



Are you a  
**Tomorrow  
Company?**

Richard Matsumoto

# Recent JETRO Survey Results

7,021

Japanese Affiliated Companies

17

Countries / Regions

**56.4%**

Firms Expect Operating Profits

**69%**

Hong Kong



**75%**

Taiwan



**71%**

Indonesia

Expect Operating Profits

**59%**

Thailand



**60%**

Singapore



**55%**

Malaysia

Expect Operating Profits

# Less Than 50%

Expect Operating Profits in India



**87%**

Firms Negatively Impacted by  
Global Economic Recession

# Measures Taken Since Recession Began

Make employment adjustments **46%**

Improve efficiency in production and sales **45%**

Cancel or postpone new investments **42%**

Reduce operation hours **30%**

Launch new business **28%**

**51%**

Foresee Expansion in 1-2 Years

**62%**

China

**75%**

India

Foresee Expansion in 1-2 Years

# Future Directions for Business Expansion

Develop new markets

**58%**

Invest in expanding business scale

**46%**

Diversification of products/services

**38%**

High value products

**32%**

More R&D

**14%**

**Now, where were we?**



Are you a

**Tomorrow  
Company?**

**Good News**



**Not-So-Good News**





**Good News**



A photograph of a bright blue sky filled with fluffy white and grey clouds. The clouds are scattered across the frame, with some appearing darker and more dense, while others are bright and wispy. The overall scene is bright and clear.

Japanese companies face  
**unprecedented opportunities**  
by accelerating overseas expansion.

