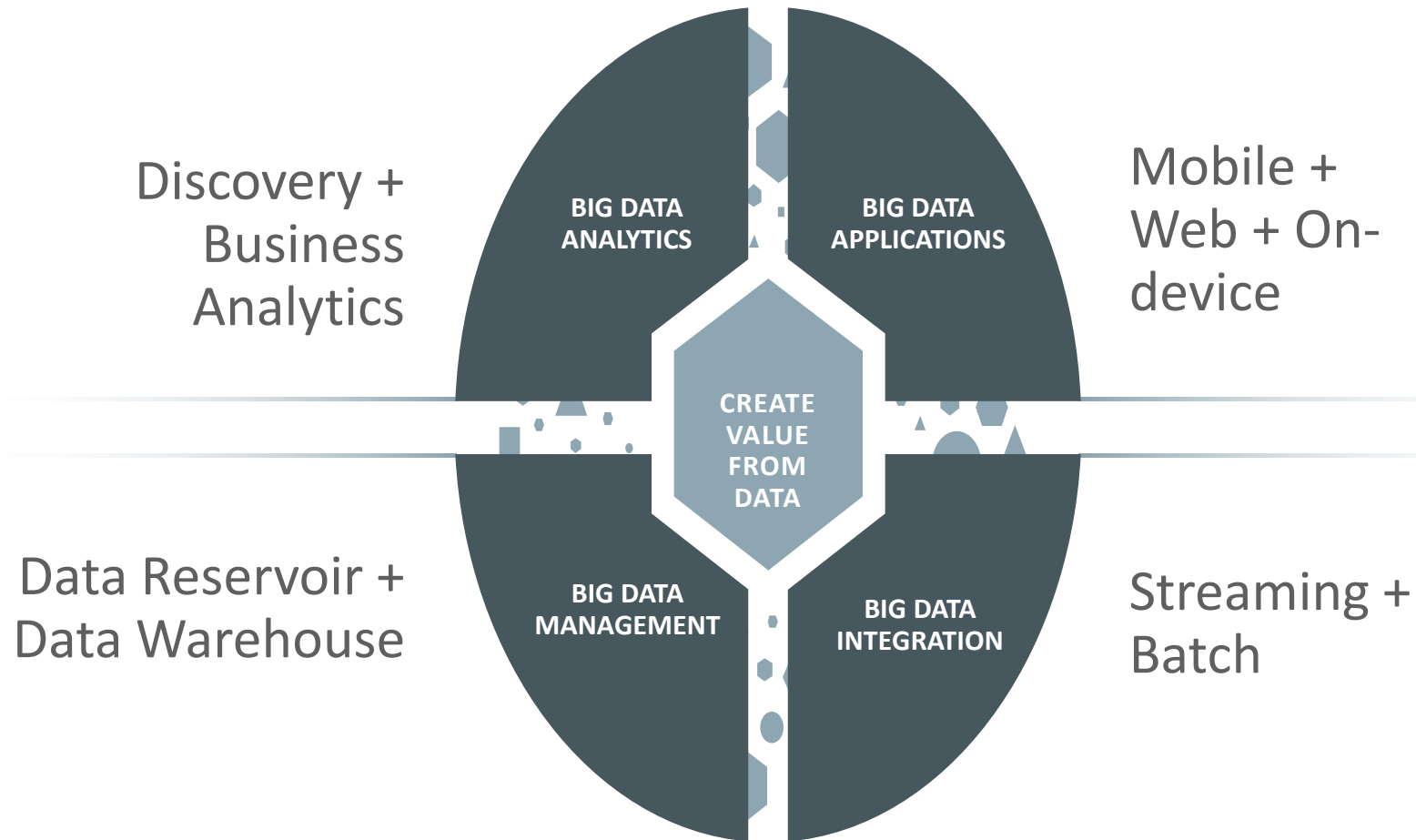
Separate Silos Have Limited Economic Impact

SILOS OF INNOVATION

SYSTEMS OF RECORD

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What's Needed: An Enterprise Big Data Strategy

Discovery + Business Analytics

BIG DATA ANALYTICS

BIG DATA APPLICATIONS

Mobile + Web + On-device

CREATE VALUE FROM DATA

Data Reservoir + Data Warehouse

BIG DATA MANAGEMENT

BIG DATA INTEGRATION

Streaming + Batch

ORACLE

Big Data is Creating a New Signal

Finance Leaders

- Must embrace predictive analytics to improve capital allocation and operations

- Collaborate with operations to interpret new data sources

- Increase frequency and broaden scope of management reporting

- Build model for valuing economic value of data

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Cloud Services

Why is the Cloud so Vital?

