

# NEC Innovation Day

04

**Data-driven DX business**

**Value Shift to Data-driven DXs**

### dotData

April 2018  
**dotData established**

Oct. 2019  
**dotData Series A Funding completed**

June 2020  
**Started collaboration with Teradata**

Corporate Value Target by FY2022: 50 billion yen

Accumulated amount procured (up to Series A): **43M\$**

Sep. 2021  
**Concluded partnerships with Tableau Software**

### NEC Domestic (to Data Driven DX Division in FY2021)

Jul. 2018  
**Commercial sales started**

Sep. 2020  
**Reseller contracts with Techfirm**

Oct. 2020  
**Collaboration with Tableau**

Number of commercial services Doubled annually until FY21

**More than 70 companies\***

April 2021  
**Data Driven DX Division established**  
Shift to DX business that realizes customer data-driven management

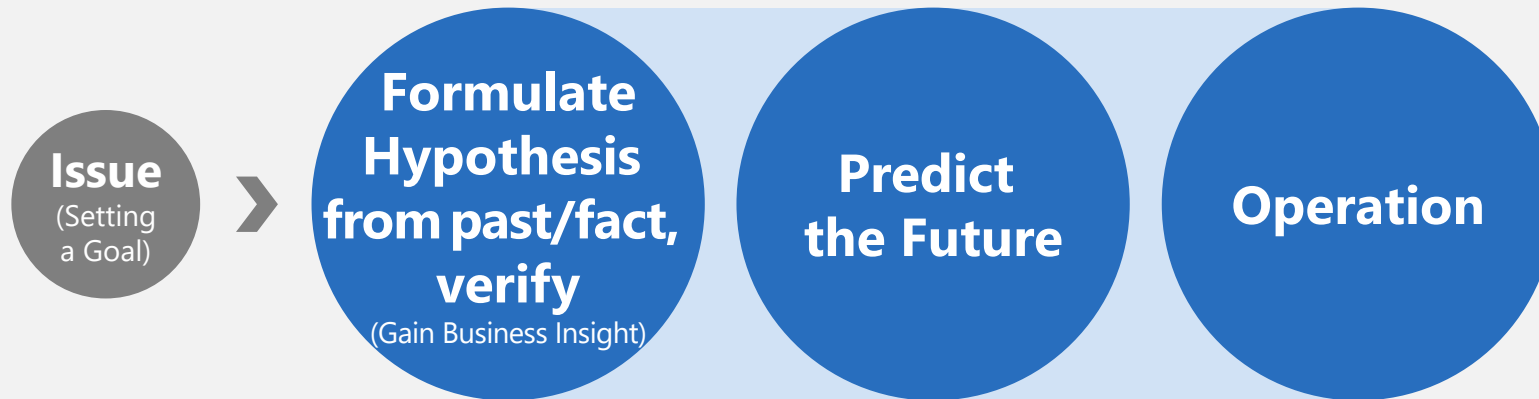
Oct. 2021  
Started providing DX-human resource development services utilizing dotData

\*As at November 2021

NEC acquired exclusive right to sell "dotData" in Japan, expanding domestic sales in Japan and associated services

**dotData**

The world's first software that automates the entire process of predictive analytics with data science