# Not-So-Good News



Unprecedented opportunities create

# Unprecedented Challenges





**Are you a Tomorrow Company?**



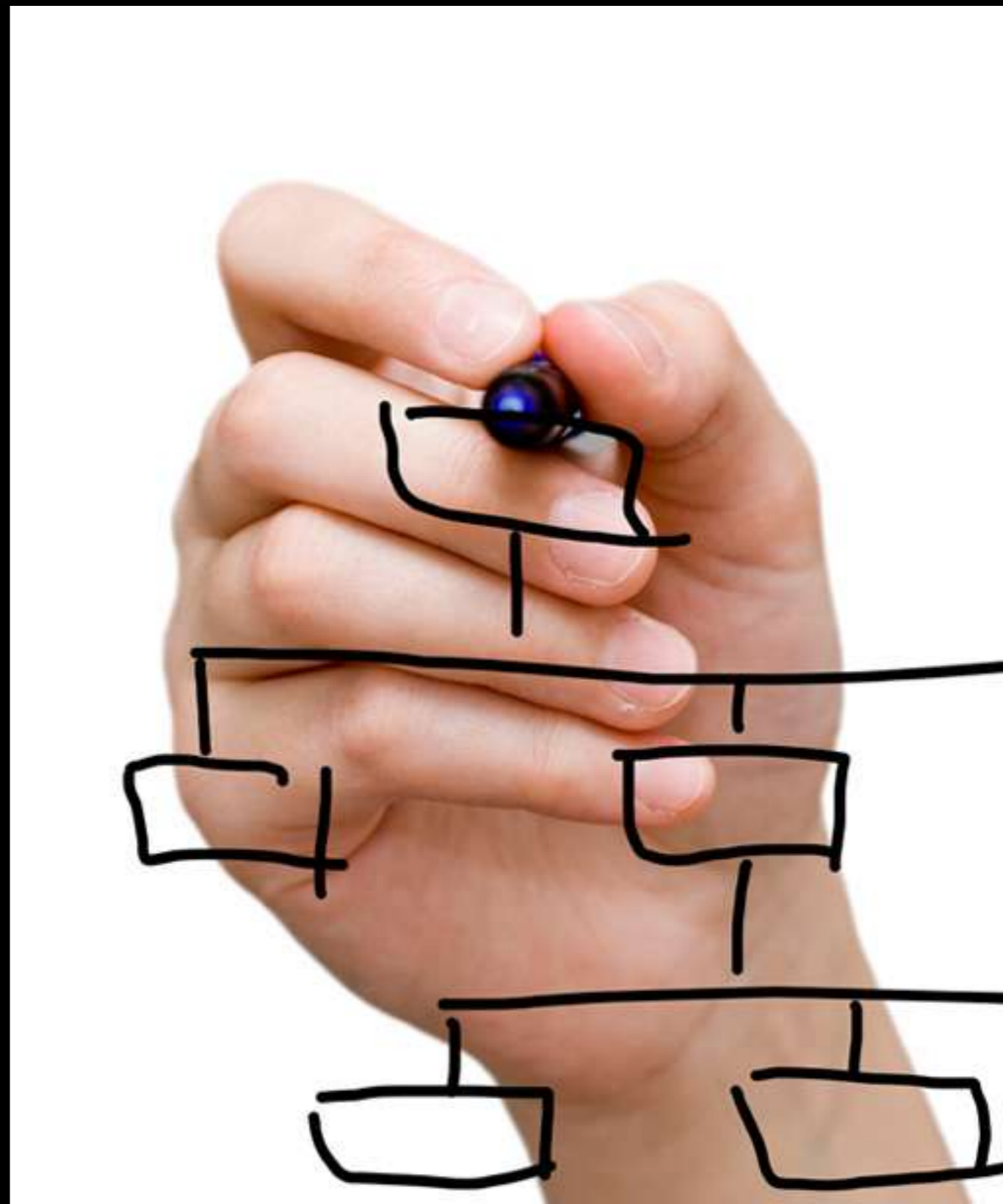
**YESTERDAY**

**TOMORROW**

# Business Design



# Information Flow





# Adaptability



Our mission is  
**support**



Our experience has  
taught us what it takes  
**to make the shift.**



# The Essential Ingredients



IT Industrialization: Repeatable and standardized processes

---



Optimized assets

---



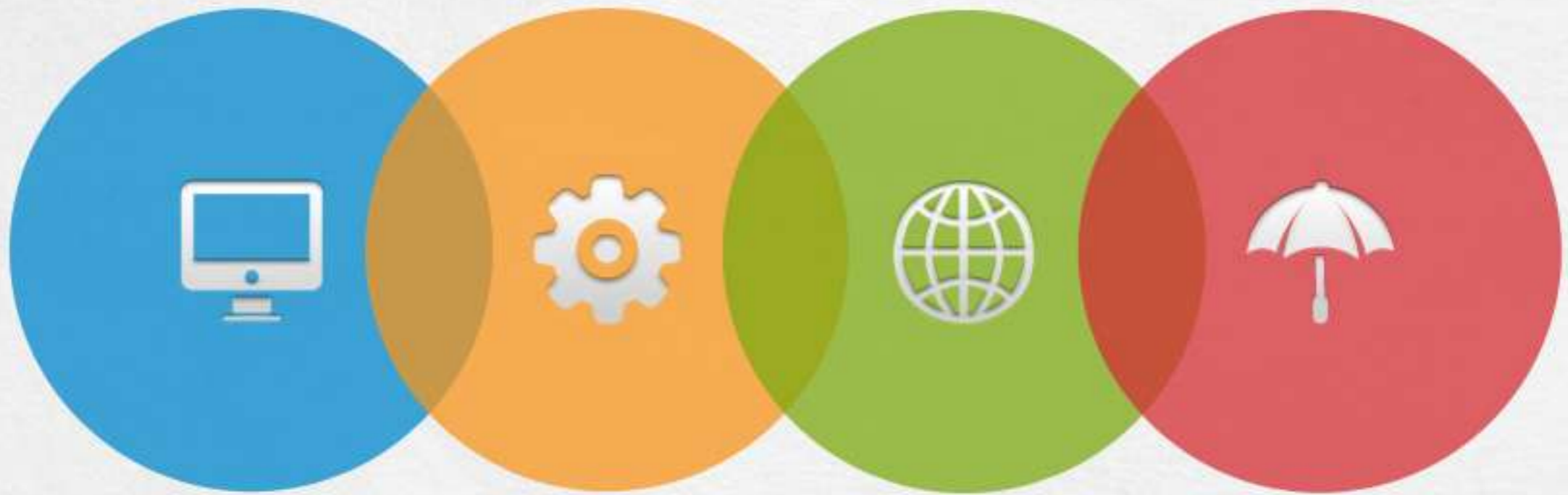
Global integration

---



Acknowledge reality and adapt to your surroundings

# The Essential Ingredients





# **IT Industrialization:** Repeatable and Standardized Processes

Eliminate

**Inefficiencies**



**Standardization enables more  
uniformity, predictability, and accuracy.**







**Lack of visibility is the  
worst nightmare for the CFO and CIO.**

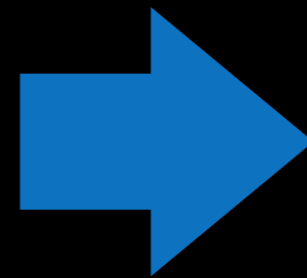
There will be a new set of  
**strict global standards**