Faster Innovation

- Faster pace to product innovation
- Modern, global platform
- Shorter upgrade cycle

State of the Art Analytics

- Best-practice analytical content
- User experience-focused design
- Comprehensive analytic capabilities

Lower Cost

- Reduced infrastructure cost
- Reduced IT maintenance cost
- Reduced customization and upgrade cost

Lower Risk

- Reduced administrative burden
- Guaranteed system availability
- Scalable platform for future expansion

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Cloud Solutions for Human Capital Management

900+ Metrics specifically tuned for Human Resources

Cross-source Analytics bridging HR, Talent and Finance

Proven results capitalizing on >900 implementations worldwide

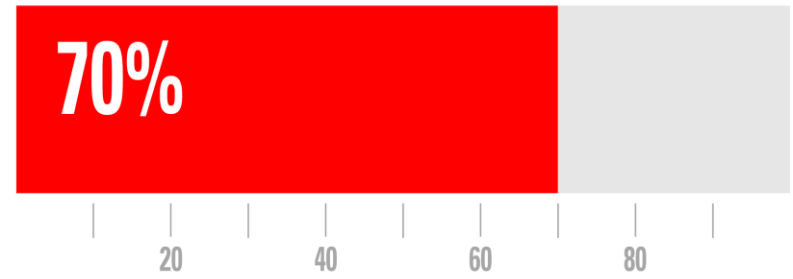Best-practice role-based dashboards for quick time to value

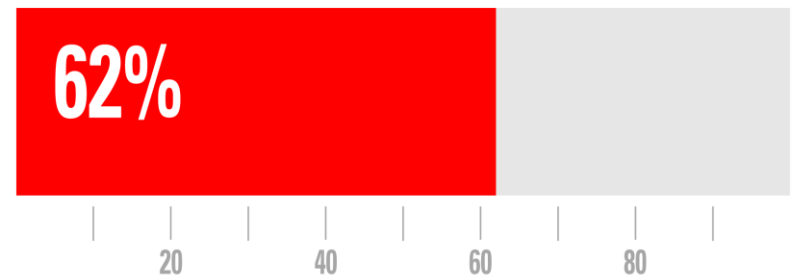**ORACLE**

Finance Sees Value of Cloud Computing

MOTIVATED TO AVOID LARGE UPFRONT INVESTMENTS

70%

20   40   60   80

PERSUADED BY THE ABILITY TO GET UP AND RUNNING QUICKLY

62%

20   40   60   80

> **75%** of companies currently use or will consider deploying EPM in the cloud over the next year

