

# THE INTERNET OF THINGS... THAT MATTER

Leveraging IoT and Other Innovations for Social Impact



Today, there is a lot of hype around the Internet of Things, big data analytics, and the potential for a big payoff. But that payoff isn't always about an immediate influx of additional revenue. Applying the concept of Social Innovation is about the greater good—using technology to help build healthier, safer, and smarter societies. In fact, a recent IDG Research Services study reveals that organizations are indeed leveraging Social Innovations, paying it forward and appreciating what they receive in return.



## SOCIAL INNOVATION DEFINED:

The integration of machine data (i.e., Internet of Things), analytics, I.T. solutions and industry expertise to enable organizations and agencies to address larger societal issues and trends.

## WHAT COMES THROUGH LOUD AND CLEAR?

BUSINESSES SEE THE VALUE IN SOCIAL PROGRAMS AND ARE INVESTING IN PROGRAMS THAT BENEFIT SOCIETY.



80%

believe social conscience is good for business



60%

say their business decisions align with this belief



55%

have Social Innovation programs already in process

## VARIOUS BUSINESS GOALS ARE DRIVING SOCIAL INNOVATION PROGRAMS ACROSS INDUSTRIES

BUT THEY HAVE ONE IMPORTANT COMMONALITY: THEY'RE LEVERAGING INNOVATIONS LIKE BIG DATA ANALYTICS AND IoT TO AMPLIFY THEIR SOCIETAL EFFORTS TO MAKE A GENUINE IMPACT.



### FINANCE

Developing more cost-effective products and services



### HEALTHCARE

Improving level of personalized care



### TELECOMMUNICATIONS

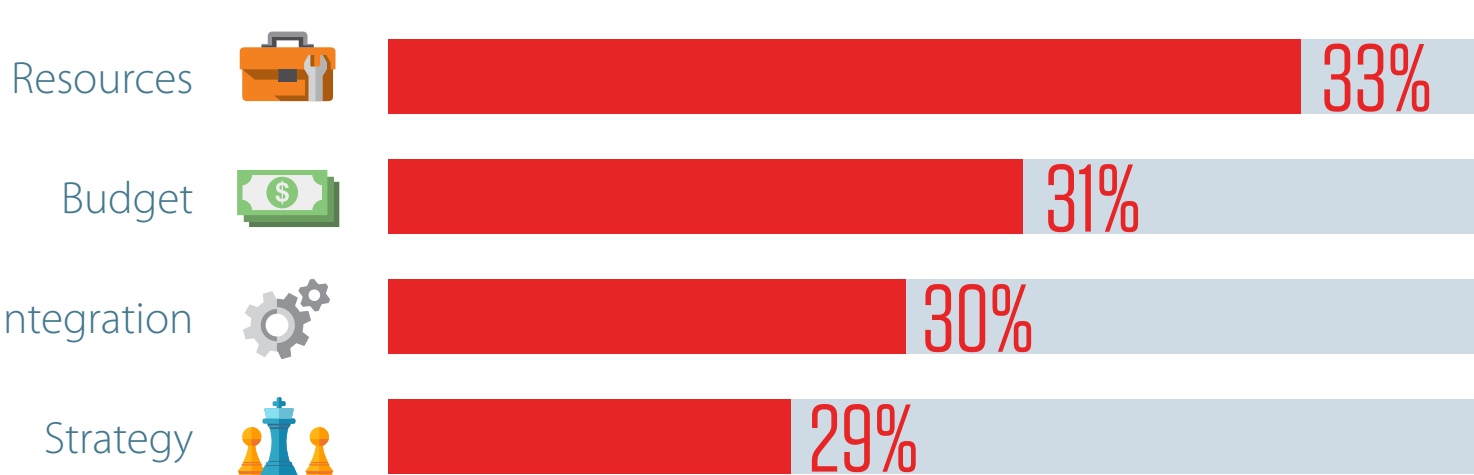
Boosting communication capabilities and competitiveness



### GOVERNMENT

Increase collaboration among departments/agencies

## ORGANIZATIONS ARE MAKING SIGNIFICANT INROADS, BUT PERSISTENT I.T. CHALLENGES SLOW PROGRESS



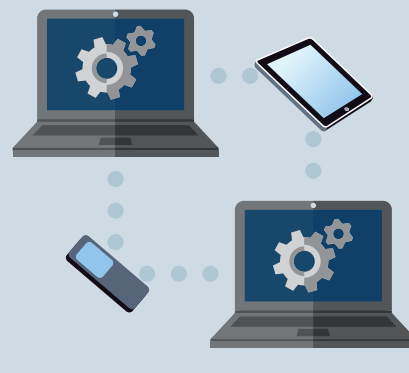
## TO OVERCOME THOSE CHALLENGES, MANY I.T. LEADERS ARE LOOKING TO PARTNERS:

WITH **VERY SPECIFIC REQUIREMENTS** THAT WILL HELP THEM MAKE BETTER DATA-DRIVEN DECISIONS—THE KINDS OF DECISIONS THAT FUEL SOCIAL PROGRAMS.



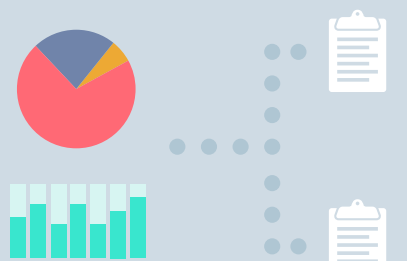
73%

Analytic expertise



73%

Systems integration capability



68%

Data management expertise



67%

Industry and operational expertise

## HITACHI IS COMMITTED TO HELPING ORGANIZATIONS MAKE THEIR OWN MARK ON SOCIETY BY UNLOCKING THE POWER OF BIG DATA, IOT AND OTHER INNOVATIONS.

We do that through our Hitachi Social Innovation solutions, which facilitate streaming and historical analytics. And our Hitachi Live Insight Center of Excellence which brings together proven expertise in everything from data and analytics to systems integration and delivery. All of this is done with industry-specific precision, so your social impact is profound and profitable.



For HDS.COM information, checkout the full report **Social Innovation: Perceptions and Progress**  
Or visit: [www.hds.com/solutions/social-innovation](http://www.hds.com/solutions/social-innovation)



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