

News Release

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Deloitte Digital Business Begins Operations in Japan Following US, UK and Australia

Comprehensive consulting services for digitalization of corporate management from strategy development through creative work

Deloitte Tohatsu Consulting Co., Ltd. (referred to as “DTC,” Headquarters: Chiyoda-ku , Tokyo, Managing Partner: Akira Kondo) will commence consulting services to deliver integrated corporate support ranging from basic planning through creative work for strategic use of mobile devices and cloud services. Deloitte has been developing this consulting service in three countries: the US, the UK and Australia; Japan will be the fourth.

■Background

Companies and organizations have not been able to adapt to the democratization of IT; In addition, consulting services are changing to a mobile, cloud-based model

In recent years, high function mobile devices such as smartphones and tablets and the cloud environment that supports their use have proliferated rapidly so that many individuals have high levels of digital literacy. As part of this, the purchasing behavior of consumers is now significantly affected by the digital user experience. Corporate employees are actively pursuing operational streamlining drawing on their own digital literacy in the business environment.

On the other hand, many companies and organizations are not able to adapt to such user-led “IT democratization” changes in the market and remain unable to fully utilize users’ high literacy. As a result, many companies and organizations are suffering a decline in their innovative image as well as losing opportunities for sales and productivity improvements. In addition, also in the BtoB area, the difference in strategic IT use is becoming greater between companies and between countries and regions, and slow speed in management has become a major factor in loss of competitiveness.

Moreover, as a result of the proliferation and expansion of mobile devices and cloud services, companies are now required to use IT to increase the speed of change. At the same time, consulting services which support such needs are being called on to offer a new style of service that swiftly provides support for strategic planning and changes in corporate operations while applying real creative design and user experience.

DTC commenced delivery of consulting services in order to enhance this corporate and organizational

“digital evolution” and to vigorously support greater competitiveness for its clients across national boundaries through a new service model.

■ **Development of a new service through business acquisition from a digital content service company**

The aforementioned changes in the digital environment require the understanding and problem solving capabilities concerning corporate management policies, international competition strategy and industry and sector-specific business operations in the areas of consulting services as well as digital content production services.

On June 1, 2013, rather than outsourcing or implementing a new business model, DTC acquired part of the business of Nekojarashi Inc., a company with mobile content production functions. This allowed DTC, which had been focused previously on upstream processes of IT strategy design, to pursue a new service model for the technology advisory developed by Nekojarashi. Through the acquisition of this business, DTC has obtained a structure that can deliver integrated support for the use of digital technology in a client’s business ranging from strategy through design, development and verification. In addition, the development of apps has contributed to new technical capabilities and creativity.

■ **Digital business developed in US, UK and Australia now expanding to Japan**

Deloitte Consulting in the US, the UK and Australia have already established a consulting service under the Deloitte Digital brand. DTC will commence development of the service under the brand in partnership with these three other pioneers. As a result, it will create a service delivery platform that can respond to rapidly accelerating digital technology innovation outside Japan and business globalization as well.

- Profile of Deloitte Digital in the US, the UK and Australia
 - Deloitte’s traditional area of excellence has been in left-brain activities such as strategy planning and operational and personnel innovations. However, Deloitte plans to use a different brand than that used in the past. Based on the slogan, “Left brain meets right,” Deloitte Consulting will develop a new type of consulting service to respond to the need for both creative right-brain and logical left-brain ideas.
 - The service offers strategy-, mobile-, social-, digital content- and digital ERP-related solutions in all fields of B2B, B2C and B2E. These services will begin in Japan with the recently acquired mobile app business.
 - With 11 consulting offices in America, the UK and Australia, the service is developing globally.
 - The service has a track record of delivering apps to major global corporations used by more than 500 million people around the world.
 - As of May 2013, the service employed more than 1000 experts in three countries.
 - Deloitte Digital website URL: www.deloittedigital.com

(Logo of Deloitte Digital under development in three countries)



Profile of Deloitte Tohmatsu Consulting Co., Ltd.

Address: 3-3-1 Marunouchi, Chiyoda-ku, Tokyo

Representative: Akira Kondo, Managing Partner

Capital: ¥200 million

Scope of business: Management consulting

Number of employees: 1,424 (as of July 1, 2013)

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