Source: Oracle 2014 Top Trends Research

EPM Cloud Adoption is Accelerating
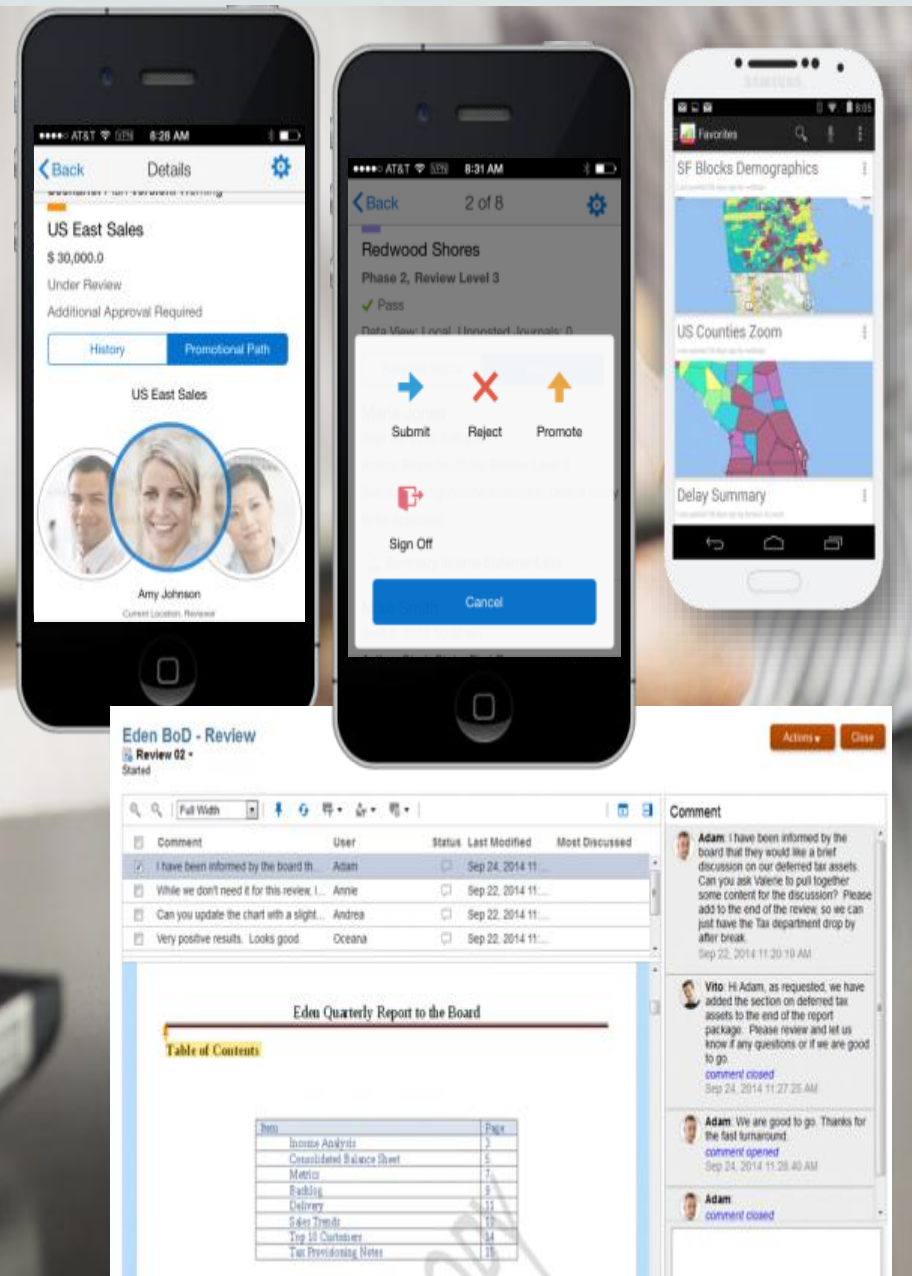
Finance Leaders

