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## Opportunities for Japanese Companies in IoT in Brazil

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## Marcia Ogawa

Lead Partner for TMT  
Industry and Leader for  
Analytics Practice at  
Deloitte Brazil

Marcia is a Senior Partner, Leader of Technology, Media and Telecom (TMT) Industry at Deloitte Brazil, leading also the Analytics & IoT practice, in a cross-industry role.

In her capacity as TMT Industry Leader, Marcia is responsible for business development and relationship building with top executives within TMT industry. She develops innovative solutions and new business models for the industry, and now deeply engaged in the IoT (Internet of Things) movement in Brazil. Marcia develops key relationship with the Brazilian government and local regulators, in order to promote awareness of the new technologies and influence public policies and regulation.

Previously, she has led consulting practice for Financial Services at Deloitte Brazil, being responsible for key accounts in Banking, Insurance and Credit Card companies, offering services in different areas, like Marketing, Finance, Legal, Risk and Operations. She has served brand associations, issuers, acquirers and clearing houses in Brazil.

She worked previously as CRM leader at Deloitte Brazil and project manager at IBM.

She is visiting professor at Engineering School of Sao Paulo University (POLI/USP) in the IoT post-graduation course. Represents Deloitte in major national and international events.

Conducted several lectures and interviews with media. She takes part in the Innovation board and the Women Development Program at Deloitte Brazil. International experience in US, Canada, Japan and several countries in Latin America.

Just after her graduation, she was awarded a full scholarship by the Japanese Government – under JETRO (Japanese External Trade and Organization) – to conduct 18 months internship at Fujitsu, in Tokyo. She specialized in banking technology at Fujitsu.

She graduated in Electronic Engineering at USP and holds MBA from FGV

## Introduction

We understand that there are opportunities for Japanese Technology & Telecom companies in Brazil, due to the great movement of the society around innovation, to promote efficiency of the Brazilian companies.



### Context

## Context

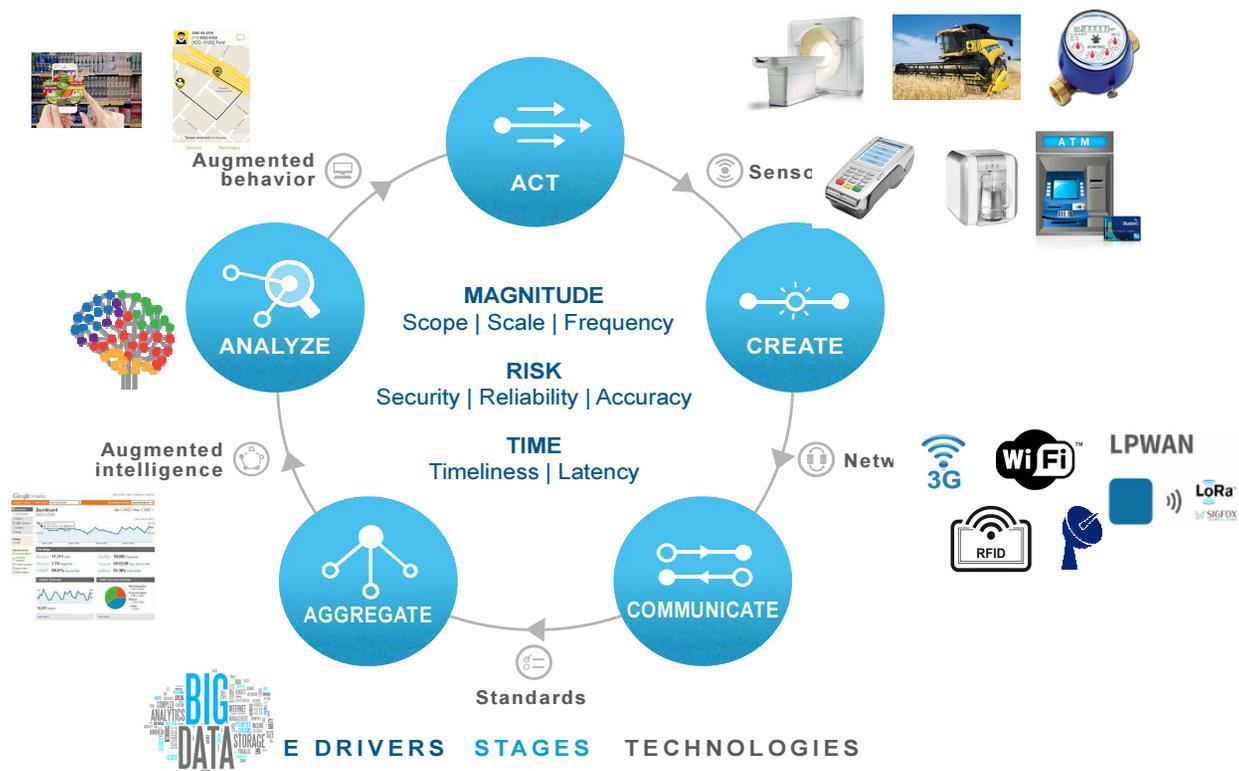
Deloitte Brazil organized last month the second edition of the “IoT Lunch”, where the Director of the Brazilian Ministry of Science & Technology & Telecom presented the “National IoT Plan” to a group of executives, including some Japanese companies and the Japanese Chamber of Commerce representative.

