

Success Stories

Lion and NTT DATA Begin Business Alliance for DX Promotion

Client	Industry
Lion Corporation	Consumer Products
Country	D&I Strategy
Japan	Architecture Services



SOLUTION OVERVIEW

NTT DATA has a large number of digital human resources (DX consultants, data scientists, and cloud/infrastructure engineers) and has been leading clients in various industries to success by using a program to lead them to digital success that systematically summarizes the factors for DX success, implementation processes, and know-how based on its extensive DX support experience.

TECHNOLOGIES LEVERAGED

Program to lead clients to digital success



CLIENT Background/CHALLENGE

Lion aims to realize the management vision “Becoming an advanced daily healthcare company” for 2030, driven by its purpose, “Make a difference in everyday lives by redesigning habits: ReDesign,” in its long-term strategic framework “Vision2030”^{*1} (hereinafter referred to as Vision2030).

One of the growth strategies to realize this vision is to “accelerate growth in four fields of value creation”^{*2} and to make a difference in diverse aspects of daily living by offering healthcare that it is uniquely positioned Lion can provide.

Note

1 Long-term strategic framework “Vision2030”

(<https://www.lion.co.jp/en/company/vision.php>)

*2 Oral health, infection control, smart housework, and wellbeing

(<https://www.lion.co.jp/en/company/pdf/vision/20210212.pdf>)



BUSINESS VALUE & KPIS

Lion and NTT DATA have contributed to the advancement of data utilization and the creation of new experience value by deepening customer understanding through data analysis and support for the establishment of utilization platform in the marketing domain.

Starting from 2022, a business alliance for the promotion of digital transformation has been launched in order to “accelerate growth in four fields of value creation” outlined in the growth strategies in Vision2030.

In order to realize Vision2030, the alliance utilizes NTT DATA's proprietary program to lead clients to digital success, and works to establish and deploy DX promotion process and strengthen human resource development for the establishment of digital platform and business transformation utilizing this platform.

Through this business alliance, the two companies will share the direction they are aiming for and work toward Lion's business transformation and promotion with DX as the starting point.

Joint efforts for Lion's business transformation by both companies

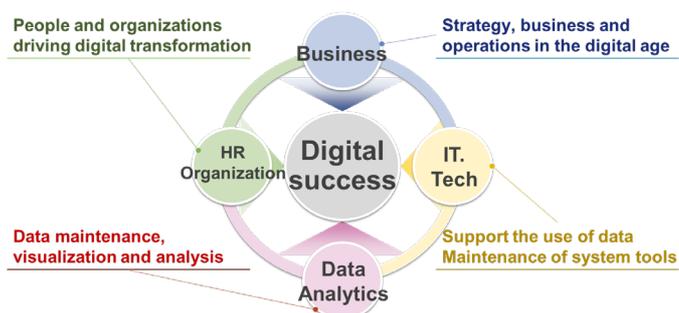
Lion Corporation and NTT DATA have launched a business alliance to promote digital transformation (DX) from January 2022.

[Background]

Lion is aiming to make a difference in diverse aspects of daily living by offering healthcare that it is uniquely positioned Lion can provide.

In this context, for example, Lion has launched an oral healthcare initiative that uses data to make appropriate proposals for the oral health of consumers. Lion is also promoting the visualization of future health risks based on employee health checkup data.

NTT Data, on the other hand, has been leading customers in various industries to success by using a program to lead them to digital success that systematically summarizes DX success factors, implementation processes, and know-how based on its abundant experience in DX support.



Essential elements of digital success

In this context, NTT DATA has supported Lion in the data analysis and construction of data utilization platform mainly in the marketing domain. Since April 2021, both companies have been working together to formulate strategies for DX promotion.

And in January 2022, the two companies have begun a business alliance to further utilize a program that leads them to digital success and to solve issues through digital human resources.

[Overview of initiative in business alliance]

Through this business alliance, Lion will develop a digital platform to realize its goal of redesigning habits, establish and deploy DX promotion process and strengthen human resource development for business transformation by making the most of this platform.

• Developing Digital Platform

With the digital platform necessary to implement Lion's new businesses, NTT DATA will work together with Lion to promote everything from basic conceptualization to construction, operation, and improvement.

• Establishment and Development of DX Promotion Process

Through the promotion of autonomous DX strategy planning, implementation, and establishment, Lion will be able to further advance its business transformation in anticipation of the advancement of existing businesses and the launch of new businesses in the next generation of healthcare.

• Strengthening Human Resource Development

With a view to establishing Lion's digital human resource development program, various human resources who promote DX will be fostered through the development of dedicated training courses for Lion employees and participation in NTT DATA's training programs.

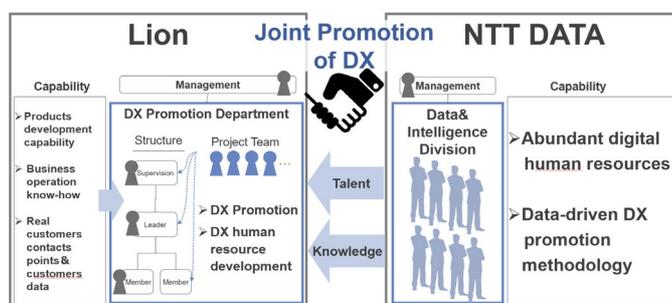


Image of joint DX promotion

[Prospects]

The two companies are aiming for Lion to become a leading company in the next generation of healthcare by generating results and business value through DX promotion. NTT DATA will also accumulate advanced knowledge in the healthcare domain and DX promotion case studies of consumer goods manufacturers so as to provide not only IT support to various clients in the healthcare and other industries, but also create business value as a business partner.