- Must develop agile planning processes to respond to changing environment

- Connect operational planning with financial assumptions

- Leverage the cloud to widen influence with Line of Business

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Mobile

Choose the Way You Work

- Mobile Access Anywhere

- Cloud, On-Premises, Hybrid

- Built-in Social Collaboration

More Mobile Stakeholders

Finance Leaders

- Re-design board communications

- Make processes portable

- Drive data into daily decisions

Social Business

Social Is All About Collaboration

The average worker collaborates with 10 or more people to accomplish daily tasks
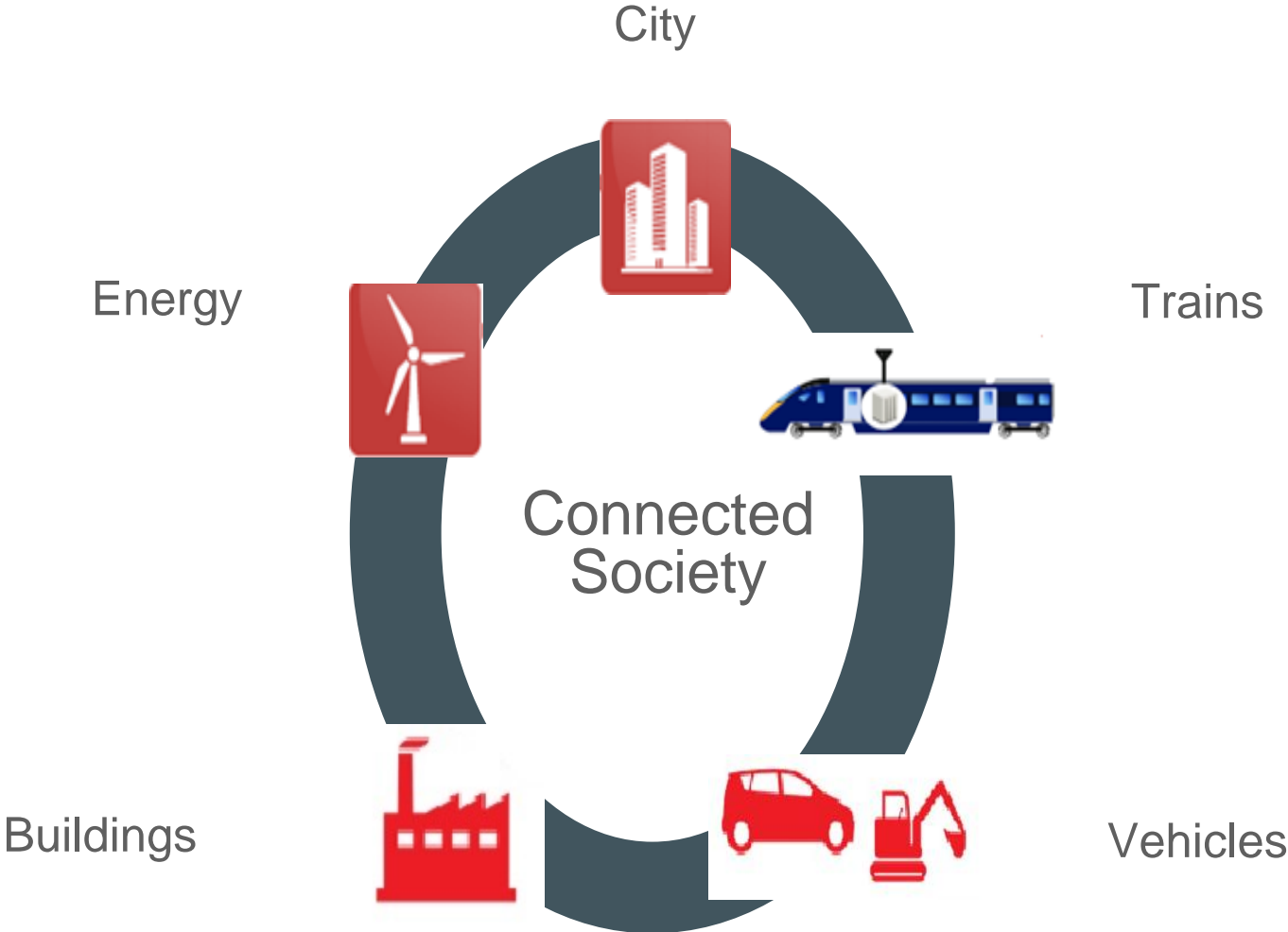

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Power of Social Collaboration

Finance Leaders

- Pursue Wisdom of Crowd in revenue planning

- Expand qualitative commentary in management reporting process

- Partner with CMO to monitor reputation risk and impact on operating assumptions

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Disruptive Technologies driving EOT

City

Energy

Trains

Connected
Society

Buildings

Vehicles

BEAM – Building Energy & Asset management

End-to-End Capabilities Implemented to Reduce Energy, Maintenance, and Project Costs

