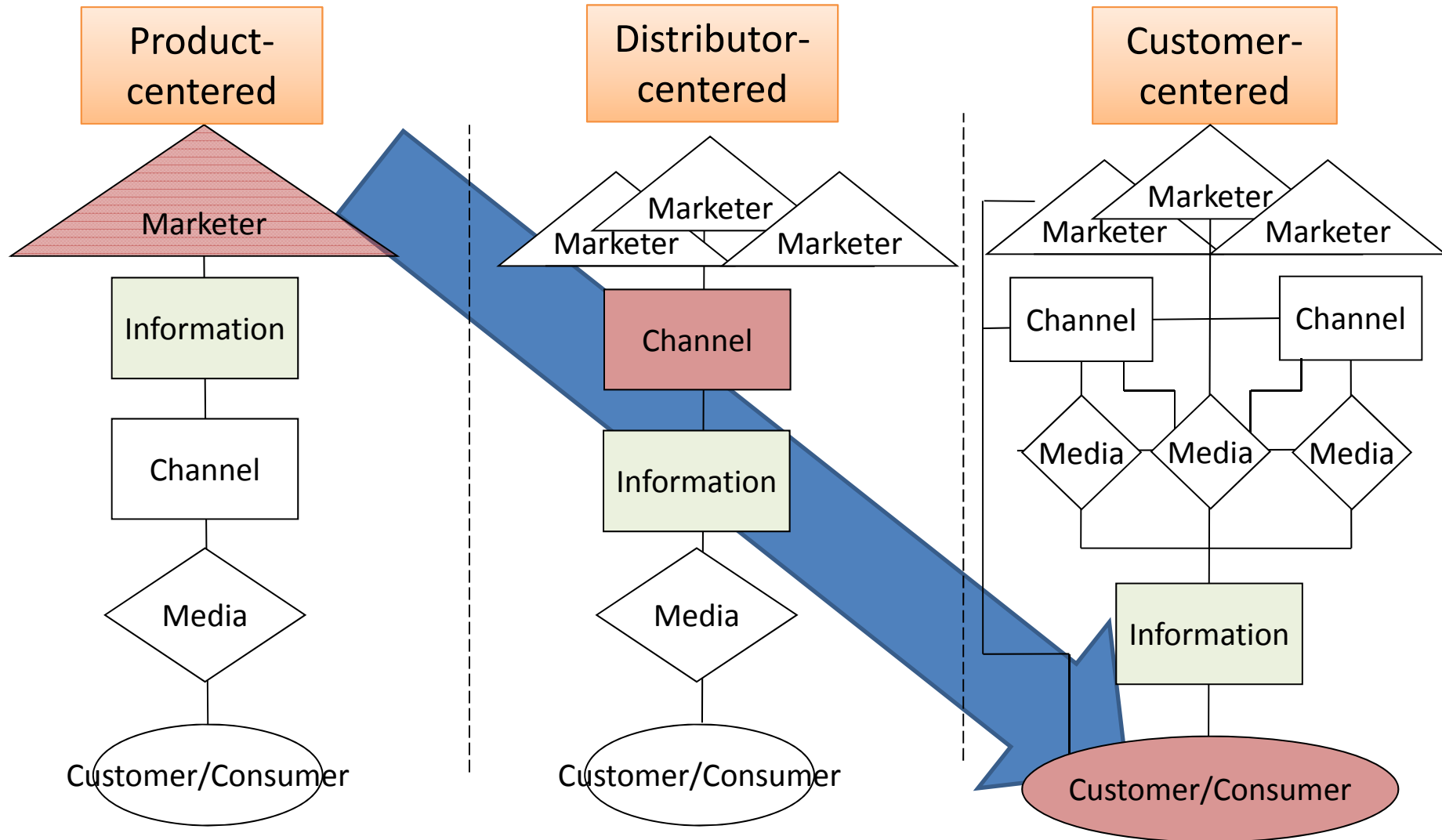


The role of IT in User-/Customer- focused Innovation

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Marketing is a key differentiator



Modified from Don E. Schullz: "IMC TheNext Generation" (2003)

Something is happening between



Viewpoint :
Customer or user
-centric

Function:
Ex. Marketing Strategy (Market Analysis,
Segmentation/Targeting, Positioning, ---),
Product/Service-Planning, Pricing Strategy,
Distribution Strategy, Communication Strategy,
Branding Strategy, Market Research, Customer
Relationship, Global/Local Marketing, CSR,---

CMO-CIO

CIO : Chief Information Officer
CMO Chief Marketing Officer

Gartner

- By 2017 the CMO will Spend More on IT Than the CIO

IBM

- “CMO-CIO Leadership Exchange” NY(Jun, 2012), Paris(Oct, 2012), Tokyo(Feb,2013)

Salesforce.com

- The attendance of CMO in their events has radically increased recently.

