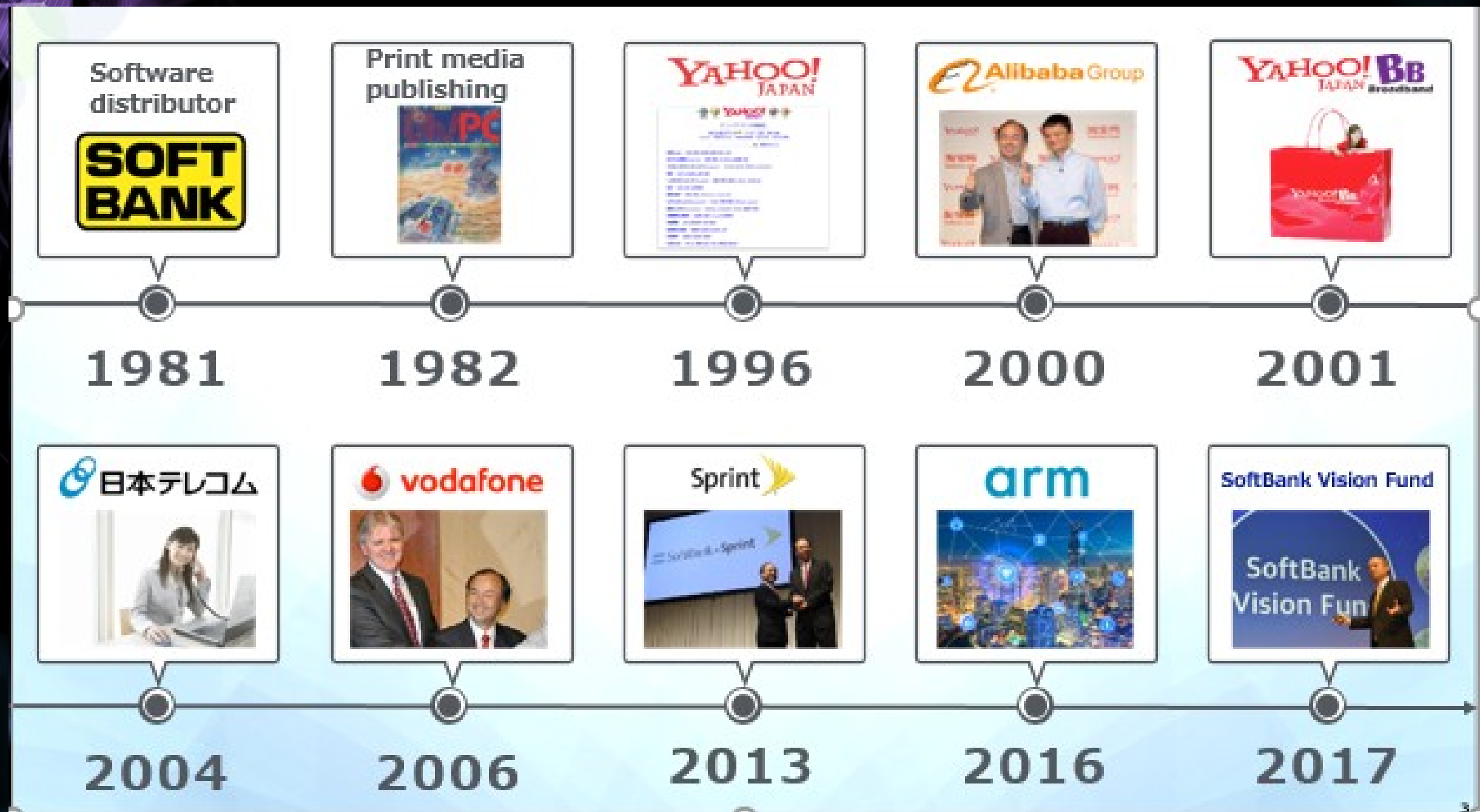# Digital Transformation with SODA

Softbank Corp.
PaaS Engineering Division , Cloud Engineering Division
Enterprise Business Unit
July 14, 2021
Tomoko Kondo

sodacon
— Global 2021 — July 13-14

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Company Vision Since Its Establishment
"Information Revolution–
Happiness for Everyone"

