



Innovation Strategy Co-Created with Clients

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OKI is strongly driving business creation through innovation and erecting new business pillars. In its focus areas of logistics, healthcare / medical care, and advanced remote operation platform, the company has developed new solutions that are all IMS-compliant and is currently moving into the commercialization stage. OKI plans to take its solutions beyond the Japanese market, expanding its business globally by collaborating with local system integrators and sales partners through its overseas base, Global Innovation Hub (GIH).

shipments. To expand globally, OKI is supporting multiple languages and is also conducting interviews with overseas clients (**Photo 1**). In the future, OKI plans to optimize the entire supply chain by connecting shippers, carriers, and warehouse operators through the development of a joint delivery platform.

Innovation Strategy

In 2024, OKI became the first Japanese manufacturer to obtain ISO 56002 certification, the international standard for innovation management systems (IMS). Taking this opportunity, OKI is working to expand innovation globally by enhancing its innovation infrastructure, strengthening employee IMS training, and building/promoting project management systems and mechanisms. With a goal of generating new businesses worth more than 50 billion JPY by 2031, OKI is refining business plans in each focus area by backcasting from the ideal scenario.



Photo 1. SHO-XYZ Interview in Thailand

Focus Areas

OKI is focusing on logistics, healthcare / medical care, and advanced remote operation platform, and is driving forward business creation through innovation in each area as presented below.

(1) Logistics

As an innovation aimed at solving the “2024 Problem” facing the logistics industry, OKI is focusing on digitalization and cost reduction for small and medium-sized logistics companies. Specifically, OKI has developed “LocoMoses^{®1},” a delivery optimization solution to address the shortage and skills of dispatchers, and “SHO-XYZ^{®2},” a new service to streamline the management of warehouse

(2) Healthcare / Medical Care

In the healthcare / medical care area, OKI is creating innovation in three phases. Phase 1 supports health management with development of “Wellbit^{®3}” Platform,” which leverages OKI’s strength in behavioral change technology. Using this platform, OKI has begun offering healthcare services such as “Wellbit Sleep” that supports sleep improvement, and “Wellbit Office” that supports workplace wellness.

Phase 2 focuses on pre-symptomatic illness, prevention, and nursing support. In the area of education, OKI is proceeding with the commercial development of a new physical education ICT solution that utilizes vital signs, such as heart rate, during physical education classes. For this project, OKI is collaborating with co-creation partners to develop a wearable device (**Photo 2**) using 920 MHz wireless technology in an extremely short period of time. In the area of medical care, repeated demonstration experiments are being conducted in collaboration with hospitals and academic medical centers to commercialize a urine monitoring system aimed at reducing the workload of nurses and other medical professionals.

*1) LocoMoses is a registered trademark of Oki Electric Industry Co., Ltd. in Japan.

*3) Wellbit is a registered trademark of Oki Electric Industry Co., Ltd. in Japan.

*2) SHO-XYZ is a registered trademark of Oki Electric Industry Co., Ltd. in Japan.



Photo 2. Image of 920MHz Band Wearable Device

Through the integrated utilization of data, including its distinctive edge devices, OKI aims to globally promote social well-being in phase 3 with “healthcare and medical support services” that can be accessed anytime, anywhere.

(3) Advanced Remote Operation Platform

In response to the social issues of population decline and labor shortages, OKI is working with clients and co-creation partners to verify the value of remote operation solutions centered on the edge platform “REMOWAY^{®4}.” Demonstration experiments are being repeatedly conducted with railway companies on station operations management, road operators on worker safety management, and telecommunications carriers on robot integration at manufacturing sites. OKI is gradually providing common modules, API integration, and AI agents (CAP⁵) to realize the remote integrated operation environment necessary for human-robot collaboration. REMOWAY uses communications technology to connect edge devices both indoors and outdoors to visualize each site and provides the realization of a platform for data analysis and automated control in collaboration with co-creation partners in each area (Figure 1). Furthermore, triggered by the YumePro Challenge, OKI has begun marketing activities of business ideas utilizing REMOWAY at its overseas bases.



Figure 1. REMOWAY

*4) REMOWAY is a registered trademark of Oki Electric Industry Co., Ltd. in Japan. *5) CAP: Context based Action Planner

Conclusion

This article introduced examples of initiatives in three focus areas that OKI is driving forward based on the company's innovation strategy. OKI plans to prioritize the strengthening of global marketing centered on its GIH, particularly in the Global South, through co-creation funds and collaboration with new startups, SI partners, and sales partners. OKI will continue to strengthen IMS training for innovators and young employees, proactively travel to local sites, listen directly to the voices of clients and partners, and act with a strong sense of purpose as it takes on the challenge of creating new businesses. ◆◆

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