

TOYOTA's Digital Transformation

|| Program Summary (Draft and may vary)

TOYOTA

About

TOYOTA in Japan would like to have an opportunity to give the lecture in regard to the latest digital transformation(DX) of the global TOYOTA to your university students.

Background/ Aim

- 1) TOYOTA, the mobility service provider who pursue to be best-in-town, would like to share the knowledge and experience to students as a contribution to your country.
- 2) Toyota would like to understand next generation leaders in your country for the future mobility business which matches with the needs by conducting the survey.

Content

Total 2H30M/ in English

- i) Lecture of the latest global TOYOTA's DX
 - Policy, mind-set and activities
 - Approx. 30-45 min including Q&A

- ii) Experience of DX
 - Touch and feel software/devices
 - A short survey
 - Approx. 90 min

Audience

Target number of students: 80 – 100 ppl or more

Timing

2024



Shunji Miyahara

Project General Manager
Digital Revolution Group
TOYOTA MORTOR CORPORATION

Joined TOYOTA MORTOR CORPORATION in 1991. Engaged with a various IT/ connected projects such as a digitalization of dealer management system in South East Asia.

Currently leading the digital transformation of global TOYOTA by initiating a cutting edge technology with a firm philosophy as TOYOTA or automobile industry have seriously been challenging the necessary transformation once in a century in order to survive.

While many lectures in regard to the digital transformation focusing on “Tools”, as TOYOTA have always been taken care of human and structure, this lecture will deliver a comprehensive digital transformation to survive at a high volatile era which can be leveraged any industries, positions or roles in organizations including university students.

Digital transformation action related to business enhancement and marketing activity.

1)	Frame work of Digital Transformation	Leaning main frame work in order to improve business based on customer needs and voices in which Big Data and AI are utilized. *Business: Product improvement, product marketing/sales activity improvement
2)	Case Study	Understanding the real use case in each process of mobility business planning and development.
3)	How to deal with Data	Understanding how to deal with Data while there are enormous data exists. (Philosophy/ mindset)

<Key Take Away>

- Frame work of the digital transformation which you can use any business field as a fundamental.
- Importance of how to tackle with Big Data. Every single data should be carefully collected and treated.

Experience of Toyota Digital Transformation

(1) Car Evaluation



Students evaluate cars with the survey tools. Area of like/dislike for better car development can be clarified.

(3) e-Magazine



Students read e-books and the preference can be indicated.

(2) Eye-Tracking



Students stare at ads. Important factors for ads creation can be found out.

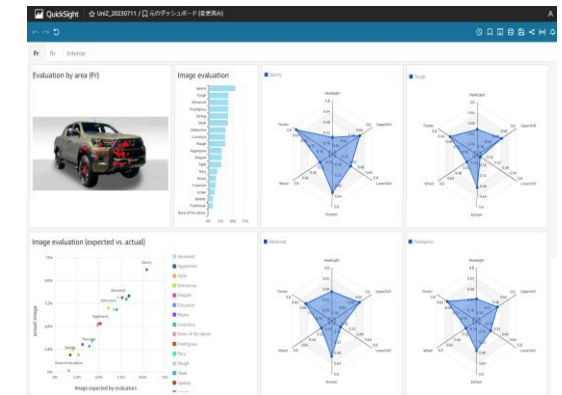
(4) DEEM



Students are tracked by the sensor/ camera to identify hot prospect.

After experience

Comprehensive Result



Each student will receive a result report (Simple).



Our tour guides explain those. Some complicating contents to be explained in a local language.

Reference Photos in JAKARTA Case







Time Table

In total 150 min (2 hours 30 min) to conduct the whole lecture program.

15 min	30 min	90 min	15 min
Opening by University	Lecture by Mr. Miyahara Incl. Q&A	Experience Session for Group A (1) => (2),(3),(4) Experience Session for Group B (2),(3),(4) => (1)	Closing by University

|| Total Number of Students to Participate

In total 96 students that Toyota would like students to attend.

15 min	30 min	90 min	15 min
Opening by University	Lecture by Mr. Miyahara Incl. Q&A <div>100 students</div>	<div>Experience Session for Group A (1) => (2),(3),(4) <div>50 students</div></div> <div>Experience Session for Group B (2),(3),(4) => (1) <div>50 students</div></div>	Closing by University

|| Facilities & Rooms Required

Toyota would like the university to secure the rooms and area below.

