

# DX & AI Business Practical Guide for SMEs

# Current Applications of DX & AI

## Key Application Areas

- Management decision support, sales & marketing
- Supply chain management, HR & labor management
- Customer service, financial accounting, business strategy simulation

## Technological Evolution

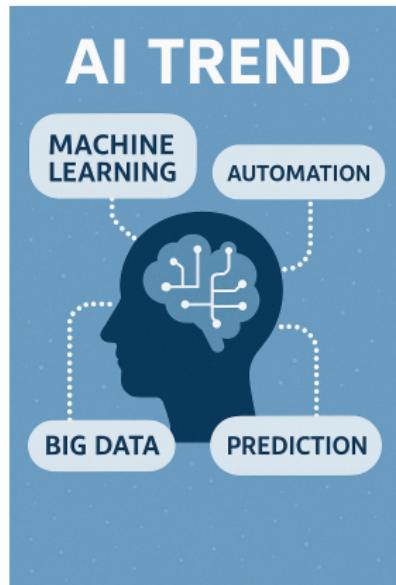
From partial automation (RPA) to full process optimization (AutoAgent)

## Data Cycle

Automated cycle: "Data collection → Analysis → Decision making → Execution → Evaluation"

# Latest Trends (2023-2025)

- **Management decisions:** Automation with LLM+agents
- **Marketing:** AI-generated advertising content
- **Sales:** Deal analysis by AI agents
- **Supply chain:** Real-time demand-supply adjustment



# Evolution of Key Technologies

<b>Traditional Technology</b>	<b>Latest Technology</b>
Bag-of-Words models	LLM (GPT-4, Claude)
Collaborative filtering	Reinforcement learning + profiling
KPI dashboards	Agent-driven PDCA execution
FAQ auto-response	Interactive + emotion recognition

- **Amazon:** Warehouse optimization
- **Unilever:** Demand forecasting
- **KPMG:** AI auditing
- **Mitsui Sumitomo Insurance:**  
Automated claims processing



# Production Management Cases

## Typical Applications

- Fujitsu: Failure prediction (30% reduction)
- Toyota: Defect detection (99% accuracy)
- Fanuc: Machining parameter optimization

## Key Benefits

Downtime reduction + Productivity improvement

# HR Field Case Studies

- **NEC**: AI HR Q&A (20% HR workload reduction)
- **Ricoh**: Personalized training recommendations (20% shorter training period)
- **Chubu Electric**: Turnover prediction (12% improvement in retention)



# Challenges for SMEs

- Resource constraints (funding, talent, data)
- Misconceptions about DX/AI
- Lack of clear implementation roadmap



# Practical Implementation Steps

- ① Clarify business challenges
- ② Data preparation (Excel/CSV format acceptable)
- ③ Tool selection
  - No-code tools
  - SaaS AI solutions
  - External partners
- ④ Small-scale PoC implementation
- ⑤ Evaluation and scaling

# Key Application Areas

- Marketing
- Inventory management
- Customer support
- Financial analysis
- HR management



# 5 Key Infrastructure Elements

## Foundation for Success

- Standardized business processes
- Workforce preparation
- Organizational culture change
- Technology infrastructure
- Data governance system

## Common Mistakes

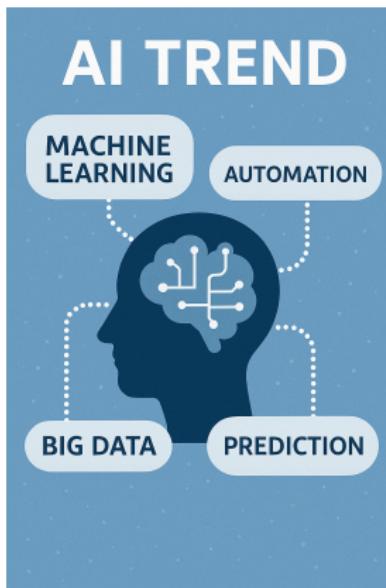
- Blind pursuit of latest technologies
- Overexpectation from AI
- Neglecting integration with existing systems
- Lack of employee training

## Strategic Approach

- Stay informed: Actively monitor trends
- Avoid hype: Evaluate solutions critically
- Start small: Focus on specific areas
- Measure results: Set clear KPIs

# Future Directions

- Partial automation → Full process optimization
- AI assistance → Human-AI collaboration
- Building data-driven culture



# Q&A

Thank you for your attention

Any questions?