Edge Devices	Gateways & Controllers	Cloud Platform	Data Center Platform	Analytics Platform	Business Apps
Operational Technologies		**IoT Platform**			**Business Apps**
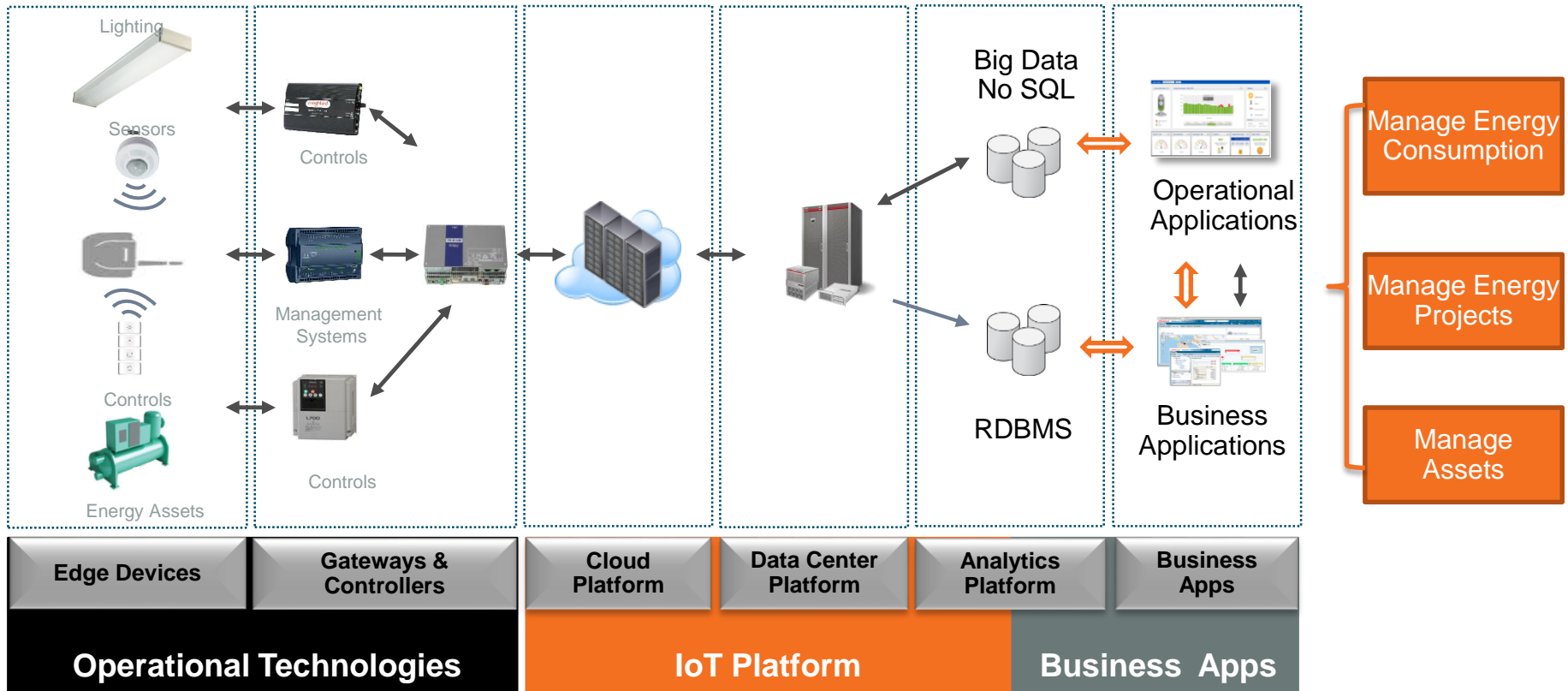
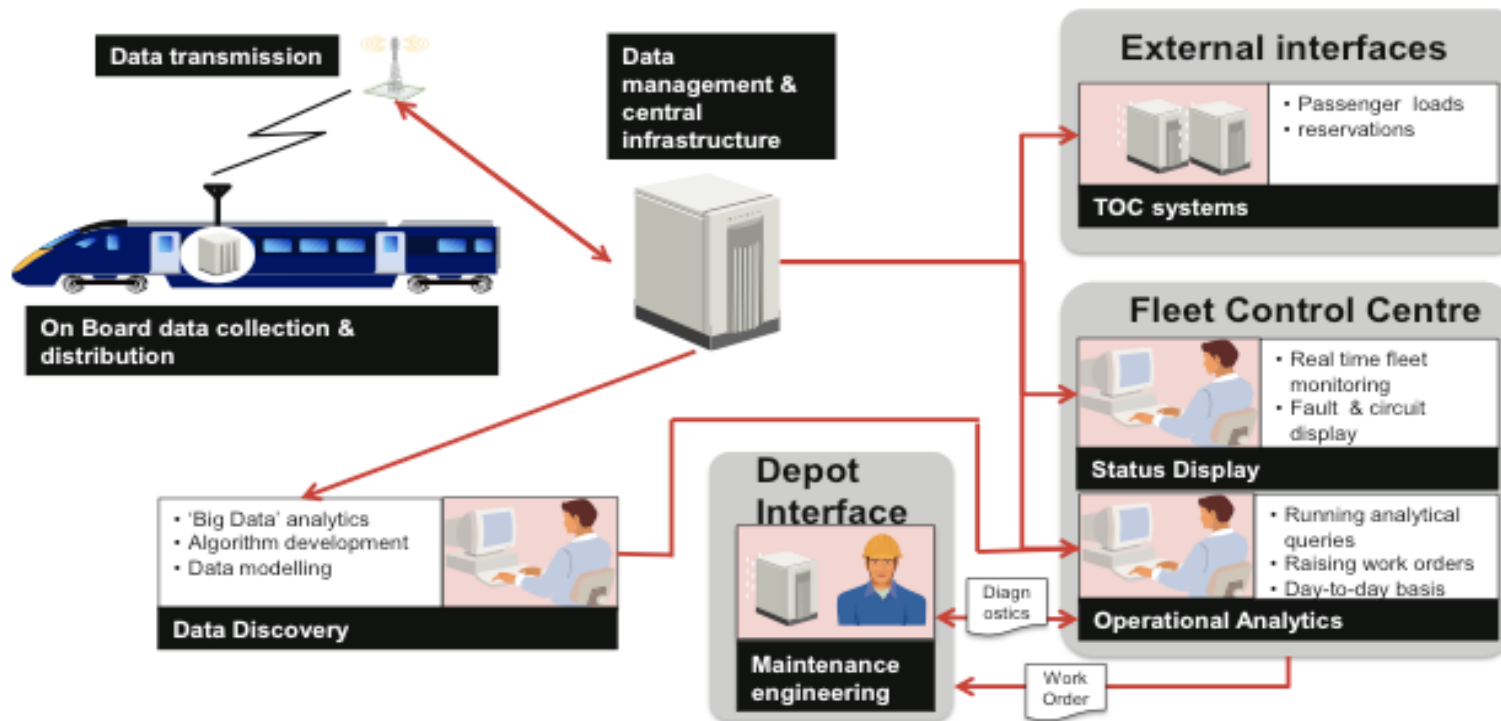# Assisting to develop the Trainlink predictive maintenance solution

