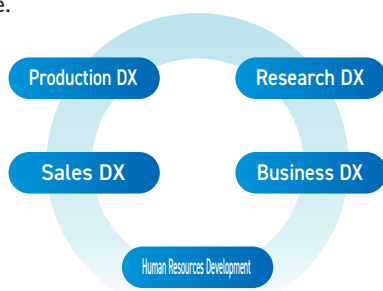Sustainability Management

DX Promotion

Initiatives to promote DX

In 2020, we established a dedicated division to engage in promoting DX. In the initial stages, we steadily promoted DX, focusing on production and research, which are at the core of the manufacturing industry. As a result, we have achieved results through the use of materials informatics (MI), the application of AI, and the promotion of automation.

Currently, we are expanding our focus to include sales departments, indirect departments, and the development of DX talent, as we implement a range of measures. In sales departments, we are leveraging digital tools to enhance customer engagement. We are also advancing automation and labor-saving in business processes in indirect departments. In developing DX talent, we aim to boost digital skills that serve as the foundation for promoting DX. We will continue to promote DX by enhancing the digital environment, as well as human resources development, striving for growth and the creation of social value.

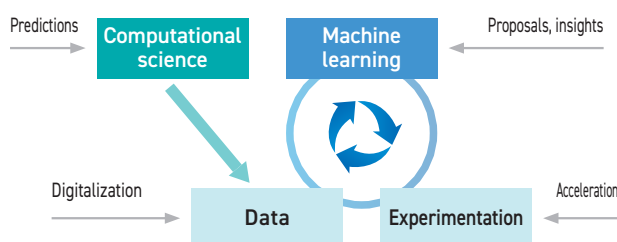| Production DX | ● Achieving smart factories |
Research DX	● Promoting development through materials informatics computational science
Sales DX	● Strengthening customer contact points through digital marketing
Business DX	● Business innovation through company-wide projects ● Promoting corporate transformation
Human Resources Development	● Improving digital literacy ● Developing professional human resources

Materials informatics

We have introduced materials informatics as part of our efforts to promote DX in research and development. Based on machine learning and computational science, we use our proprietary tools to analyze data on materials and develop new materials. This has resulted in progress in research and development efficiency across a broad range of fields, including new insights in adhesives and battery materials research.

Utilizing Generative AI

We have introduced the internal generative AI system "Chatoa" with the aim of improving operational efficiency. The nickname "Chatoa" is a combination of "Chat" and "toa" from our company name. It is now widely used by employees, improving work efficiency by supporting the generation of ideas, the verification of information, and the preparation of documents. We will continue to expand its capabilities, aiming for further productivity improvements.

DX talent development

We implement a DX talent development program divided into standard skills for all employees and special skills for each field. Currently, we are focusing on the acquisition of standard skills and providing e-learning for all employees to enhance digital skills. We are also holding in-house IT tool seminars and generative AI utilization workshops, with many employees participating. To enhance motivation, we use open badges to provide visible evidence of learning outcomes.

Looking ahead, we will promote the development of special skills training in various fields, aiming to cultivate human resources with specialized knowledge and advanced skills.

	Classification and targets	Program
Level 5		
Level 4	Special skills (departmental DX promotors)	Digital technology training focused on specific fields
Level 3		
Level 2	Standard skills (all employees)	Digital literacy training
Level 1		