**Standardization**

**Fewer Errors**

**Consolidation**



**Better Visibility**

**Automation**

**More Accuracy**

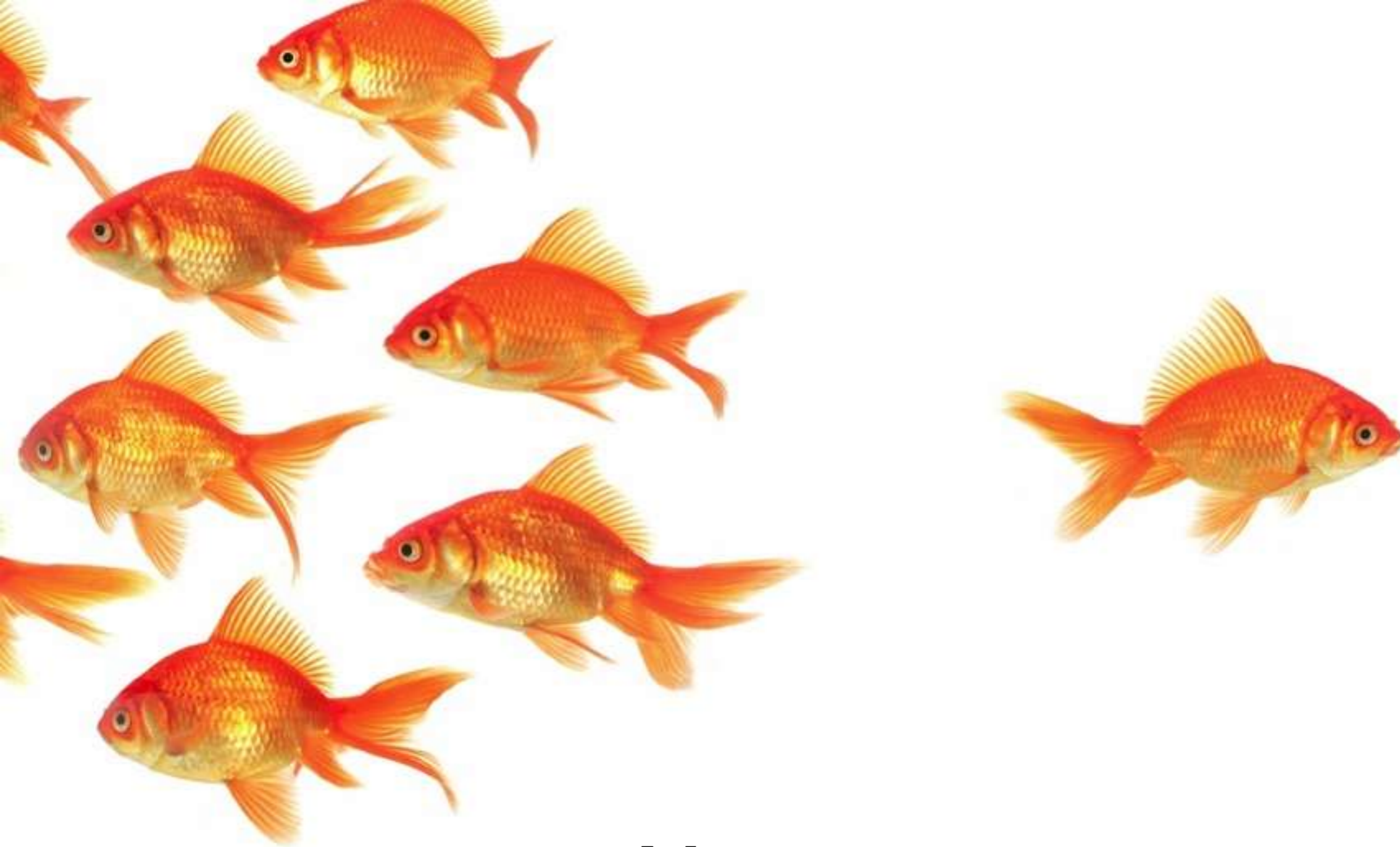
Optimize

**Quality**



**Measurement**  
**Governance**  
**Risk Mitigation**





Manage

**Exceptions**

Recognizing  
**local differences.**



In the “Yesterday Company” model, overseas  
**operations were isolated silos**





# Standardised Operating Environment





# **Optimized Assets**

Recognizing what is important