The Trainlink system comprises *all* the elements required to gather data and process them into usable information

Single – fleet view

A combination of telemetry, information systems and processes to ensure a faster, easier and more efficient communications and management system with intelligent use of historic data

Hitachi's Car related business

Hitachi Involved in Car Business Supply Chain

Car Business Supply Chain

- Recycling Manufacture
- DE Service
- Car Navigation System
  - ➤Clarion
- Car Maker
- Big Data Solution
- R&D
- Used-car Dealer
- AMO
- Disposal
- Manufacture
- Automotive Parts
  - ➤Hitachi Automotive Systems
    - •Engine Management System
    - •Electric Powertrain System
    - •Drive Control System
- Insurance Company
- System Integration
- After-sales Service
- Marketing
- NXAUTO
  - (Production Control System for Automotive)
- Car Insurance
  - •PAYD Services
- Use
- Sales
- Consulting
  - ➤Hitachi Consulting
    - •Customer Segmentation
    - •Marketing Process
    - •Sales Management
      - …and more
- Smart Mobility Services
  - •Digital Map Services
  - •Telematics Services
  - •VRM Services
  - •Traffic Information Services
  - •PAYD/PHYD Services
  - •Fleet Management Services
  - •Infotainment Service
- DMS
- Car Rental Company
- Car Dealer

DMS : Dealer Management System   **AMO** : Application Management Outsourcing   **PAYD** : Pay As You Drive

