

Part 3

DX-based Corporate Transformation (CX)

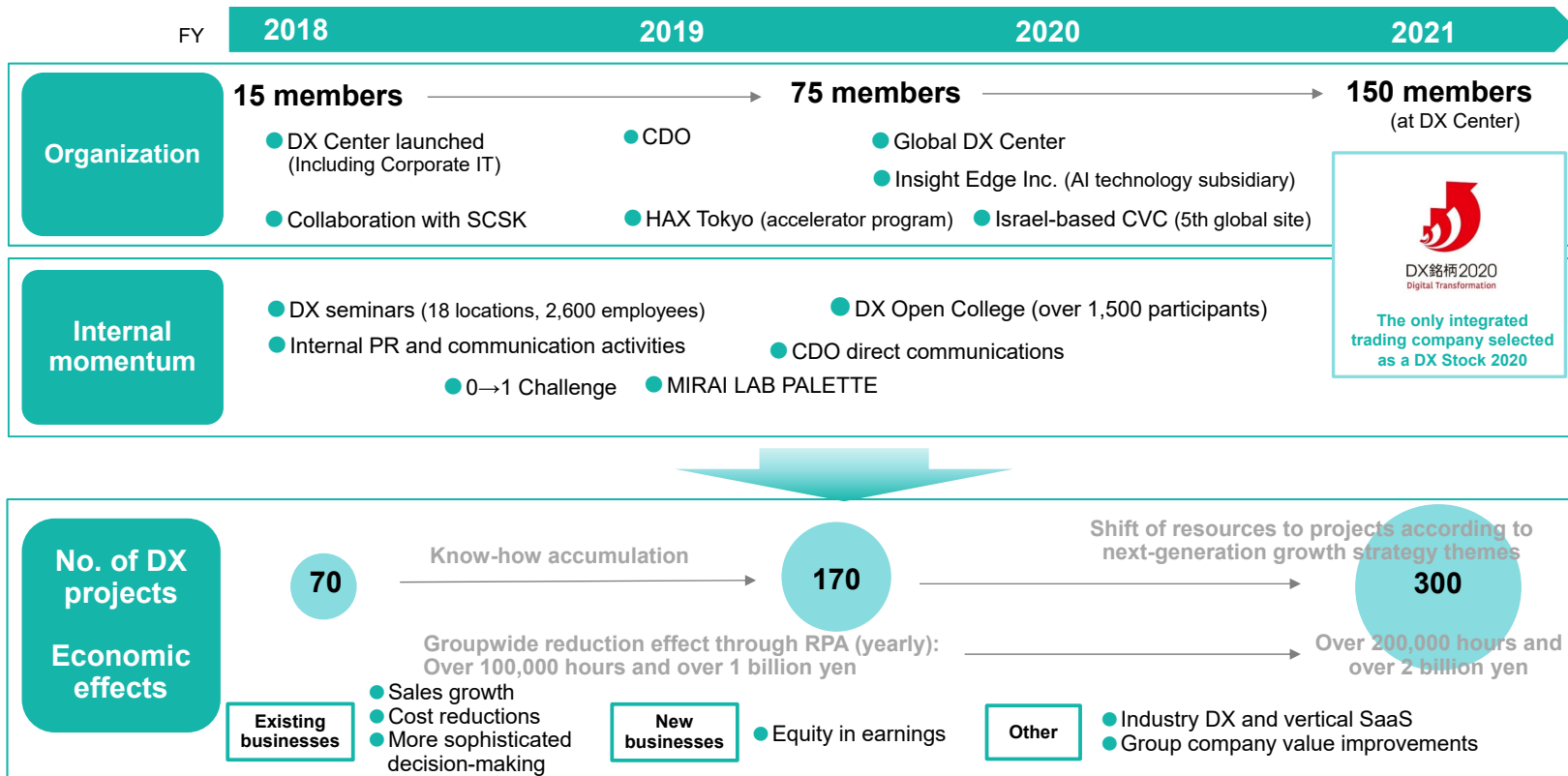


3:20-3:50 Panel Discussion