IoT = Internet of Things = connection of different objects through Internet



# What is IoT (Internet of Things)?

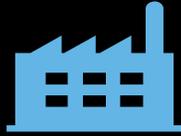
Connection of different objects, sensors, and mobile devices to provide information which promotes process efficiency and new business models.



***"Technologies like IoT, Artificial Intelligence, 3D Printer, Robotics are enabling disruptions in different industries"***

# Application of IoT in various industry segments

Smart Cities, Manufacturing 4.0, Smart Grid are some examples of the IoT



## Manufacturing

- Predictive Maintenance
- Supply Chain Optimization
- Asset Tracking
- Automate Workflows
- Personnel Safety



## Energy / Natural Resource

- Smart Grid
- Leakage Prevention
- Wellhead optimization
- Asset Optimization
- Personnel Safety



## Retail / Consumer Products

- Consumer Marketing
- Reimagined Store Front
- Intelligent Replenishment
- Supply Chain Management
- Memorable Experiences



## Healthcare & Life Sciences

- Clinical Trials
- Patient Experience
- Equipment Tracking & Diagnostics
- Remote Monitoring
- Inventory Management



## Automotive

- Dealership of the future
- Remote diagnostics
- Fleet management
- Autonomous vehicle



## Defense

- Connected battlefield
- Supply chain
- Fleet Tracking



## Financial Services

- Perf-based Insurance – Auto, health and home
- Personalized risk profiles
- Retail banking



## Smart Cities

- Smart lighting
- Transportation/ Energy Management
- Smart parking
- Smart waste

## Current situation in Brazil

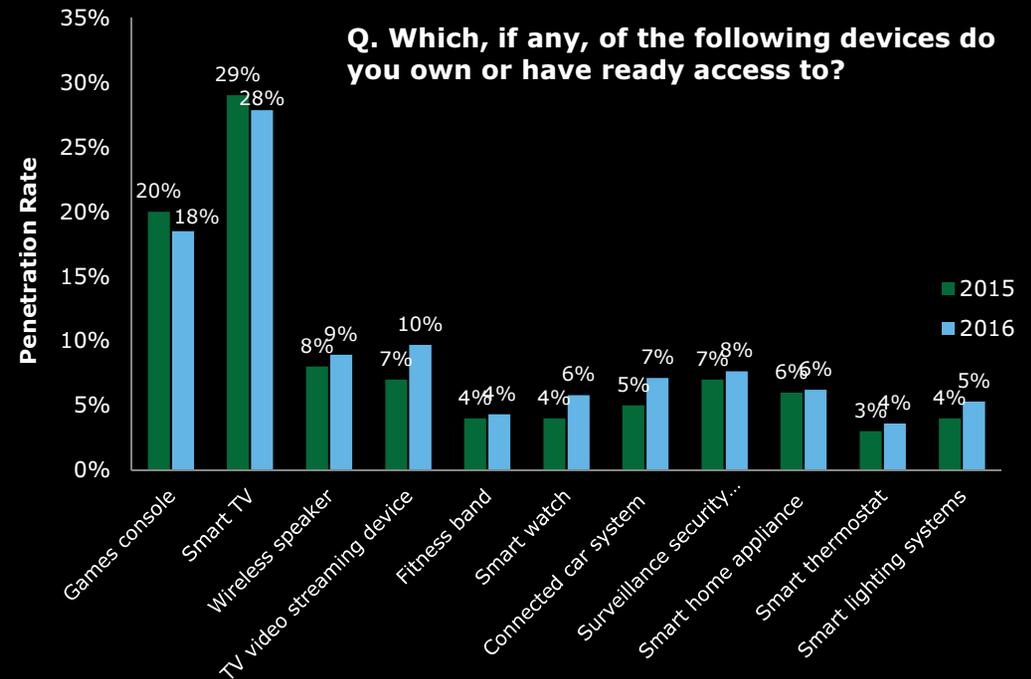
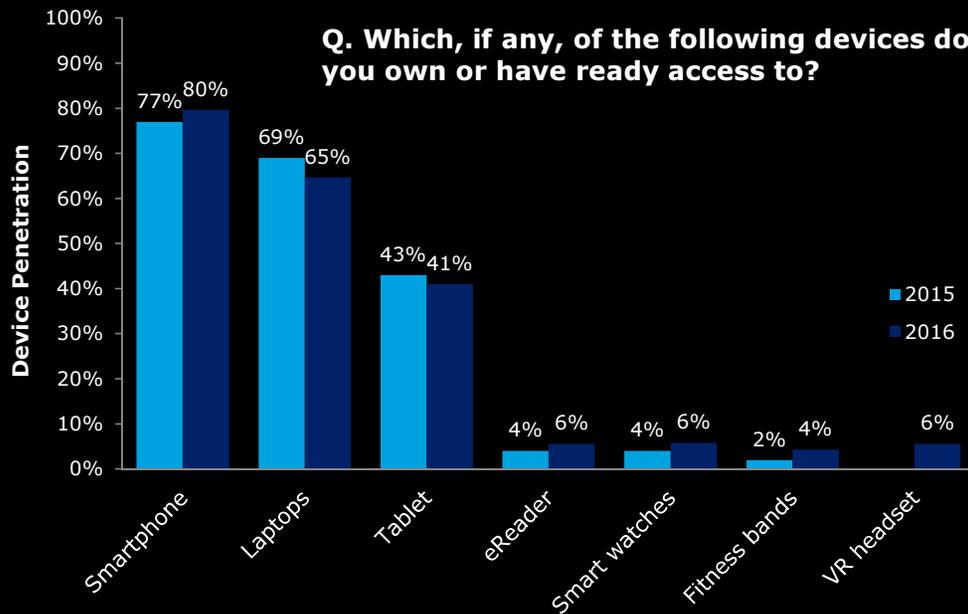
Brazil is usually a "buyer" of Telecom and Technology from other countries. We have a huge market to explore.