# Identify and manage where value is generated



Optimize

# Locations

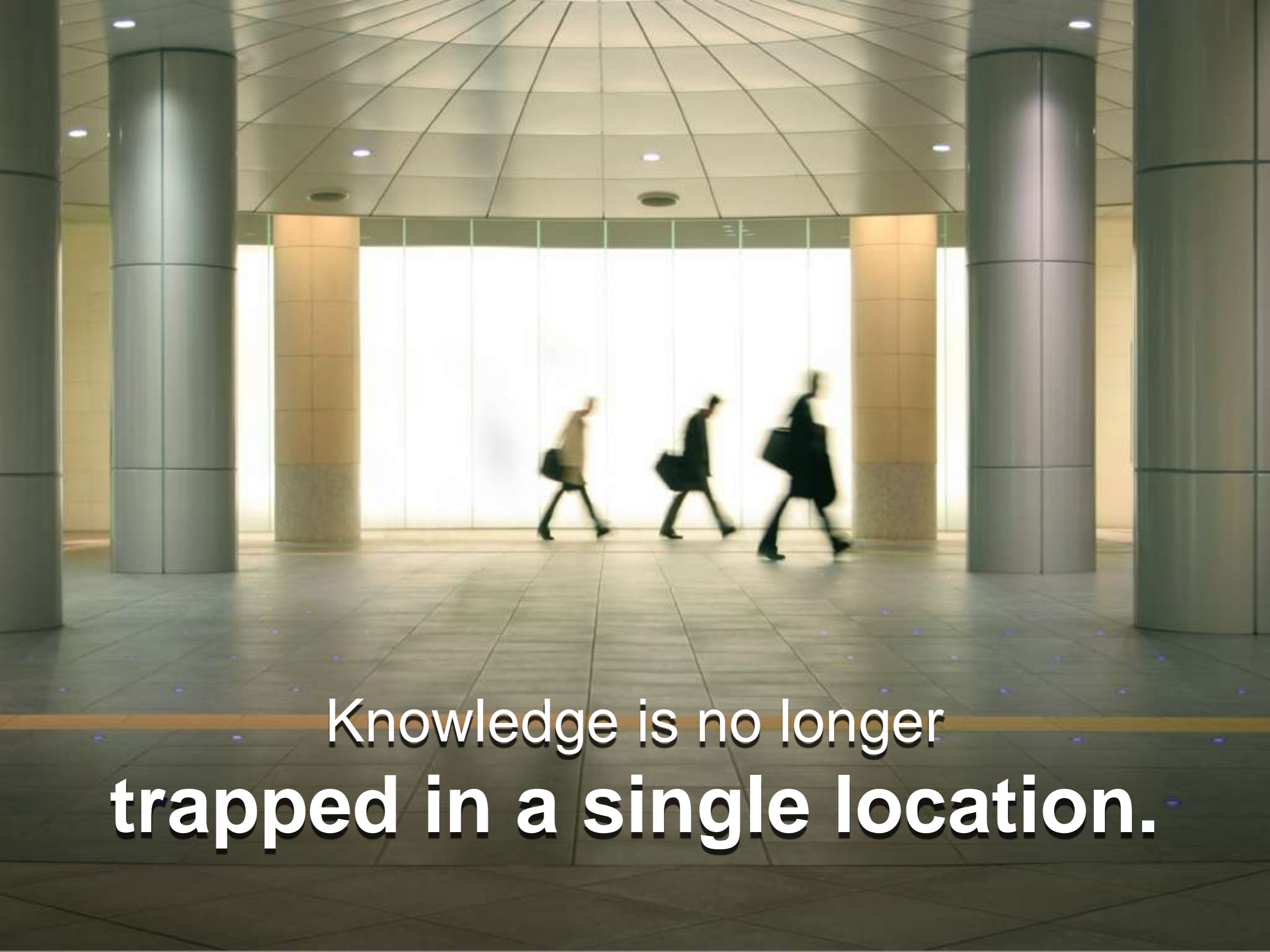


Identify operations that can be  
**performed virtually**

Cloud Computing • App Management • Mobile Devices

# Understanding **Human Talent**





Knowledge is no longer  
**trapped in a single location.**



**A high performance  
IT Service Desk is crucial.**