Three Competitive fields for differentiation with IS

From a User-/Customer- focused viewpoints:

- (1) Building effective information systems for customer-relationship
- (2) Supporting IT-user's activities
- (3) Creating a customer- centered enterprise framework

(1) Building effective information systems for customer-relationship

Honda Internavi + Google Crisis Response

- The service collects Floating Car Data from running vehicles for car-navigation with congestion maps
 - It was incredibly useful to know travelable routes after the Great East Japan Earthquake



http://www.google.co.jp/intl/ja/crisisresponse/japanquake2011_traffic.html

<http://www.youtube.com/watch?v=Tyvnt2jfgGc>

A similar application is to collect data from windscreen wipers of cars and to create maps of precipitation distribution

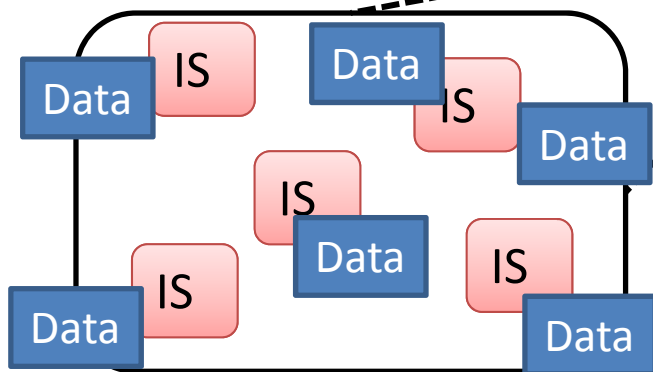
Untouchable areas by IS team

Value chain processes with corporate IS typically by ERP



The scale of using IS is extended, and more distributed, typically by using latest cloud computing services

Basically marketing is not strongly connected to the value chain process except sales-related one.



- *Marketing team uses their own IS separately from the corporate IS*
- *Marketing team doesn't like standardization, process-oriented way.*
- *Marketing team can not wait for a year to have a new IS.*

(2) Supporting IT-user's activities

How to utilize IT in users' side

- Information systems (IS) are essential
- However, building IS for customers or users is not enough
- The performance with IT depends on users more than the quality of systems

Utilizing IS > Developing IS

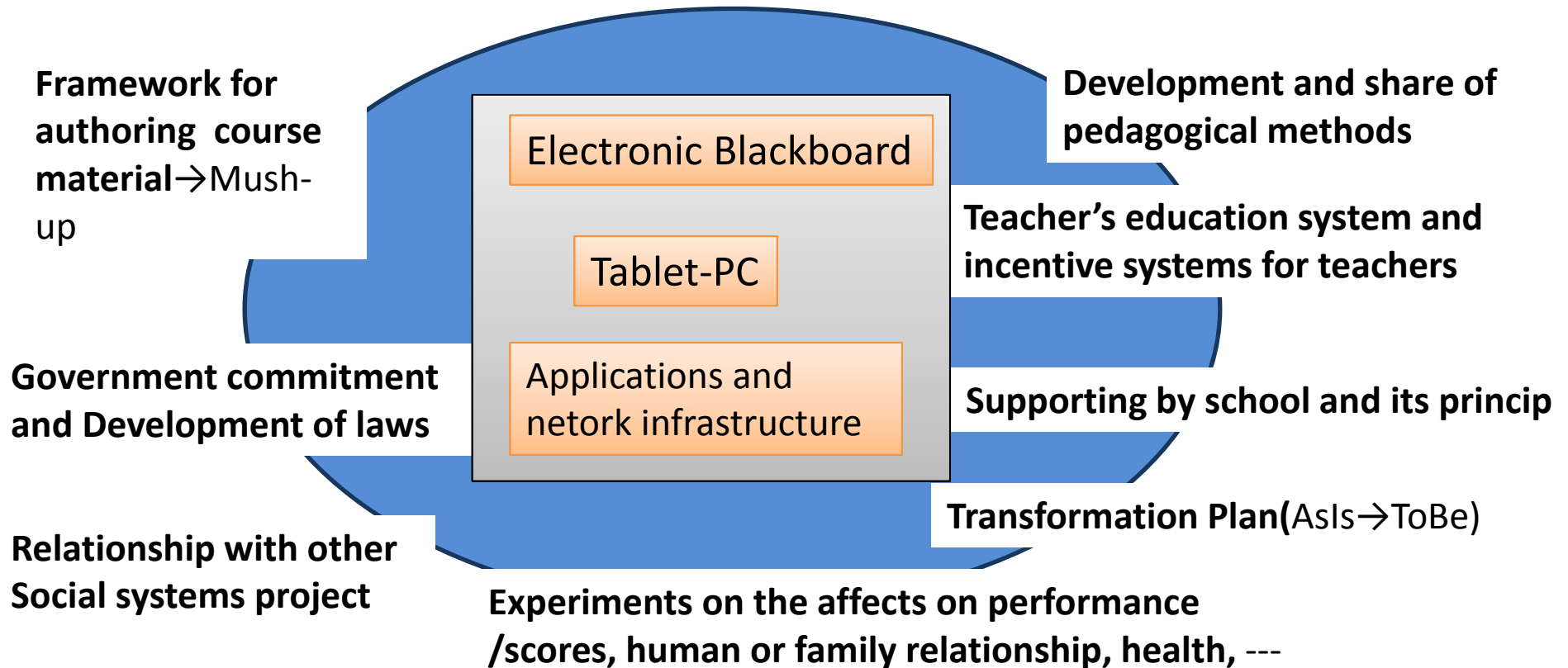
- The real differentiation depends on how users can utilize IS in their activities

