

#### **Values of Technology Foresight**



Contribute to sustainable growth of customers' business



Develop technologies and create services that anticipate changes in the business environment



Create a future vision through PoC (Proof of Concept) together with the customer

# NTT DATA Technology Foresight 2013



The power to predict the future of



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NTT DATA analyses trends of our society and changes of key information technologies based on researches and interviews with industry experts.

#### Information Society Trend

Source of competitiveness shifting towards application of knowledge and information

Sophistication in data analysis technology promotes a shift to a knowledge-based society.

From a mass-oriented society to a society that focuses on the individual

Personalization services (taking into account of personal values or interests) will grow dramatically.

Increasing demand for real-time response to ever-changing environment and needs

Advancement in sensing and other technologies (as well as bigdata analysis) supports transformation toward a resilient and sustainable society.

More accessible and user-friendly IT that can be used by anyone

IT will be a primary tool to connect people overcoming gaps in language, distance and other barriers in aging and globalizing society.

## **Analysis of changes** and challenges 215 Technology Business & Keywords

Joint research with Ireland

### TF2013 echnology Trend

Human-oriented IT that recognizes individuals

Human-oriented IT will be a key technology for personalization services and human motivation.

Strategic data collection and analysis

Big data analytics technology will enable companies and other organizations to acquire new opportunities and create values.

Cyber-physical computing

Sensor networks, robotics, and other technologies will benefit real world by utilizing physical assets, improving QOL, and enhancing experiences.

Environment-adaptive, resilient IT infrastructure

Autonomous optimization will be a requirement for IT infrastructure to meet changing circumstances and become more resilient against threats.

Ultra-high-speed development for prompt delivery

The speed of delivery will be dramatically shortened by utilizing technologies and methods without losing quality.

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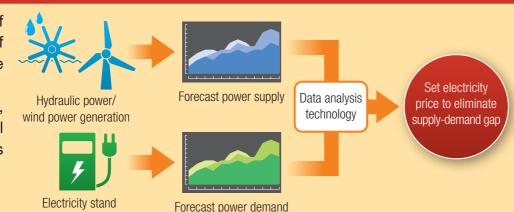
Case 1

Case 2

Joint investigation with Asian countries

Case 1 Dynamic pricing of electricity

Real time prediction of demand and supply of electricity based on usage data and supply capacity. As a guide for consumption, effective use of power will be achieved by adjusting its price dynamically.



Case 2 Alleviate traffic congestion through traffic control

Using data obtained through sensors such as speed and location information, We forecast future movements in simulations.

We are able to alleviate traffic congestion by controlling the intervals between signals and traffic lanes.