The “Yesterday Company” had multiple,  
**localized IT Support Centers**





Hybrid  
**Service Desk**

Does not require a tradeoff between

**cost and quality**





# **Global Integration**

Repeatable and Standardized  
Processes



Optimize your global competencies  
**by partnering**

Improved Capabilities  
New Competencies  
Stronger Customer Support



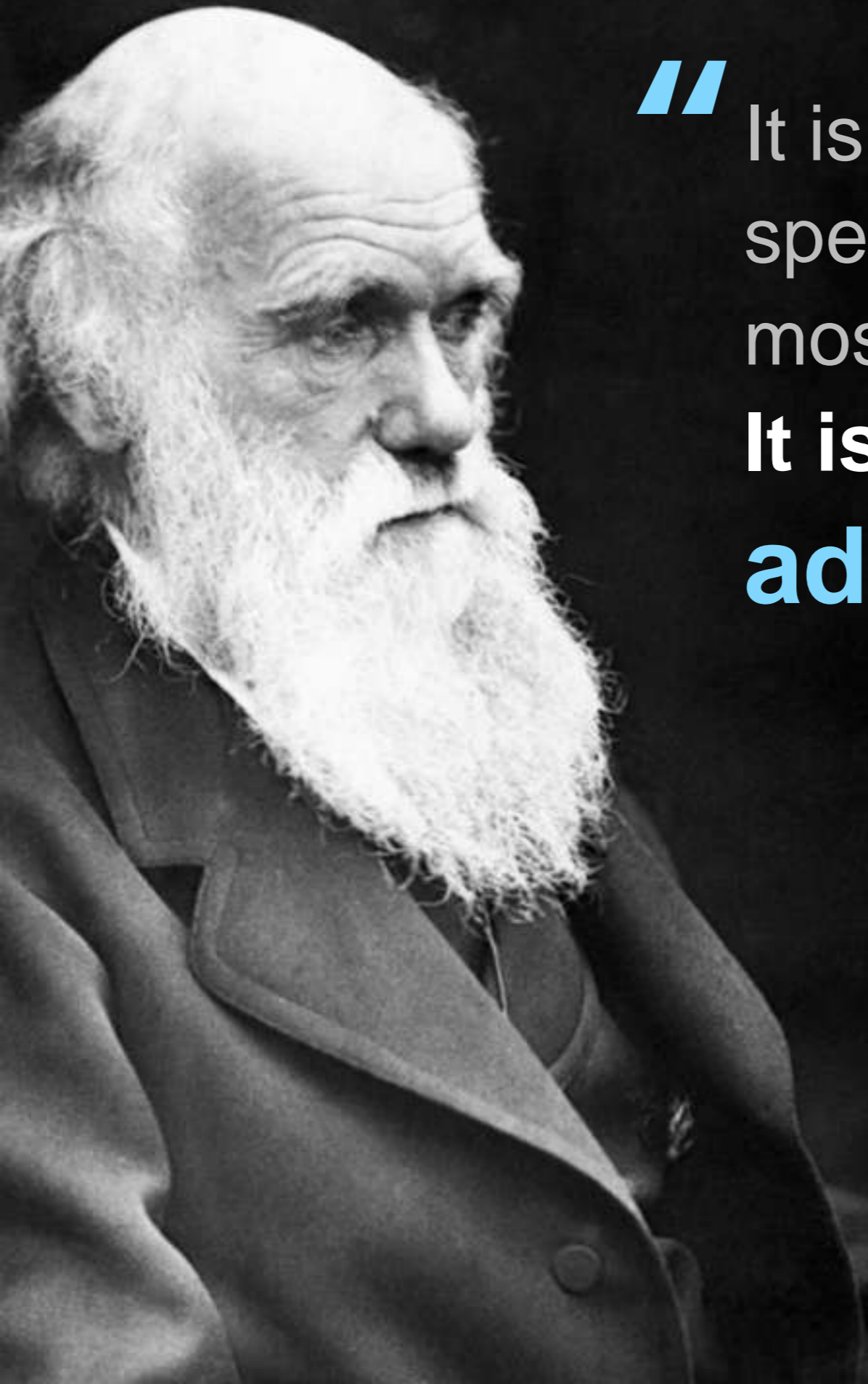
Manage end-to-end process on a  
**global basis**





