

New Organization Management Capabilities Using World-First Technology

Enabling Visualization of Face-to-Face Communications

Hitachi Ltd. has developed Business Microscope®, the world's first system that visualizes face-to-face communication, utilizing its proprietary name tag sensor devices. Hitachi High-Technologies is now offering the Organizational Revitalization Solution, which employs this system.

In the Business Microscope® system, workers wear a tracking device equipped with infrared and high-speed sensors around their neck. This device automatically tracks the time workers spend talking with each other, combined with how they move about in the workplace. This enables the quantification of face-to-face communication within an organization and the portrayal of who is communicating with whom, when and how as substantive data, instead of having to rely on human perception for analysis.

Addressing Workplace Communication Issues

Many workplace bottlenecks are believed to originate in communications, especially in the design or software development fields. Reform goals may be to reduce delays in the development phase, reinforce interdivisional links, or improve project management capabilities. Using questionnaires or interviews to address such issues is often not that effective because of the time required to gather feedback or analyze quantitative data.

By contrast, the Organizational Revitalization Solution offered by



Name tag sensor device



Data analysis for individual

Hitachi High-Technologies uses the Business Microscope® system to help gather data for analyzing issues such as people's connectedness within the organization, relations up and down the chain of command, workplace cohesion, conversational balance, working styles, productivity factors or the functional status of an office. This service provides customers with a customized program for improving communications within an organization.

Supporting Continuous Business Process Improvement

Since 2010, Hitachi High-Technologies has offered customers a service that allows round-the-clock access to communications activity data for the organization as well as individual employees using the Internet and touch-screen displays. The data can be analyzed and studied by business processes or by business divisions, enabling subscriber companies to identify and address communication-related issues quickly. It is also possible to use the system to analyze results for individuals to study time distribution between tasks or conversational balance. This helps workers to examine activity patterns and make related productivity improvements.

The purpose of this technology is not simply to visualize face-to-face communications in the workplace with IT graphics, but rather to support ongoing business process improvements based on the data. The service aims to help firms raise productivity, strengthen organizations and teams, or else help individual employees build a sense of personal fulfillment in their work. All of these elements help to create more value within the organization.

* Business Microscope® is a registered trademark of Hitachi, Ltd.

VOICE



Syutatsu Shibata (right)
System Solutions Dept.
Hitachi High-Technologies Corp.

We hope this service will become a standard analytical tool for businesses, supporting personnel organizational reform across various industries.

Naoyuki Asada (left)
Systems Integration Dept.
Hitachi High-Tech Solutions Corp.

We are involved in name tag sensor devices purchasing, analytical software development and data management. We take care to provide our customers with the precise information that they want.

We aim to address social issues and help forge a sustainable society by developing new services.

Solution Developed to Help Graduating Students Choose a Future Employer

Furnishing Students with Specialist Information

In 1994, Hitachi High-Technologies began offering an on-line information service on securities reports listed companies file with the Japanese government, to provide subscribers with PDF versions of these reports. Such reports were only available in printed form at that time. Electronic publication of these securities reports were later made mandatory, allowing Hitachi High-Technologies to build up a large database relating to financial reporting of Japanese firms, including the financial results they file with the securities exchanges. Today, Hitachi High-Technologies markets a service named *NEXT Yuho Kakumei* that delivers this data online, edited and processed to serve the purpose of each customer.

Specialists such as institutional investors, analysts and accountants were the principal audience for this financial accounting information. To make the information accessible and useful for society at large, Hitachi High-Technologies decided to make the data available to a general audience. To this end, it developed *Kigyo Scoring*, an on-line assessment and scorecard of Japanese companies launched as a solution to help students about to graduate from higher learning look for a job.

Easy to Use and Understand

Accessible and searchable online, *Kigyo Scoring* analyzes Japanese firms based on six performance indicators including stability, growth and profitability. The evaluations are objective and based purely on data taken from securities reports, which are statutory filings.

Companies have diversified the range and complexity of their business contents in recent years. And the information these companies disclose has grown in volume and complexity, also. The limited time available for job seekers to research and make choices about firms and industries can also lead to mismatches between graduating students and employers.

Hitachi High-Technologies recognized that providing such a financial information distribution service to job-seeking students could help them make better and more informed choices



Company data screen

VOICE

Keita Imai (center)
Net Solutions Dept.
Hitachi High-Technologies Corp.

We hope to create a service that can help many young people secure a bright future and fulfill their potential.

Yoshiyuki Nakayama (left)
Kohei Imamura (right)

Systems Integration Dept. Hitachi High-Tech Solutions Corp.

As systems developers, we had prior experience of how tough finding a job can be. Based on this perspective, we aim to develop a service that students will want to use.



while also saving them both time and effort. The database has been combined with the latest analytical methods in financial engineering. Such tools created for the system compare companies in financial terms using presentation methods that are easy for the non-specialist to use, including radar charts, scores out of 100 and deviations. Students can also look up the products and business contents of individual companies, as well as a varied range of other information about potential employers.

The Opportunity to Find the Right Company

Getting sufficient numbers of students to enroll has become an important management challenge for many universities and other institutions of higher learning in Japan amid a long-term decline in birth rates. Some schools of higher learning are now competing for the attention of parents and guardians by promoting their ability to take care of students until they latter secure a job. In this context, *Kigyo Scoring* offers a solution to a rising need among educators.

The service currently enables users to view evaluations of around 4,500 companies that publish securities reports, including tens of thousands of consolidated subsidiaries. Going forward, Hitachi High-Technologies plans to continue upgrading the service in terms of meeting such job-placement needs on the part of the schools and by expanding the number of firms covered. Our aim is to offer support to these graduating students, by providing as many of them as possible with a window of opportunity in starting a career with the company they want.