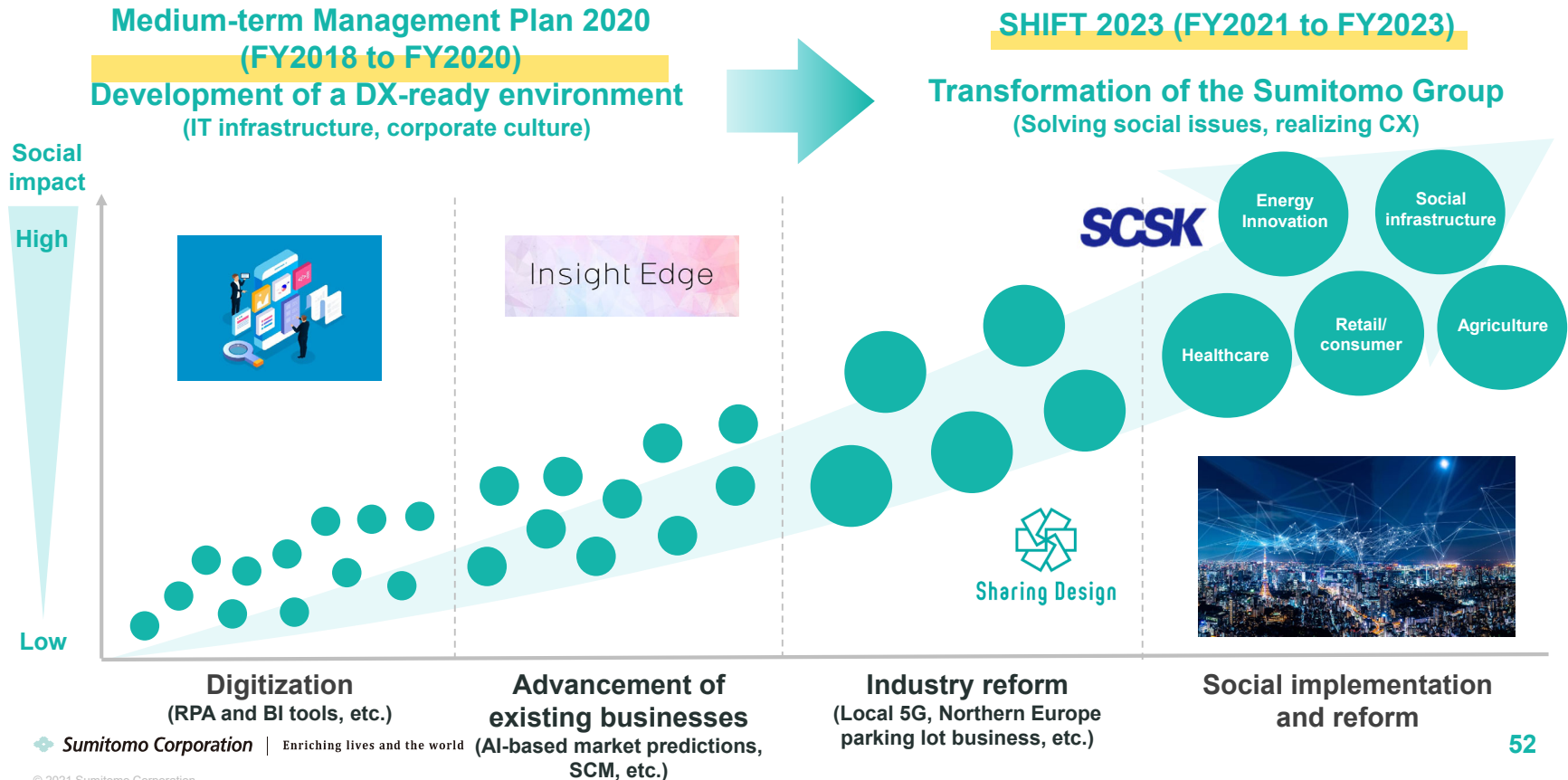
Executive Vice President and CDO,
Toshikazu Nambu
Outside Director, Akiko Ide
Facilitator : GM of DX Center, Bin Haga