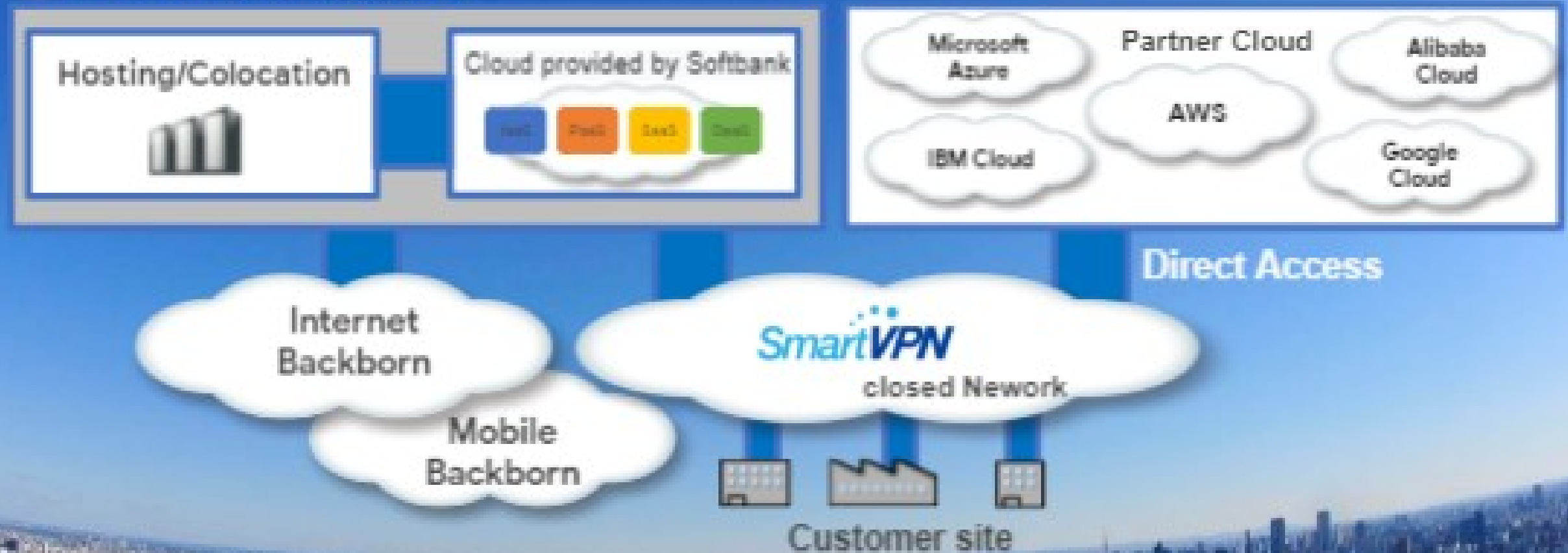# Softbank Strength

「DataCenter」・「Network」・「Cloud」
Overwhelming lineup of services in each area

SoftBank Datacenter

Hosting/Colocation

Cloud provided by Softbank

Partner Cloud

Microsoft Azure

Alibaba Cloud

AWS

IBM Cloud

Google Cloud

Direct Access

Internet Backborn

Mobile Backborn

SmartVPN

closed Nework

Customer site

Our mission

Solve business and social challenges with Digital Transformation (DX).

Support to Achieve DX in Businesses
Provide 4 infrastructures required for digitalization

① Communication

Cloud

Smart device

Network

- Coordination of work environments
- Information migration to cloud
- Robust network communications

etc.

② Digital automation

5G

RPA

AI

- Automation of routine tasks
- Creation of workforce
- Productivity improvement

etc.

③ Marketing

DIGITAL MARKETING

Big Data

- Data collection/integration
- Analysis/visualization of customer profile
- Ad distribution/effectiveness measurement

etc.