**Acknowledge Reality**  
and adapt to your surroundings





“ It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most **adaptable to change.** ”

Charles Darwin

# The Multi-Polar World



Value is unlocked in  
**local markets**





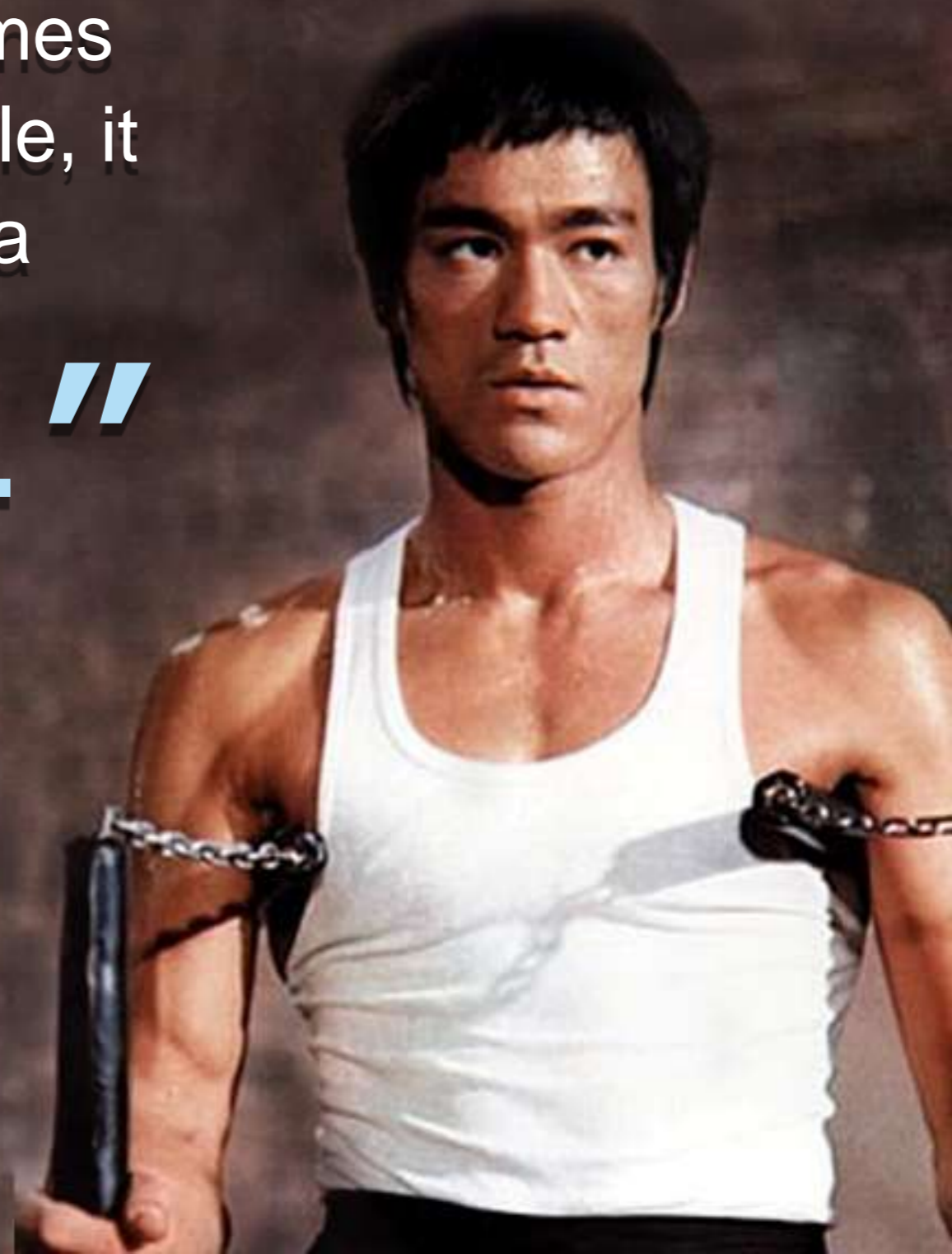
**Emerging markets**  
will actively shape globalization.



