

# Global Strategy Co-Created with Clients

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Under the key message “Delivering OK! to your life,” OKI is looking forward to 2031 with a goal of expanding its new businesses globally. Through an expansion strategy that promotes the implementation of sustainable innovation activities (Figure 1), OKI is working to create new social values as a global company that contributes to the creation of safe and resilient social infrastructures and a sustainable society. This article introduces OKI’s initiatives.

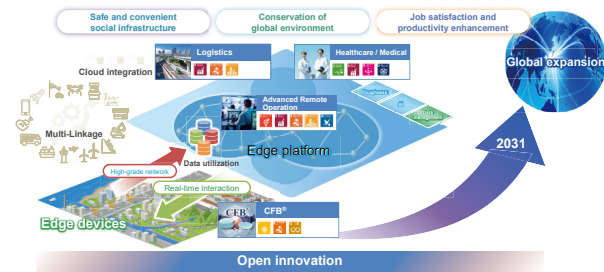


Figure 1. OKI’s Innovation Strategy

As OKI works to expand globally from both technology and business fronts, the company has decided to promote collaboration with a variety of local partners and startups through open innovation.

OKI aims to strengthen its photonics technology and edge platforms by using Silicon Valley and Berlin as core hubs for global technology co-creation. Furthermore, in the Global South, particularly India, home to over 80,000 startups and 115 unicorn companies, as a business innovation hub, the company is working to create new business models that solve local social issues in conjunction with co-creation fund activities for local startups.

OKI addresses issues faced by local startups by taking a holistic view of the entire operation from the edge to the cloud, hypothesizing service platforms that will optimally solve the issues, and conducting practical testing. Furthermore, OKI listens closely to the voices of clients in each region and integrates cutting-edge technologies, such as AI and IoT, with local know-how to create new businesses that meet local needs.

## Global Expansion of Technologies and Businesses

### - Promoting Open Innovations and Co-Creation Funds -

OKI offers solutions that leverage its strengths in on-site capabilities, infrastructure implementations, and advanced technologies the company has cultivated in Japan.

Using these solutions and its 14 Global Innovation Hubs around the world (Figure 2), OKI is working to solve global social issues through co-creation with local partners and startups.

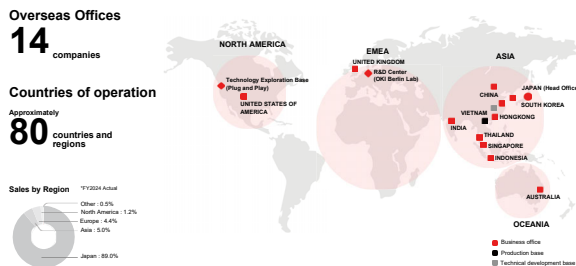


Figure 2. OKI’s Global Innovation Hubs

## From Field Experiment to Global Business Creation

### - Field Experiment with Turkish State Railways -

OKI actively collaborates with local personnel on both technology and business fronts. One example is a field experiment of a platform for disaster risk reduction in collaboration with the Turkish State Railways, which was selected for Japan’s Ministry of Economy, Trade and Industry’s FY2023 “Subsidy Program for Future-Oriented Co-creation Projects with the Global South” (Photo 1). In recent years, Turkey has been expanding its transportation network and revamping its aging infrastructures with the latest technologies, and railway infrastructure development is positioned as a national project. However, Turkish State Railways is experiencing damage to its railway equipment from natural disasters such as landslides, sinkholes, and floods, making it necessary to strengthen its maintenance and management of railway equipment in response to

these issues. OKI has proposed a solution that integrates its “Zero-Energy IoT Series,” which remotely monitors infrastructures and disaster sites with no power supply or wiring required, with satellite image analysis technology. Working with local personnel and major railway companies, OKI was able to develop a system that enables remote monitoring of railway infrastructures and predict disaster risks, thereby supporting the safety of railway operations and providing local communities with a sense of security. OKI is expecting the system to serve as a new global expansion model from Turkey to APAC.



Photo 1. Field Experiment with Turkish State Railways

### Strengthening Global Human Resource Development of Young and Mid-Career Employees

Human resource development is crucial for sustainably advancing global expansion.

OKI offers its young and mid-career employees the opportunity for international assignment and participate in local projects (Photo 2), giving them hands-on experience in areas such as co-creation with startups, and fostering a global mindset. Participating employees have commented, “The challenge of making progress step by step locally is the foundation for OKI’s growth,” and “I feel extremely rewarded by the challenge of collaborating with Silicon Valley startups to accelerate social implementation.” Human resource that has accumulated real-world problem-solving experience globally is a driving force for the entire OKI group.



Photo 2. Young and Mid-Career Employees Serving in Indonesia

### Conclusion Toward Future of Global Value Creation Through Co-Creation

OKI continues to challenge social issues around the world through solutions that integrate on-site capabilities with advanced technologies. The company’s efforts at key bases, including India, Europe, and the United States, go beyond simple technology deployment, evolving into new value creation through co-creation with local partners.

Furthermore, strengthening human resource through on-site experiences, such as the field experiment with Turkish State Railways and global training for young and mid-career employees, is also a driving force behind OKI’s sustainable innovation.

OKI will continue to deepen its global strategy, centered on its Global Innovation Hub, while working alongside local communities to realize a safe, secure, and sustainable society. OKI’s mission is to build social values for the future together with clients through co-creation. ◆◆

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### TIPS [Glossary]

#### APAC

Abbreviation for “Asia-Pacific.” It refers to the broad geopolitical and economic area encompassing countries and regions in Asia and the western Pacific Ocean.