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For General Release

Information Services International-Dentsu, Ltd.

ISiD Establishes DER Promotion Office to Support Realization of Digital Enterprises in the Manufacturing Sector

Full-Fledged Entry into the Smart Factory Field, Supporting Manufacturing Innovation in IoT era

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President, CEO & COO: Setsuo Kamai; hereafter “ISiD”) will establish the DER* Promotion Office on July 1, 2016, as an organization dedicated to supporting the realization of digital enterprises in the manufacturing sector.

The global tide of industrial innovation, as represented by Industry 4.0 and the industrial Internet, is also having a significant impact on the Japanese manufacturing sector. To date, accumulated digital data have been employed in design and development. Adding to this, the proliferation of sensors and the advances in IoT allow data from production equipment and shipped products to be accumulated and amassed. These enable the sophisticated manufacturing and the creation of new customer value by thorough utilization of digital data –in other words, the acceleration of the move toward innovations in digital enterprises.

Under these circumstances, in the medium-term management plan launched in January 2016, the ISiD Group sets “realizing digital enterprises” as its business segment vision for the engineering domain. We will work to provide solutions that seamlessly link information not only from engineering processes that cover design, development, manufacturing and maintenance services, but also from core operations such as accounting and human resources.

The DER Promotion Office will be an organization dedicated to promoting the realization of Smart Factories, which are crucial elements for digital enterprises. Smart Factories form sophisticated links among design information accumulated from CAD/CAE/PLM and other systems and performance information including factory production processes, quality, inventories and resources. In this manner, Smart Factories are aimed to provide next-generation manufacturing environments that achieve self-sustaining production optimization. The new organization will provide total support for the realization of Smart Factories, from the provision of consulting and methods to system configuration and operation.

ISiD possesses world-leading solutions in this domain. We will enhance these solutions, strengthen our alliance with Siemens PLM Software, with which we have formed a robust partnership in the design and development field, and leverage the ISiD Group’s knowledge and expertise in the design and manufacturing domains to support the creation of next-generation manufacturing environments.

* DER: Acronym for Digital Enterprise Realization

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