3:50-4:10 Questions and Answers

DX Activity Timeline



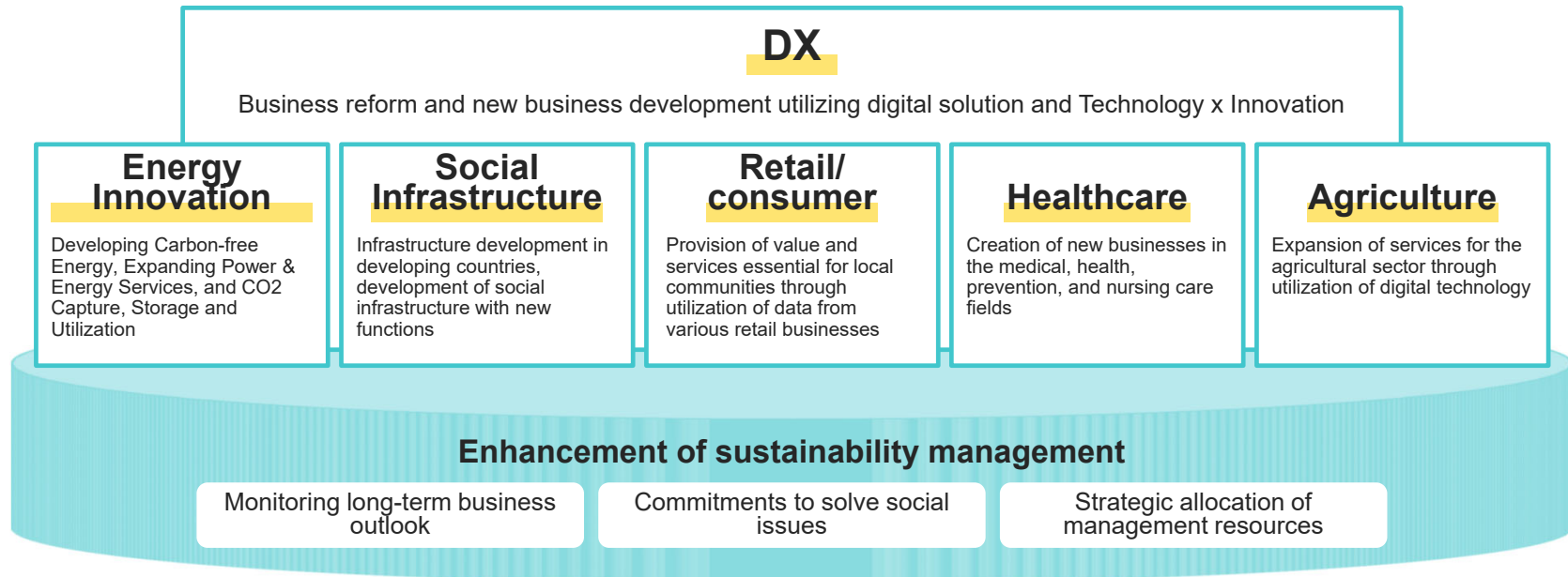
Phases of Business Creation Through DX



SHIFT 2023 Next-generation growth fields

- Six “next-generation growth fields” have been identified based on market potential and our strengths.

We will strengthen and cultivate businesses in these fields in the medium to long term throughout the entire organization.