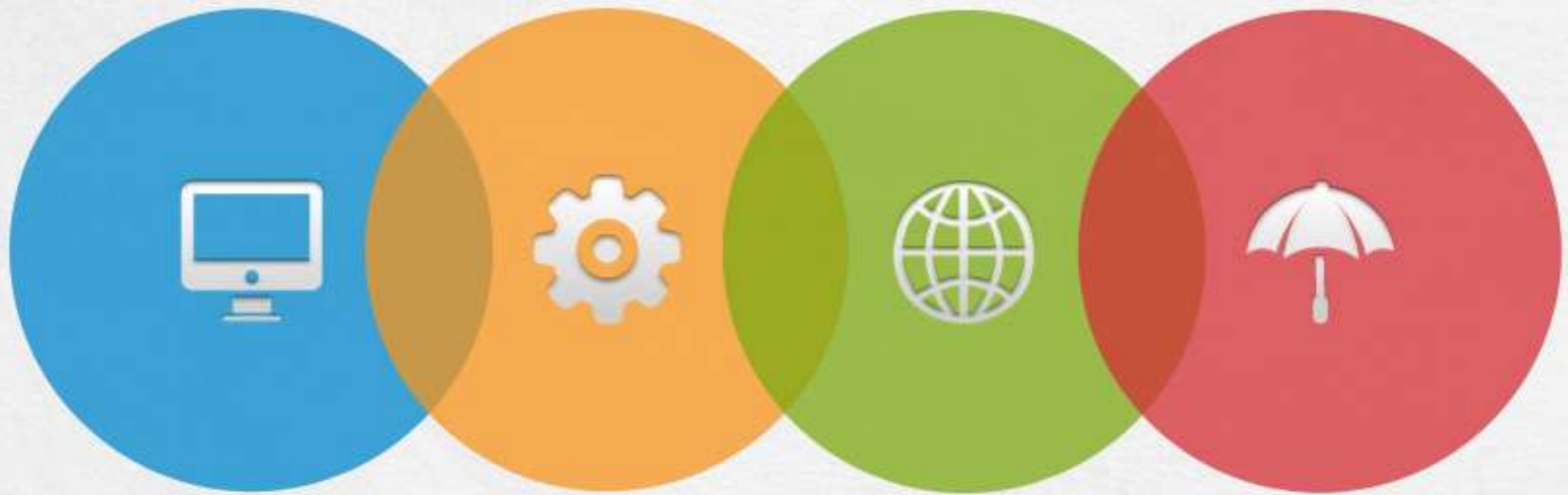
**Customize  
and Improve**

**// Empty your mind.**  
**Be formless, shapeless – like water.**  
You put water into a cup, it becomes  
the cup. You put water into a bottle, it  
becomes the bottle. You put it in a  
teapot, it becomes the teapot.  
**Be water, my friend. //**

