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BIG DATA
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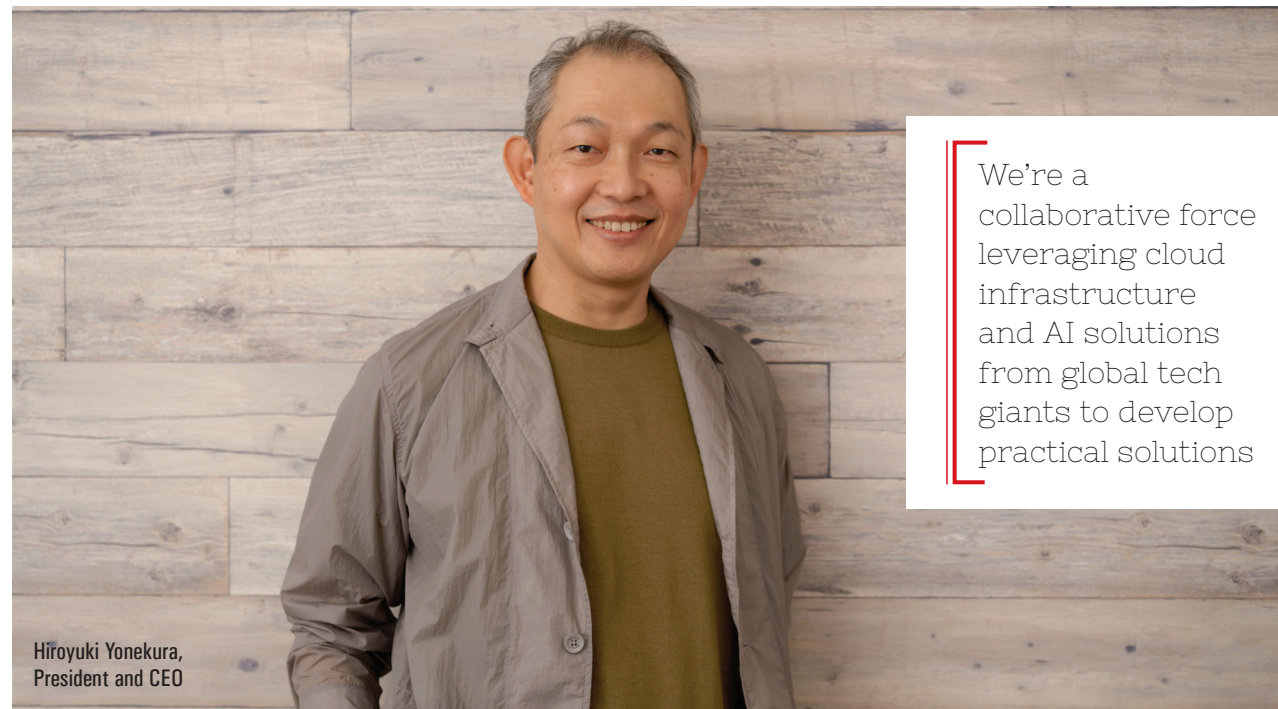
True Data



The annual listing of 10 companies that are at the forefront of providing Big Data solutions and impacting the APAC industry



Building the Future with Intelligent Data



Hiroyuki Yonekura,
President and CEO

We're a collaborative force leveraging cloud infrastructure and AI solutions from global tech giants to develop practical solutions

In today's digital age, where vast volumes of data are being generated every day, businesses are awakening to the significance of harnessing its power. The art of gaining accurate insight from ever-growing consumer purchasing data stands as the linchpin in crafting a successful business strategy, guiding them toward becoming the maestros of their worlds. Yet, amidst this journey, many find themselves stumbling in the fog of untapped potential of data that cast a shadow of inefficiencies and obscured insights.

THAT'S WHERE THE LEADING BIG DATA PLATFORM PROVIDER, TRUE DATA, CAN HELP.