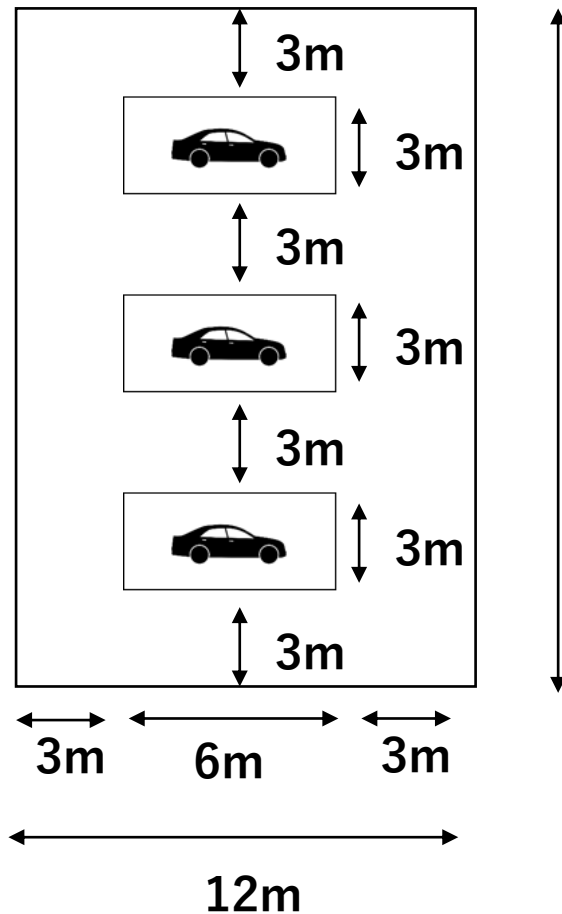
*Due to our preparation and dismantle, please secure the facilities and rooms whole day.

Subject	Use for	Number of Rooms	Requirement
Main Lecture Room (Indoor)	<ul style="list-style-type: none">• Lecture by Mr. Miyahara• Experience session 2),3),4)	1	Fit 100 students
Interview Room (Indoor)	<ul style="list-style-type: none">• 1 on 1 interview.	3 *If possible	Fit more than 4 people *If only one room is available, fit more than 8 people is appreciated
Car Evaluation Area (Outdoor)	<ul style="list-style-type: none">• Car Evaluation*Displaying 3 cars.	1 area	Please see the next page for the details.

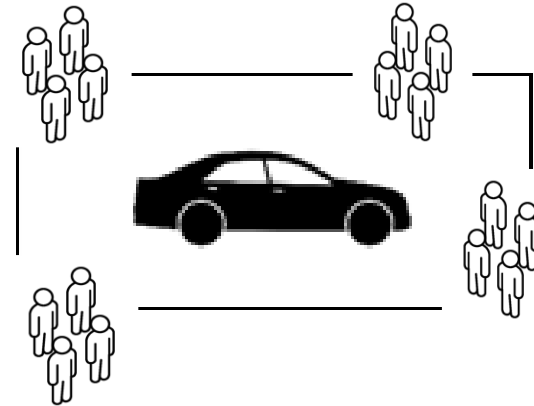
Car Evaluation Area

We plan to bring 3 cars to your campus for the car evaluation activity. Would it be possible for you to secure the size below? Cars can be parked with different layout. However, we need 3m around a car for the safety purpose.

Necessary size for car display



Students will be around each car.



21m
(Like a 7 cars in total)

Note:

- Near to the main lecture room is better
- Under the roof is better to avoid hot weather or rain condition
Or is it possible to setup some tents?

|| Survey (Tentative)

Conduct 2 surveys and interview to understand Gen Z students more.

Survey Data Integration for Next Mobility Development

Part of Event

Pre-Survey

Online Survey

Approx. 15 min survey

Toyota share the survey link

***Mandatory to join the event**

***Ask personal information such as email address only if students agreed on the personal information agreement**

- Demographic info
(gender, age, family, place of birth)
- Car ownership status
- Car purchase intention
- Preference and values etc.

Lecture Day

Interview

10-20 min 1 on 1 interview.

Only selected students based on the result of the pre-survey will be interviewed. Around 10 students in total approximately.

***Students who accepts for the interview will be selected.**

- Car preference and lifestyle in details

Post Survey

Online Survey (6 months or 1 year later)

Approx. 15 min survey

Toyota share the survey link

***Only to whom accept to answer
(Not mandatory)**

- Car preference and lifestyle with a periodic change
- LINE、WhatsApp account
*Only if agreed