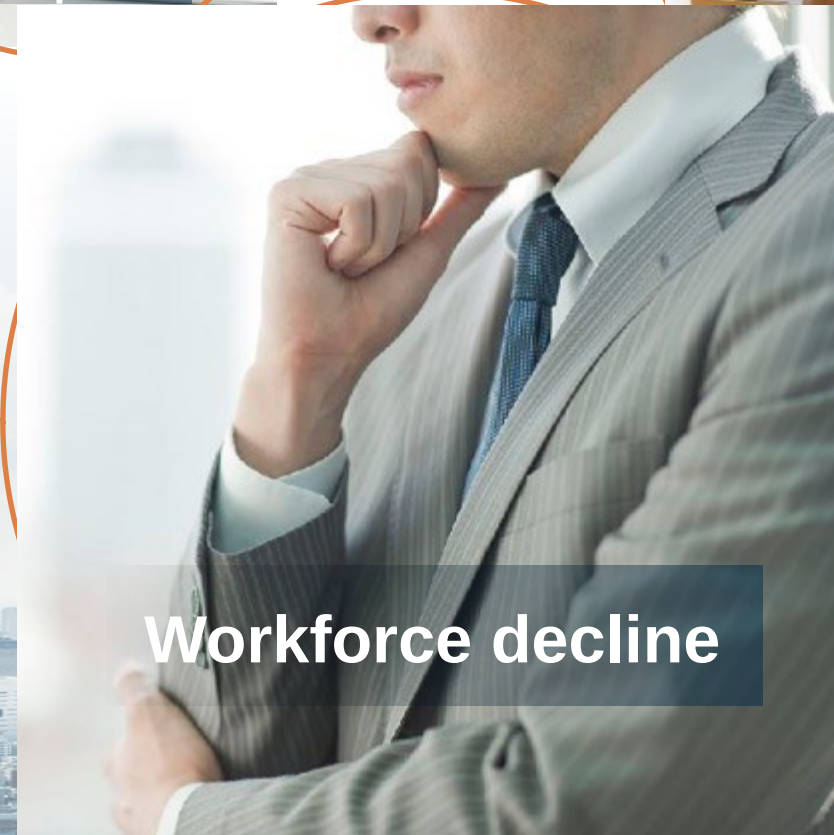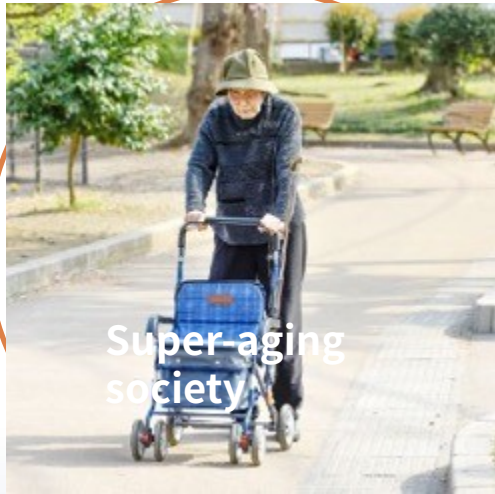### ④ Security

Device security

VPN

- Establishment of secure networks
- Ensure secure cloud utilization
- Measures against the latest malware attacks

etc.

Co-creation

Accelerate co-creation with business and public agencies to solve social challenges.

Super-aging society

Healthcare collapse

s crisis

Natural disaster

Workforce decline

Use Cases

Solve social challenges through "co-creation" with businesses and public agencies

Infrastructure inspection

AI

Image analysis

Create safe and secure communities

Smart Building

Air conditioning data

Thermal sensor

Ensure both of energy efficiency and tenant comfort

Healthcare

Online diagnosis

Reduce burden on both doctors and patients

Disaster prevention

Landslide detection

Formulate detailed evacuation plans

Crime prevention

Security cameras with built-in communication system

Prevent criminal acts

Logistics

Courier-sender matching service

Optimize delivery volumes

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Expectations for SODA

Data is the key to facilitating evolution in all areas, and data can be used to create a variety of environments.

To cover all the potential of data, we need to make data stored in different locations available, faster, easier, more transparent, and location independent.

I think SODA is the architecture with the highest expectations for achieving this.

Use Case

This is one of the use cases I would like to try with SODA.

With COVID-19, many companies are starting to consider a paradigm shift in strategy.
Data is also key when switching to a new strategy.
Data integration platform + marketing integration platform will be the strategic platform.

By incorporating SODA into the front of the Data lake, I believe it will be possible to handle diverse data in various locations more dynamic and more transparent.

Data Source	Data lake and Data ware House Storage/Data Integration and Processing	Analysis Forecast	Business Utilization	Target BtoBtoC Enterprise

Reseller data

CRM Data

Store Information

SNS Data

Purchasing Data

Sales Data

IOT Data

Market Data

Data integration infrastructure

soda foundation

ETL

Data lake

Data warehouse

Datamart

Datamart

ETL

Integrated marketing infrastructure
（ Marketing measure execution / effect analysis ）

Visualization of business situation / Improving decision making

AD
Acquire new customers Development of existing customers

Advertising
Social Media Listing advertisement

Retail

Transportation Distribution

Manufacturing

Finance

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