### Current Situation

### Current Situation

- Brazil has an oligopoly of Telecom companies – Strong influence of EU
- Underserved Market
- Heavily connected population, Fast adopter of new technologies

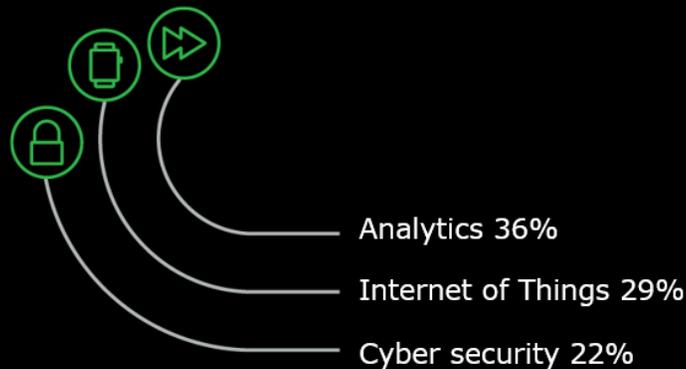


## Demand in Brazil

In our research with 750 companies in Brazil, we have identified Analytics, IoT and Cyber are top priorities for them in 2017

Brazil's Agenda 2017 survey  
Disruptive transformations – new priorities ahead

### Priority technology fronts



Great business potential for companies to develop technologies and disruptive technologies

Others indicated	
Industry 4.0	13%
Digital health	12%
Autonomous platforms	12%
Exponential technologies	7%
Virtual and augmented reality	6%
3D printing	7%
Smart cities	5%
Bitcoins	2%
Blockchain	2%

## Opportunities for Japanese companies

In our vision, Japanese companies can take this opportunity to meet the demand of our market – in Smart Grid, Manufacturing 4.0, Robotics and new telecom business models.



Our vision

### Our Vision

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01

**Japan is much ahead of telecom & tech – especially in IoT/Robotics. Comparing to EU, there is a lack of awareness of the Japanese leadership in tech/telecom sector in BR**

02

**Take advantage of the real demand for efficiency of BR companies and Government incentives for Innovation**

03

**Take advantage of the turbulent period of international political scenario, especially US. Japanese companies should do a strong campaign at the BR Federal Level, maybe promoting a bilateral agreement in this sector**



**Marcia Ogawa**  
Partner  
TMT Industry Leader  
Analytics & IoT Leader

Deloitte Touche Tohmatsu  
Avenida Dr. Chucri Zaidan, 1.240,  
Golden Tower – 4º. Ao 12º. Andares  
04709-111 – São Paulo – SP  
Brasil

Tel.: + 55 (11) 5186-1619  
Cel.: +55 (11) 96398-1506  
mmatsubayashi@deloitte.com  
www.deloitte.com.br

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