It empowers retailers, consumer goods manufacturers and businesses with true potential of data using its eponymous big data platform, built on the ever-growing volumes of consumer purchasing data. True Data is one of Japan's largest big data platforms that handles over 4.8 trillion yen (nearly \$32 billion) of data annually for 60 million active users, providing a broad coverage of the Japanese FMCG market. Clients can efficiently leverage ID-POS data through a wide range of robust data utilization solutions—crafted with precision to enhance their operations. Its SaaS products are automated

platforms with sophisticated UI and UX, allowing clients to intuitively analyze the data without reading complicated manuals. Combined with the power of technologies like cloud and AI, these solutions are ideal for businesses to know customers and enhance product development, sales promotions, advertising, and inventory management.

"We support clients' data marketing by serving as a one-stop solution provider for data, technology, and utilization know-how—three key elements for practical, field-useable data application," says Hiroyuki Yonekura, President and CEO of True Data. "We're a collaborative force leveraging cloud infrastructure and AI solutions from global tech giants to develop practical solutions."

True Data offers Shopping Scan, a robust data utilization solution that helps retailers analyze purchasing data while allowing retail buyers to provide data to manufacturers. By efficiently analyzing this data, manufacturers can make persuasive, data-driven discussions with retail buyers. Eagle Eye is equipped with nationwide retailer purchasing panel data, allowing all users to log in and understand consumer purchasing trends by persona for the products sold in supermarkets and drugstores. This new, easy-to-



use, highly scalable tool is widely used by consumer goods manufacturers.

Illustrating Eagle Eye's excellence is its recent success involving a prominent client that used the analytical capabilities of the product, along with the retailer's POS data and Eagle Eye market data, to identify the gap between the in-store purchasing trends and the markets. The manufacturer discovered that their products' sale was way less than the market, highlighting the need for increasing sales through promotions. The client implemented targeted promotional strategies within those stores, resulting in a significant increase in sales.

Instances like these highlight the transformative potential of its data-driven decision-making that is primarily driven by True Data's industry experience and customer-focused mindset.

Staying true to this mission, the firm operates a consumer purchasing panel that statistically processes all connected retailers' data to provide clients with data on the purchasing conditions of the markets. This helps them understand the changes in consumer behavior that can't be captured by their store purchasing data. Clients can also compare their data with the market data to see where the potential for further sales growth lies.

It also goes beyond a typical solution provider to create a business development ecosystem that externally provides statistical purchase data. The KURASHI360 service multiplies various consumer big data, including income, number of households, purchasing trends, and mobility information, helping understand the lifestyle transformation based on preferences, values, and purchasing trends of consumers living in each region.

"Our goal is to create a future with data and wisdom, and we're also expanding to other consumer big data such as Location Info," says Yonekura.

Combining the market coverage as an ID-POS data platform with other consumer big data, it aims to expand as an ecosystem that collaborates with tech and advertising agencies looking to utilize ID-POS data in new areas like advertising and business analytics. For example, the Poswell service assesses the impact of YouTube ads on in-store sales for consumer goods manufacturers. With the growing demand for online advertising, it's vital to understand how video ads affect physical store sales. Poswell uses Google's causal impact model and analyzes a massive amount of statistical purchase data to measure the real effect of YouTube ads on in-store sales. This service aims to enhance advertising cost-effectiveness and support post-pandemic economic recovery from an unbiased standpoint of an ID-POS data platform.

True Data is expanding its offerings in business analytics. This includes the development of a POS data cleansing service, enabling consumer goods manufacturers to clean and refine POS data from retailers in diverse formats. It also offers a comprehensive data analysis platform tailored specifically for consumer goods manufacturers.

True Data promotes human resource development by collaborating with educational institutions, including high schools, universities, and vocational schools, to nurture data-savvy individuals. It is a proud supporter of the Data-driven Regional Education Association for Marketing (DREAM), participating as a corporate member in developing data marketing programs to foster student development. Its commitment extends across generations as it engages in activities aimed at shaping a data-driven future.

The future holds even more potential for growth as True Data draws on expertise and data resources to expand beyond consumer marketing and contribute to the solutions required for a sustainable society. This includes reducing food loss, eliminating production waste, and using data to visualize and address regional issues. **ACG**