SRII Japan Chapter

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Mayumi Itakura / IBM Research
Kohtaro Nakamura / eCraft

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Service Research and Innovation Institute

Innovating Services for the Smarter World

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Cloud Services
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Service Engineering & Innovation
Service Quality
Enviornmental Services
University Research Programs/New Curriculum development

SRII REGIONAL CHAPTERS:

Australia
Germany
India
Japan
Singapore
Spain
Taiwan
Thailand
Vietnam

http://www.thesrii.org/

SRII Japan Chapter

- SRII Japan Chapter Launched on October 20, 2010.

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Members of SRII Japan Chapter

Chapter Chair

Kazuyoshi Hidaka, Professor, Tokyo Institute of Technology

Chapter Sub-chair and Manager of Chapter Office

Mayumi Itakura, Senior Manager, IBM Research Tokyo

Chapter Office

Kotaro Nakamura, eCraftJapan

Members of Steering Committee

Norio Murakami, President, Norio Murakami Office

Teruyasu Murakami, Senior Fellow, Nomura Research Institute

Hiroyuki Yonekura, Executive Officer & General Manager, Business Development, Gourmet Navigator

Hiroyuki Watanabe, Deputy General Mgnager, Digital Strategy and Planning, Nikkei

Kyoichi Kijima, Professor, Tokyo Institute of Technology

Hideaki Takagi, Professor, University of Tsukuba

Yoshinori Hara, Professor, Kyoto University

Kazuo Furuta, Professor, The University of Tokyo

Objectives of Launching SRII Japan Chapter

- We established SRII Japan Chapter TO :
  - Innovate Japan through research and innovation of economic and public service systems,
  - Realize innovation based on the fusion among ideas / practices from academia and industries,
  - Connect Japanese researchers and business peoples to global activities/organizations/peoples, and give ourselves global thinking
  - Support policy makers to develop policy and strategies,
  - Promote public awareness of service research and education, and
  - Elevate the level of service research and education upto the next stage.

Activities: SRII Japan Chapter Workshops

1st workshop (Jan 25, 2011)

- Value co-creation and visualization by ,modeling the service system (JST funded), Prof. Kyoichi Kijima (Tokyo Inst. of Tech.)

2 nd workshop (April 19, 2011)

- "The Long Tail Strategy", Mr. Hiroyuki Yonekura (VP., Gurunavi,)

3rd workshop (May 20, 2011)

- Visualization of medical service by hospital information system , Prof.. Shusaku Tsumoto (Shimane Univ.),
- Innovation of the communication by chatting system at medic-care space (JST funded), Dr. Naoshi Uchihira (Toshiba Development Center)

4th workshop (July 26, 2011)

- Energy service for the future, Mr. Norio Murakami (former President of Google Japan)
- Smart Grid , Mr. Kawai (IBM Japan)

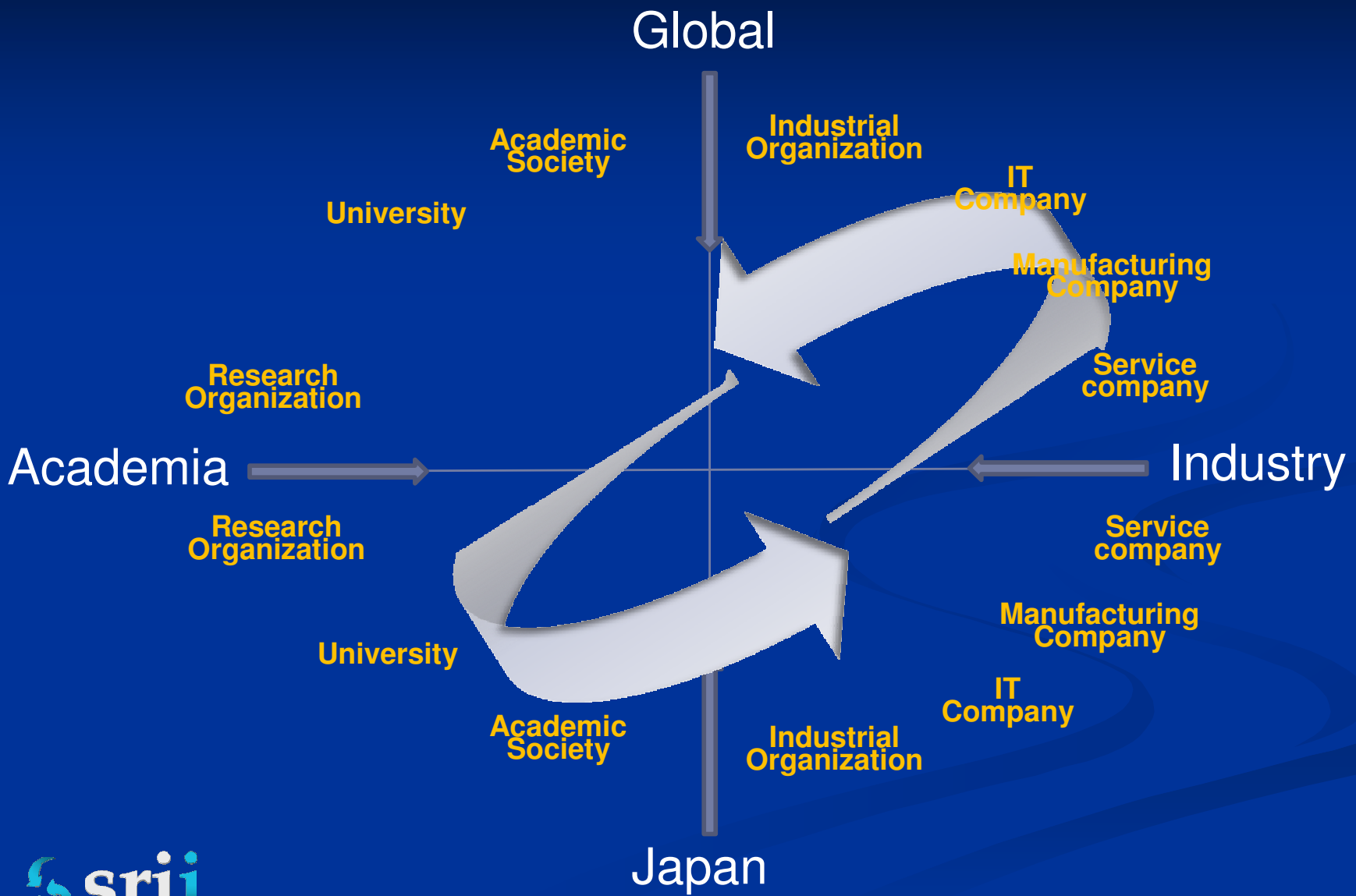
5th workshop (TBD)

