

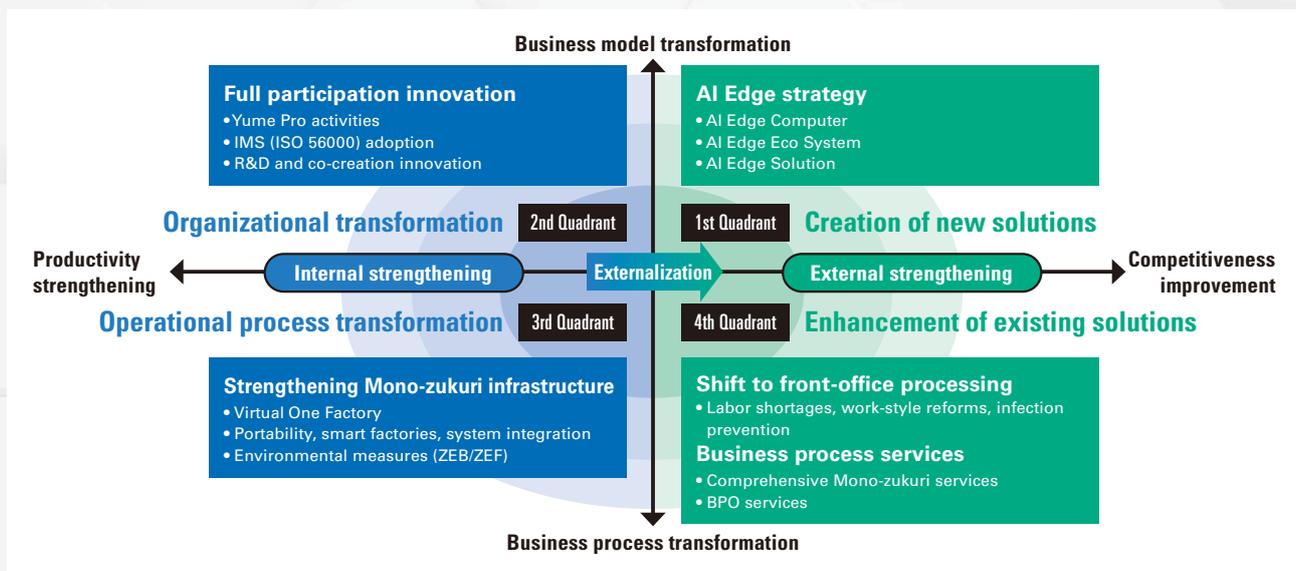
DX STRATEGY “Delivering OK! to your life.” in four quadrants

To help customers achieve digital transformation (DX), OKI unveiled a four-quadrant new DX strategy in June 2022, consisting of “organizational transformation,” “operational process transformation,” “creation of new solutions,” and “enhancement of existing solutions.” OKI is strengthening its DX technologies and processes to improve productivity, and offer these upgraded technologies and processes as new solutions and services to customers (“externalization”). As a partner that co-creates with customers, we are promoting DX for “Delivering OK! to your life.” and improving OKI’s competitiveness.

Corporate digital transformation (DX) is not simply digitizing analog operations; it also involves reforming internal organizations and operational processes. OKI’s new strategy calls for reforming our organization and operational processes by implementing and strengthening DX across the OKI Group (quadrants 2 and 3), and providing our upgraded technologies and processes to customers in order to accelerate their DX (quadrants 1 and 4).

An example of this strategy is our new plant (Honjo Plant H1 building) in the OKI Honjo district (Honjo City, Saitama

Prefecture) that began full operation in July 2022. It is materializing OKI’s “Manufacturing DX” solution concept aimed at becoming a smart factory. At the new plant, which is positioned as the flagship factory of the new DX strategy, OKI leverages the technologies and solutions that R&D and co-creation innovation have generated, and uses the technologies, processes, and know-how strengthened and accumulated at the factory to provide new solutions and enhance existing solutions, thereby helping customers realize DX in manufacturing and other divisions.



The four quadrants of OKI’s DX strategy

Message

OKI has a rich customer base and an installed base, as well as technological capabilities, including Mono-zukuri capabilities cultivated over many years. Our basic approach remains unchanged: we will leverage these strengths to promote DX while focusing on edge (on-site) domains. In four quadrants, the new DX strategy presents the framework for its steady implementation and the OKI Group’s specific initiatives, and lays out the action plan for advancing DX internally and externalizing its achievements.

Such externalization requires identifying customer needs through co-creation, while upgrading the Company’s technologies and processes, and complementing any deficiencies through alliances with partners to ensure their commercialization. The four quadrants are designed to help communicate the new strategy internally and externally and trigger dialogue and co-creation among the parties concerned.



Masashi Tsuboi
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