

# DX evolution process

デジタルトランスフォーメーションの推進にあたってDX1.0内部チェーン最適化で社内データの蓄積・整理を行いそこからDX2.0またはDX3.0に踏み込んでいる様子が確認できる。複数のサプライヤーが関与する製造業等のオペレーションエクセレンスが重要な業態はこのステップを経ることが多い。半面、社内完結型事業（情報が充足）やユーザーから情報を集めることでサービスが強化されるSaaS型事業ではDX2.0の工程を飛ばしたり、DX2.0とDX3.0が並行して発展していく場合もある。

## DX evolution process

| Pjt ID | DX1.0 Institutional optimization      | DX2.0 Value chain optimization                  | DX3.0 New business value creation type                        | Customer value                         |
|--------|---------------------------------------|-------------------------------------------------|---------------------------------------------------------------|----------------------------------------|
| Pjt 1  | Optimize internal distribution system | Linking manufacturer inventory and EC inventory | -                                                             | Prevent out-of-stock                   |
| Pjt 2  | Data accumulation by staff            | -                                               | Digital signage business #A                                   | Co-creation of retail promotion plans  |
| Pjt 3  | Open data collection *                | User participation                              | Disaster prevention SaaS #B                                   | Early flood simulation                 |
| Pjt 4  | Open data collection *                | SaaS (user data collection)                     | Web application FireWall SaaS #B                              | Web application Firewall service       |
| Pjt 5  | Open data collection *                | -                                               | Real Estate Income Simulation SaaS #A                         | Real estate profit simulation          |
| Pjt 6  | Accumulation of in-house driver data  | User participation                              | Driver assistance system for companies within the industry #B | Taxi driver assistance navigation      |
| Pjt 7  | In-house data collection              | Data registration by the supplier               | Parking Lot Brokerage Business                                | Real-time visualization of parking lot |
| Pjt 8  | Business acquisition                  | Product sales through user contact points       | -                                                             | Health service platform                |

Okuda, S., Uchihiro, N. (2023). Digital Transformation Classification Types and Evolution Process for Established Companies. In: Christine Leitner, Jens Neuhüttler, Clara Bassano and Debra Satterfield (eds) The Human Side of Service Engineering. AHFE (2023) International Conference. AHFE Open Access, vol 108. AHFE International, USA. <http://doi.org/10.54941/ahfe1003124>