

For Data-Driven Management Strategy

DMP (Data Management Platform)

- ◆ Operate a single SQL Database ("DMP") as a company-wide platform to aggregate and centralize data scattered throughout the company
- ◆ Consolidation and provision of data scattered across multiple internal systems, as well as collection and visualization of data that is managed manually or collected manually by each division/corporation
- ◆ System functions required for data collection/processing/provision are developed as a common infrastructure, and expanded as needed (e.g., input forms, data analysis).