Copenhagen – Carbon neutral by 2025

COPENHAGEN
Welcome to Denmark
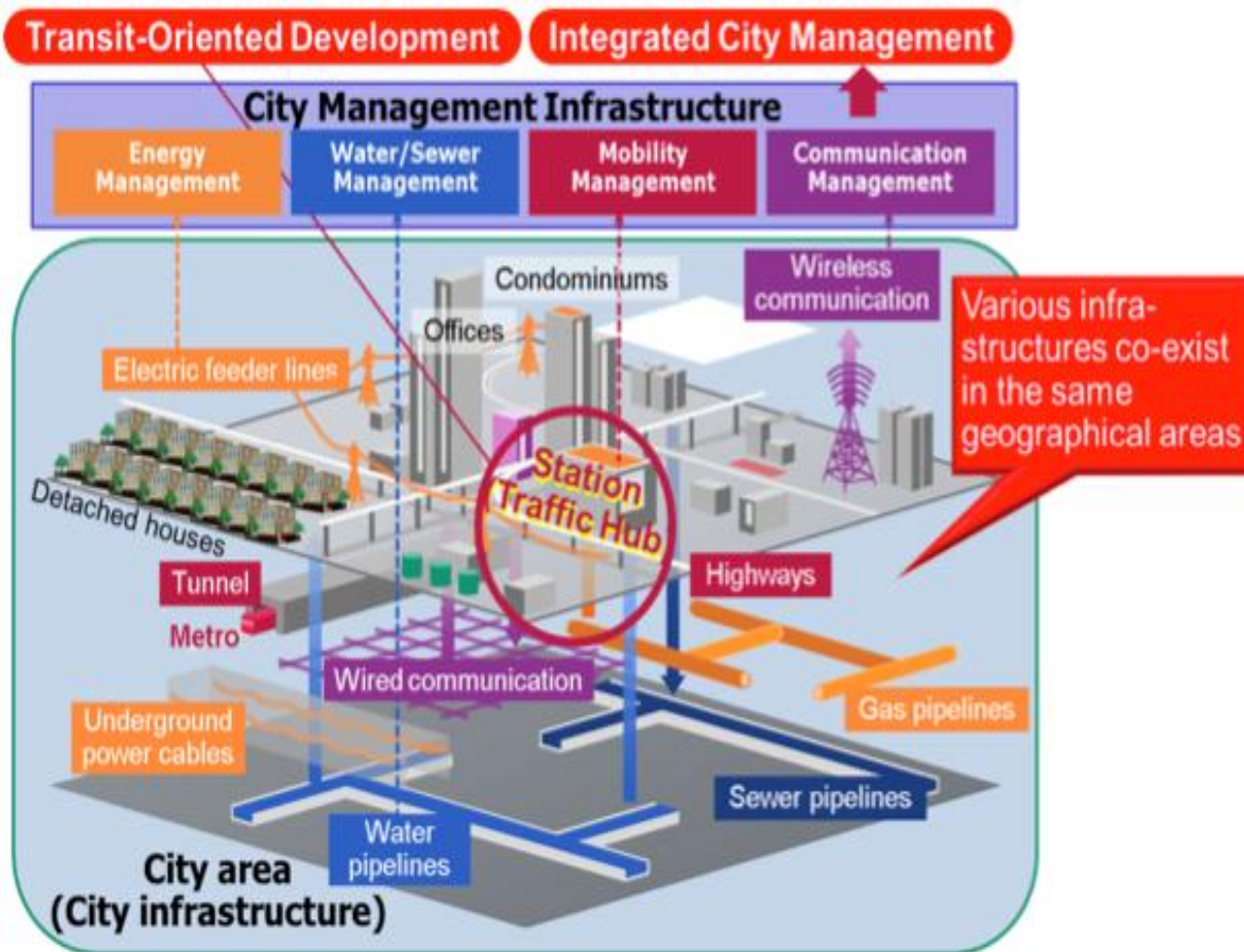
- ◆ Monitor real time movement patterns of people, bicycles, and vehicles
- ◆ Parking spots and EV charging locations tell you when they are available
- ◆ Water and gas pipes tell the utility when they are leaking
- ◆ Air temperature and quality can be monitored at a micro level
- ◆ Businesses can compare their energy performance to buildings in other cities
- ◆ Railcars spot potential hazards before they impact the train operation or safety

Summary

- Big Data is here (everywhere)
- Cloud – Agility & Scalability
- Mobile & Social

Thank you!