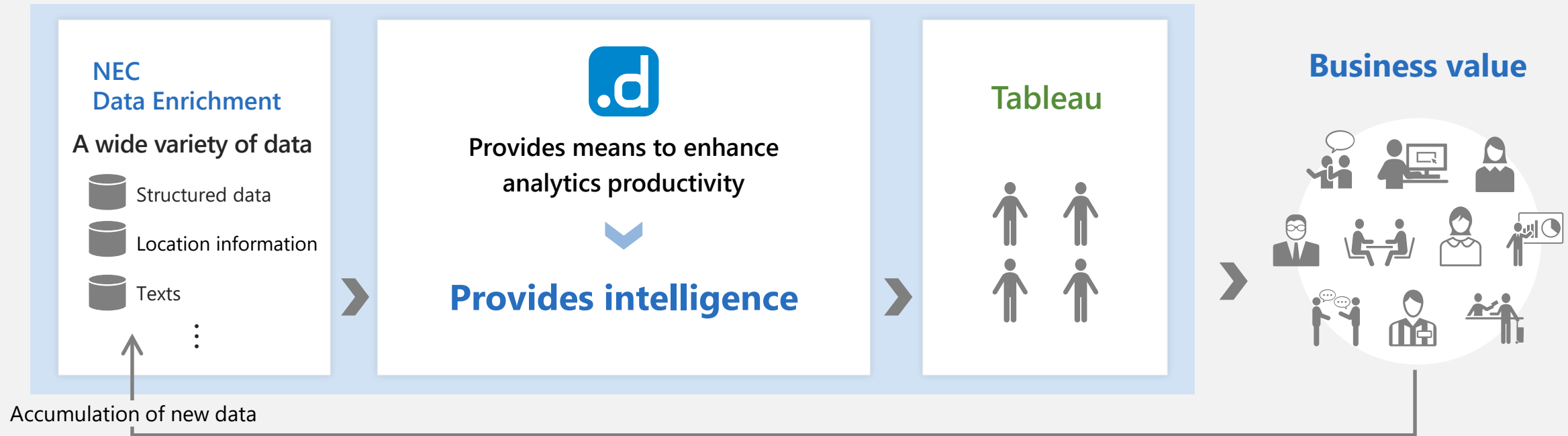
Data Science Automation

Feature engineering that draws business insights which used to require human ability, could be conducted automatically



### Value Shift from AutoML\* to Data-Driven DXs in 2021

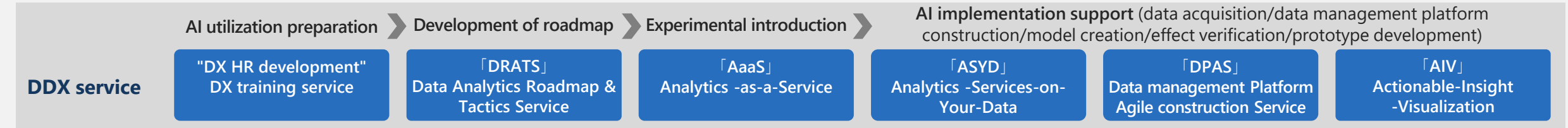
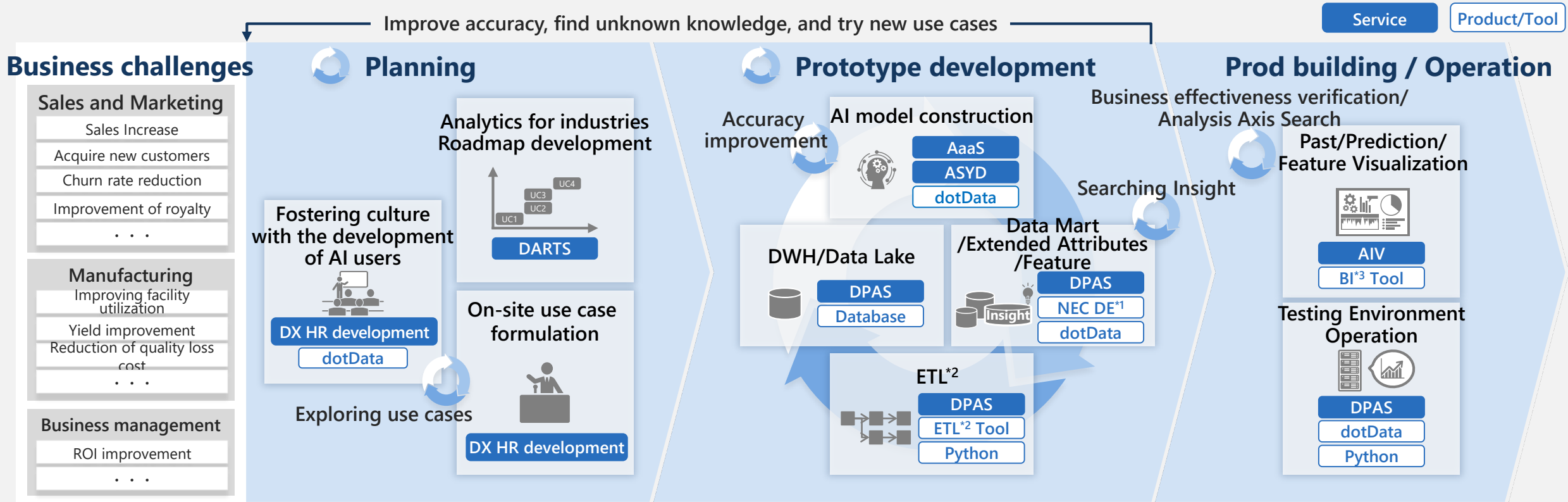
Working with NEC Data Enrichment/Tableau teams to create value beyond the existed boundaries of dotData



## Shifting from AutoML market to the data-driven DX market

\*Process-automation of data-analysis using Automated Machine Learning

## Expansion of service business with dotData at the core



\*1 DE: Abbreviation for NEC Data Enrichment. NEC's technology to extend new attributes from external data to in-house data. (<https://jpn.nec.com/solution/dataenrichment/index.html>)

\*2 ETL: Abbreviation for Extract/Transform/Load. Tools that can extract, convert, process, and load data into a database.

\*3 BI: Abbreviation for Business Intelligence. Tools that enable efficient data manipulation and visualization, such as data aggregation, statistical processing, and graphing.