Grand design

- A design is going to be necessary to make user's activity effective.
- Who can make the total design for users?

A grand design

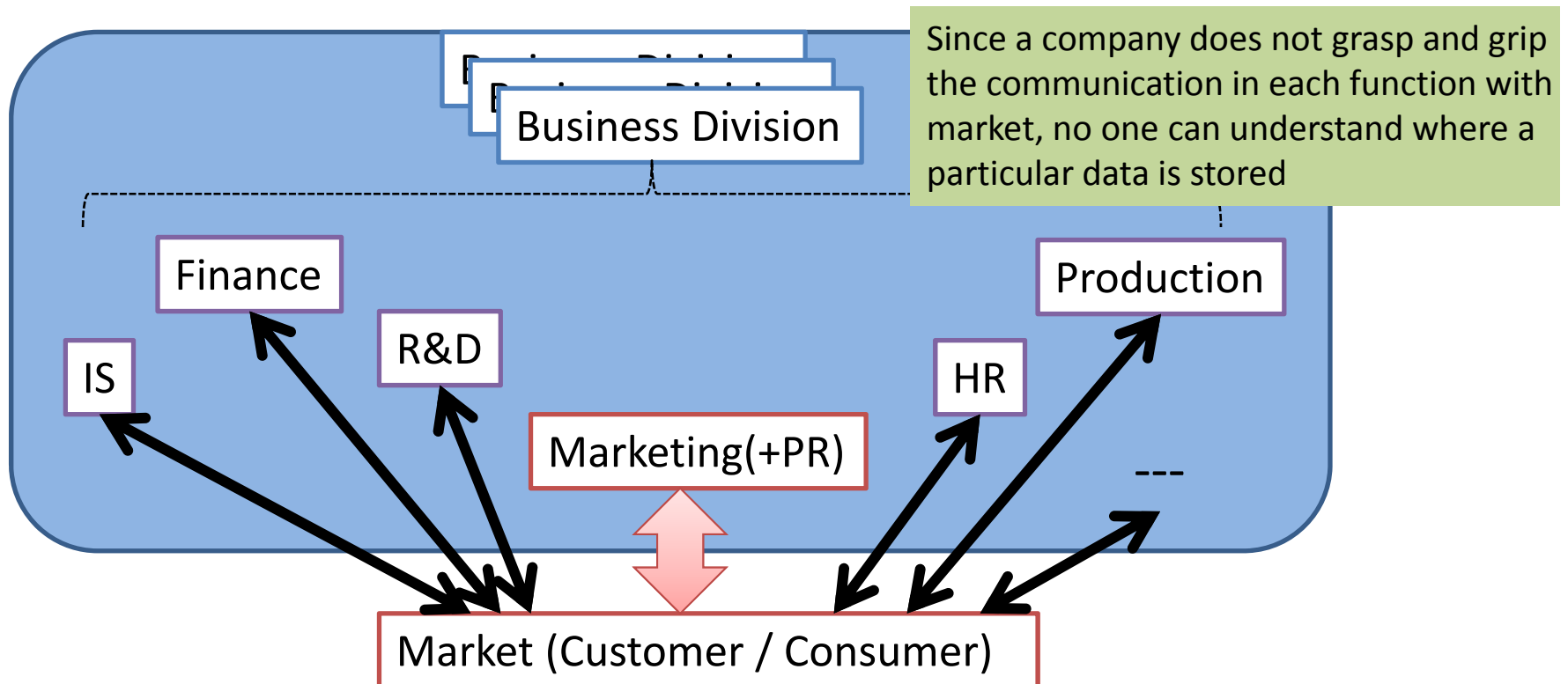
- The project has not been closed to researchers of IS and pedagogy
- It is designed based on national strategies as a