Bruce Lee

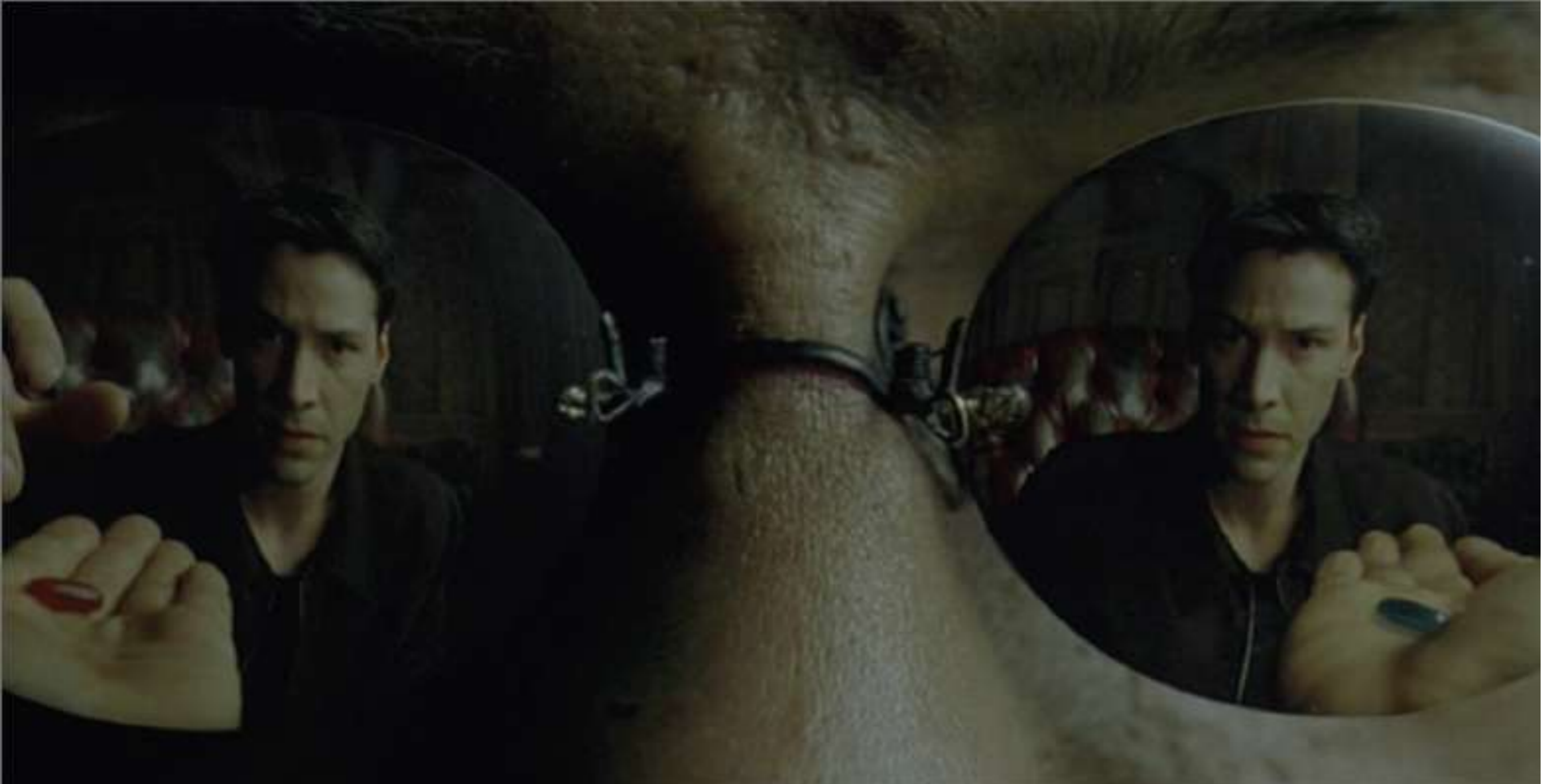


# The Essential Ingredients



The **conclusion...**





Which do you **choose** ?

Are you a  
**Yesterday  
Company?**



**OR...**



Are you a

**Tomorrow  
Company?**

Are you a  
**Tomorrow  
Company?**