- ICT for disaster management

6th workshop (TBD)

- Automotive Mobile Service

Service Innovation Link



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Key question

- Key question
  - How we can make new growth for economically-matured country ?

    … Before 3.11

  - How we can make new growth for economically-matured and disaster-damaged country ?

    … After 3.11

… common question for all countries

Challenge in Service Research

- Current: Many Isolated Service Research Projects
- Need: More Big Impact to the Society
- Approach: Holistic view -> Vision -> Break down

Vision and Approach

- Vision
  - Re-design the Society … too big so,
  - Re-design the "Economic /Social Service Systems"
    -> break down to more concrete research agenda

- Approach
  - Set the Target of Ideal Economic / Social Service Systems
    - which will be realized by leveraging our advantages
    - which will solve serious economic / social problems
    - which will create the new value in the society
  - Form the integrated team, break down the ideas, and execute.

Background (Characteristics in Japan)

- small land small residence area
- unbalance among cities (over/de-population)
- homogeneity
- super aging society
- economically-matured country, economy slowly going down
- pension crisis
- medical care crisis
- less jobs
- weak global competitiveness
- chaotic political situation
- Huge damage by earthquake

Disadvantage

Advantage

- advance in hospitality but difficult in making profit
- excellent manufacturing capability but difficult in skill succession
- excellent skill in mid, small, and very small manufacture
- automotive industry strong
- robotics technology strong
- excellent utilities but difficult in transporting (water, gas, electric power)
- healthy foods became globally popular
- contents business have global competitiveness (comic, cartoon movie)

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Background (Characteristics in Japan) … continued

- Directions of Japanese Government
  - Green Innovation
  - Life Innovation
  - Economic Growth Opportunity in Asian Countries

Policy

Original Data was provided by Research Institute of Science and Technology for Society Japan Science and Technology Agency

Interest in Service Research

- Number of proposals for service science investment program by Japan Science and Technology Agency (JST) 2010

Service domain	Number
Health Care	49
Education	22
Public	18
Retail / Hospitality	13
Foods	12
City	12
ICT	10
Transportation	7
Energy / Environment	6
Water	2
Finance	1
Others	14

Interest

What we should do.

- small land small residence area
- unbalance among cities (over/de-population)
- homogeneity
- super aging society

Disadvantage

ng down

- less jobs
- weak global competitiveness
- chaotic political situation

Solve

New

Value

Create

- advance in hospitality but difficult in making profit
- excellent manufacturing capability but difficult in skill succession
- excellent skill in mid. small. and very small manufacture

Advantage

ting (water, gas, electric power)

- healthy foods became globally popular
- contents business have global competitiveness (comic, cartoon movie)

Interest

Policy

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Japan Chapter Focus

1. Servitization of Automotive Industry, is including new social mobility service system integrated with other transportations and ICT based service enabled by connected vehicle.

2. IT system for disaster management, including disaster prevention, planning, action, and recovery.

3. ICT for Smart Grid and Smart Community, which is the fundamental infrastructure enabling efficient energy service and new societal service. This topics will also cover the application aspect of Cyber Physical System.