(3) Creating a customer-centered enterprise framework

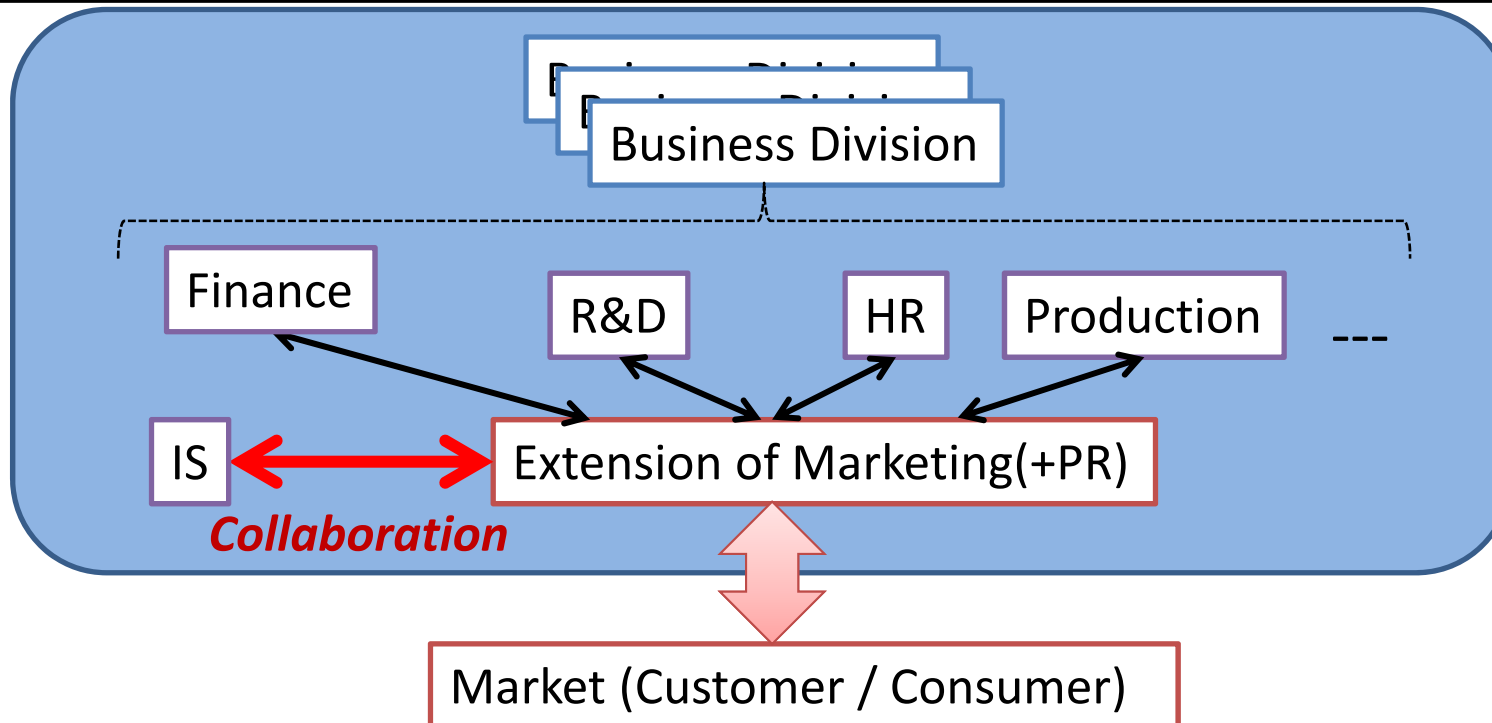
Communication with market

- The main communicator is Marketing div., but each function with business divisions communicates with market discretely
- However, the amount of communication tends to increase
- Is that in the right way in the customer-centric age?