Summit DX (Pursuit of Operational Excellence)

Rich data acquired through Summit's business base

Data-based AI learning and algorithm-based output

DX measures and improvement effects of optimized data output



Number of stores: 118
Annual sales: 310.5 billion yen

Rich data from inside and outside Summit

External data

Date, day, holidays, calendar events
Weather, temperature, sensory indicators

Product information

Product codes, selling prices, display location, number of facings
Sales promotion information, leaflets, price reductions, points

Store information

Store size, area, predicted customer visits



Learning

Trained models

DX measures

1st step

Demand prediction (customer visits, sales)



2nd step

Loss reduction

Price optimization

Sales promotion optimization

Product range optimization

Store working efficiency improvement

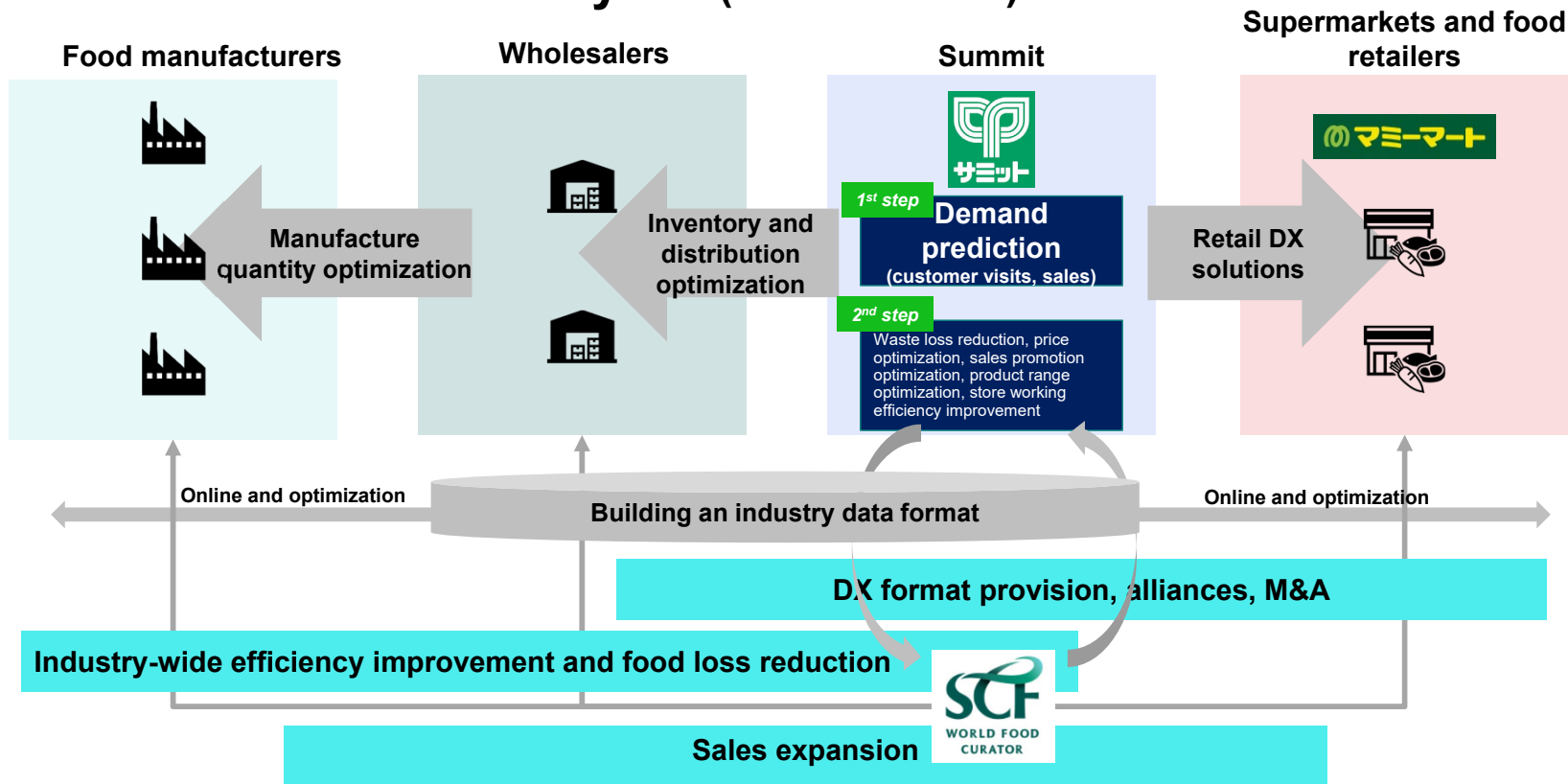
Improvement effects

Customer visits: Up

Revenue: Up

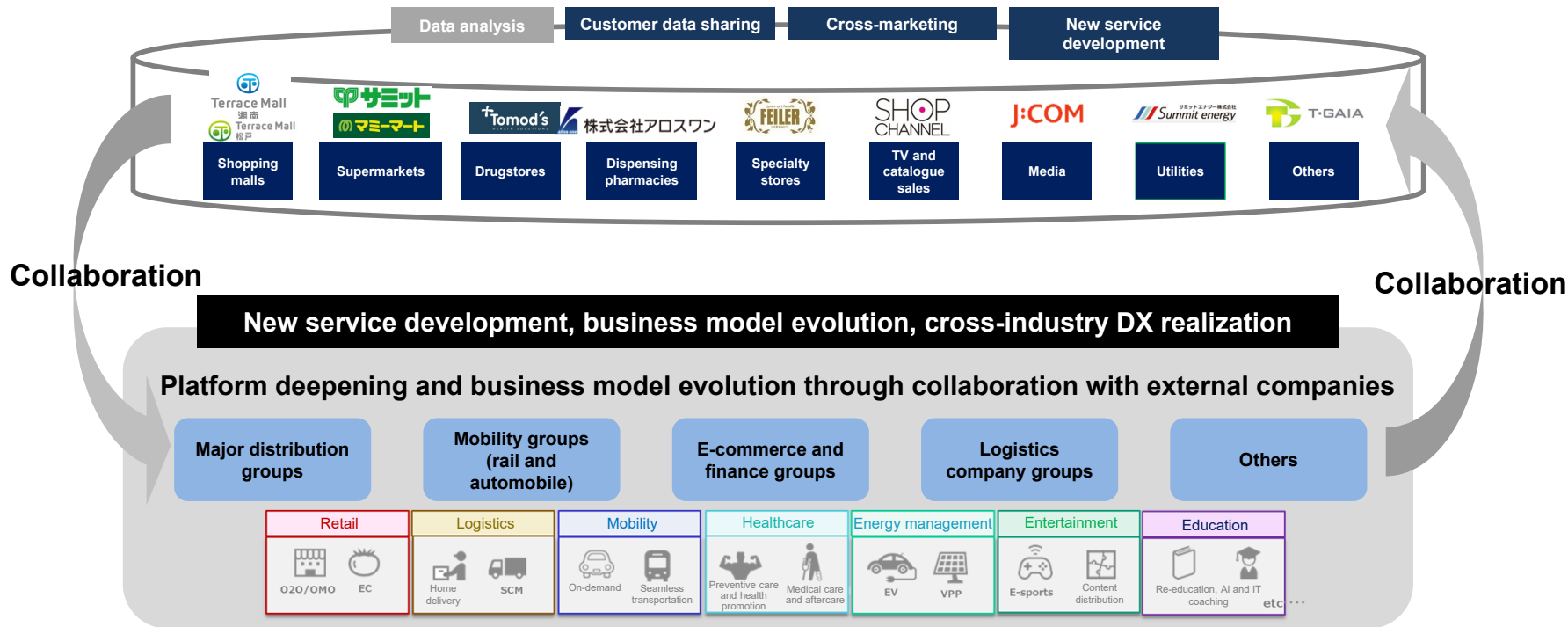
Costs: Down

Food Distribution Industry DX (Vertical SaaS)



Retail/Consumer Business: Cross-industry DX

A consumer data-based platform of Sumitomo's operating companies



<Appendix> Promotion System