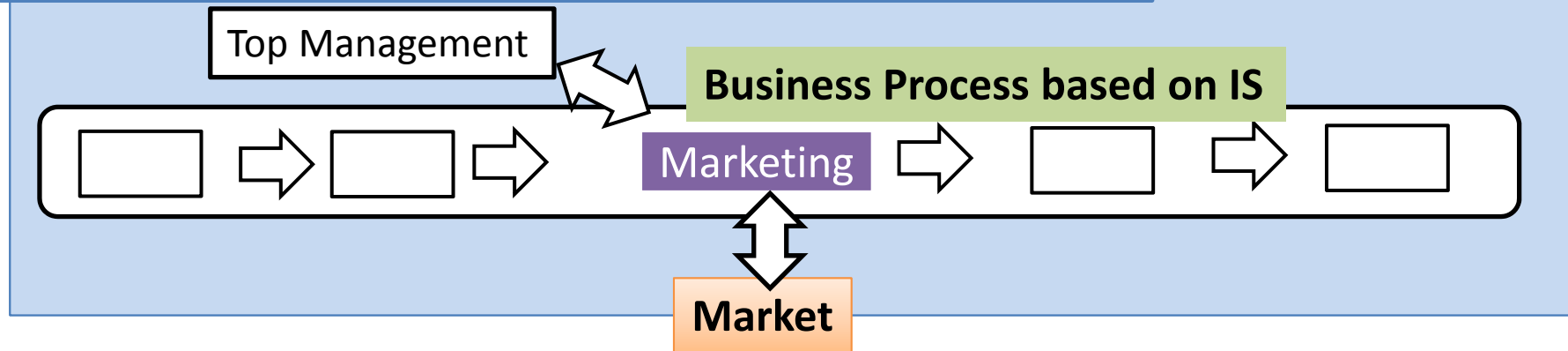
Marketing as a communication platform

- In order to communicate with market consistently as one company and effectively , there should be a platform for them
- An extended marketing can be a platform or hub for communication with market
- Communication is in the form of information-exchange, so the collaboration with IS is requisite.

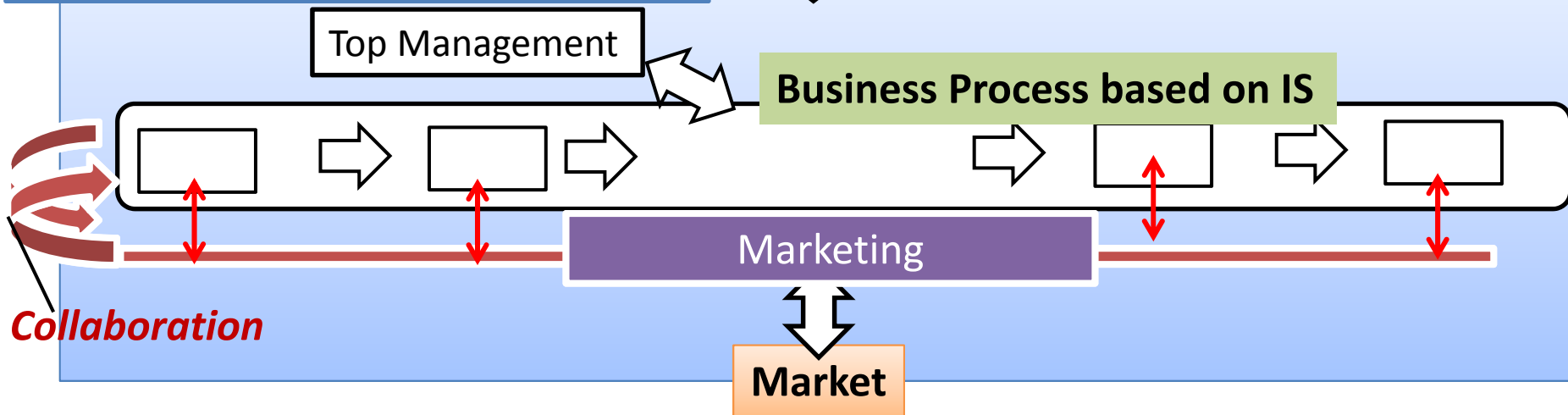


Marketing as a business process platform

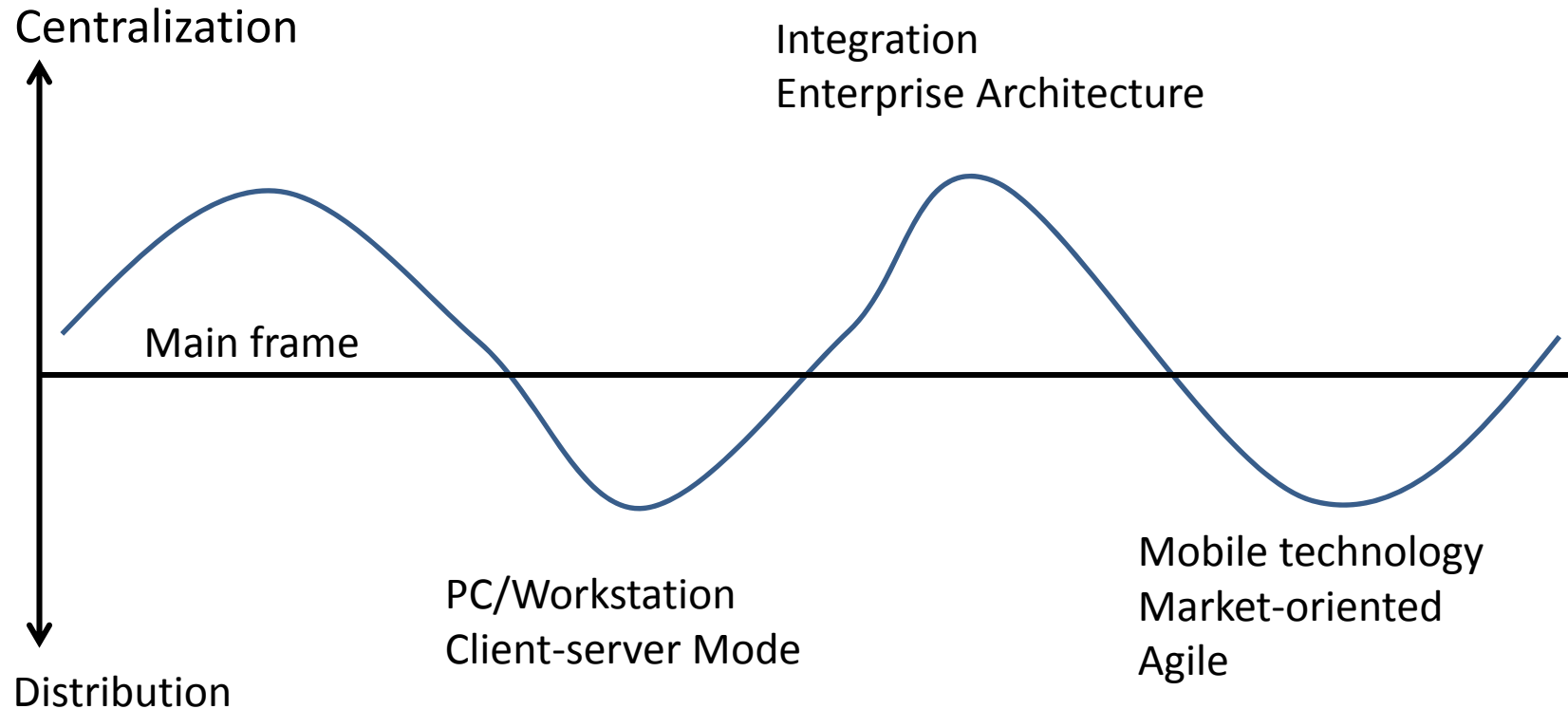
Marketing = A Collection of Process Modules/Functions



Marketing = A Enterprise Platform



Centralization and distribution



In the future with new IT or architecture, we will encounter a different situation

Wrap-Up

- For differentiation, the company is going to be more focused on market or customers.
- The source of competitiveness with IT is now getting more customer- or user-oriented
- The following three viewpoints are presented:
 1. Building effective information systems for customer-relationship
 2. Supporting IT-user's activities
 3. Creating a new framework and business processes centered on customers

С п а с и б о ! !