

# The Power and Potential of a Data-Driven Society

**BostonGene**

**NEC**

 **Netcracker**  
An NEC Company

Transforming Cancer Care

Orchestrating a Brighter World

Accelerating Profitable Business Growth

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Chairman & CEO  
Netcracker Technology and BostonGene

**Takayuki Morita**  
President and CEO  
NEC Corporation





**BostonGene**

TRANSFORMING CANCER CARE

*Treating Patients not Diagnosis*



**2023**

**20 000 000**

**new cancer cases and  
10,000,000 deaths per year**

**2032**

**30 000 000**

**new cancer cases and  
20,000,000 deaths per year**

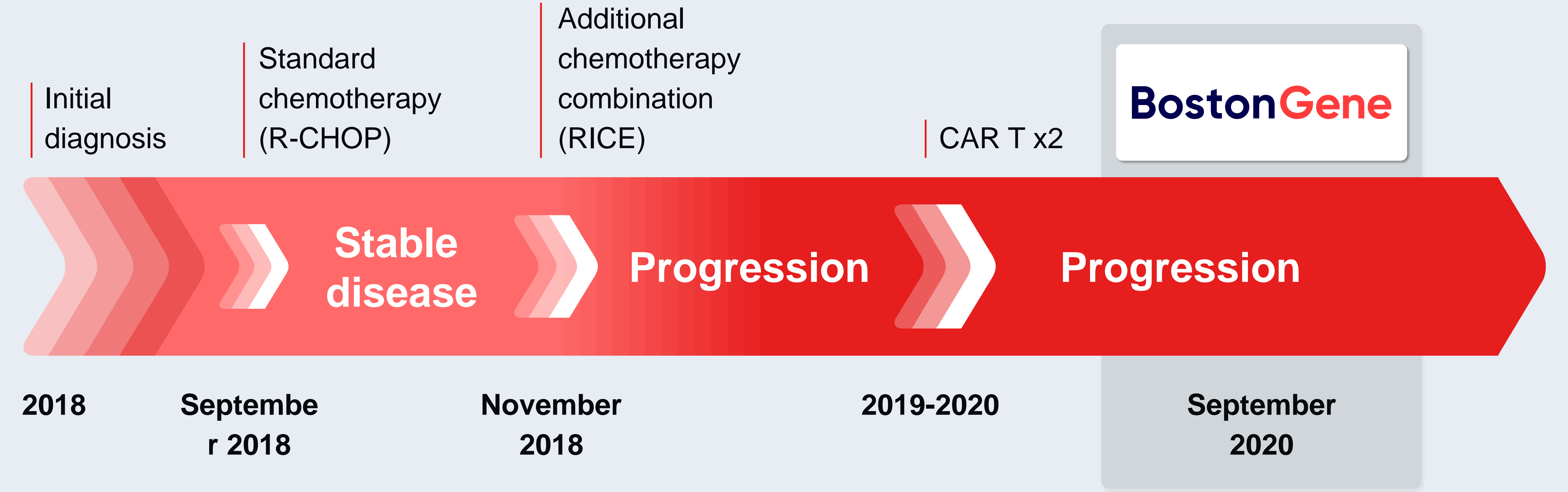






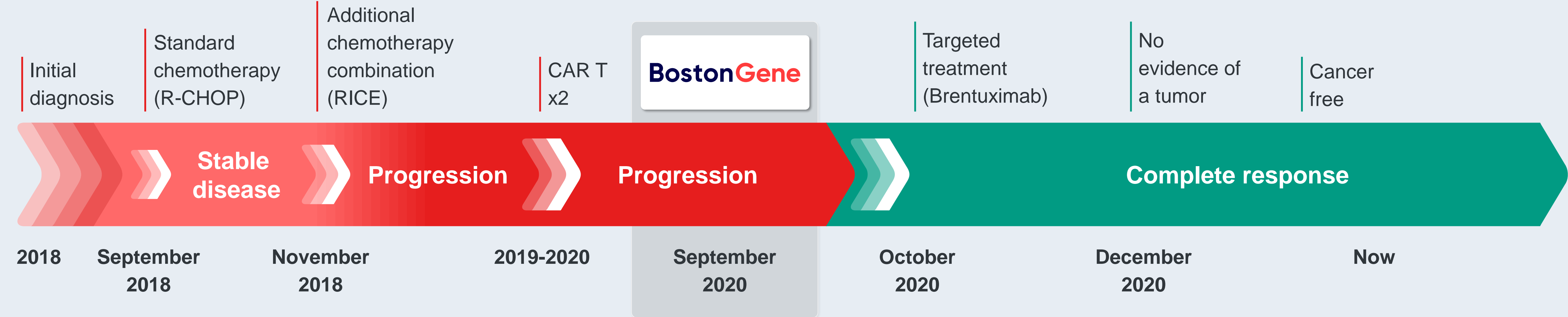
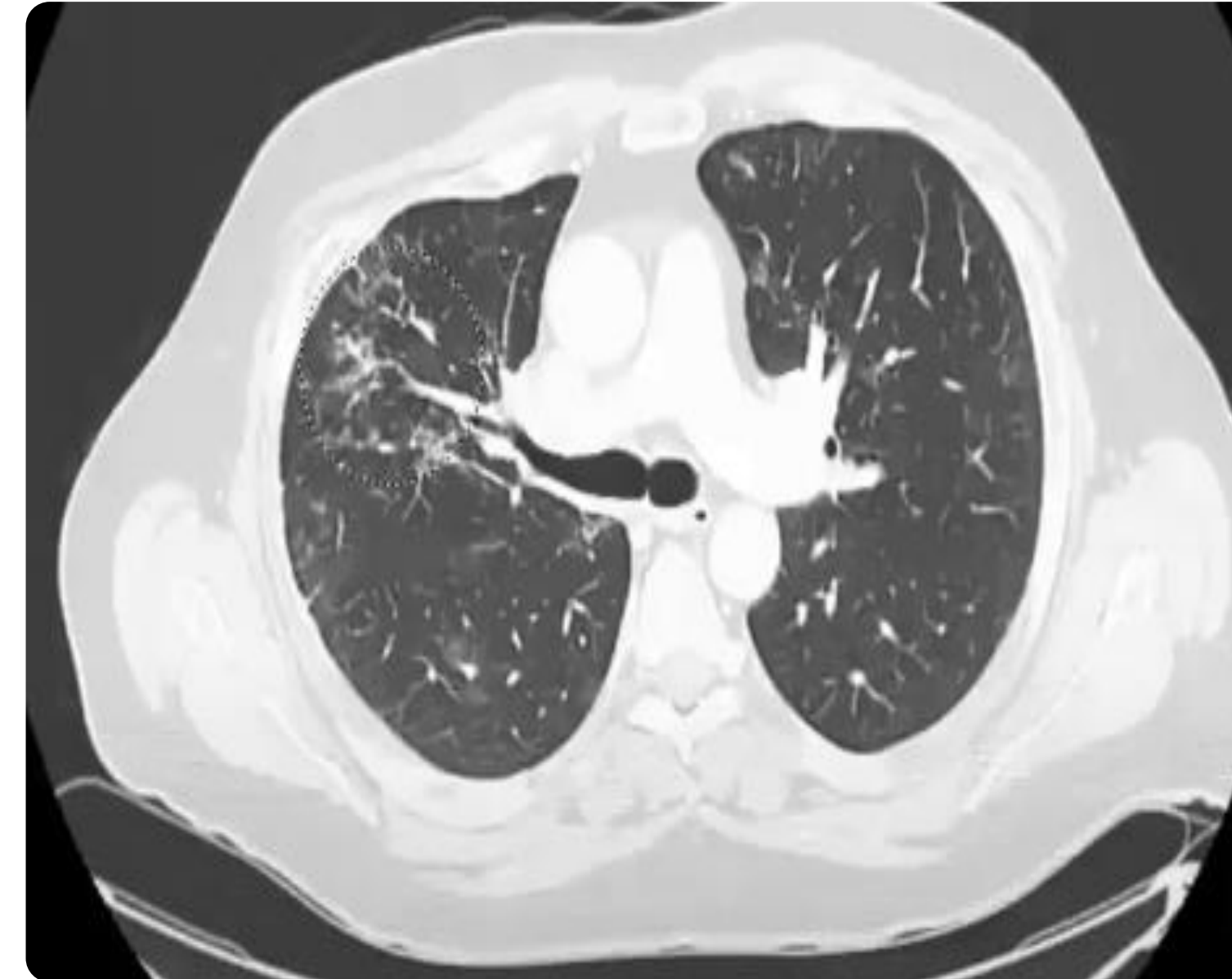
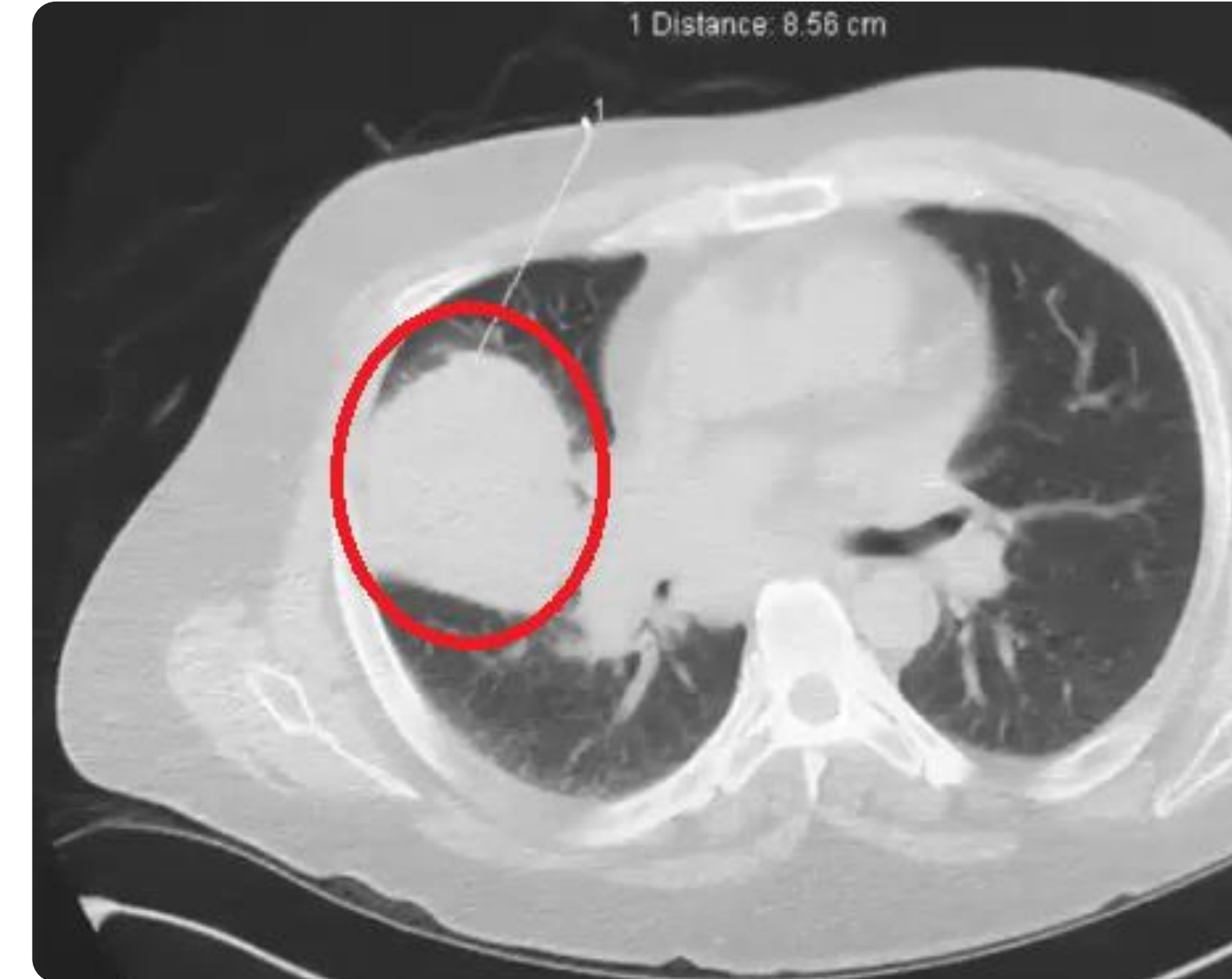
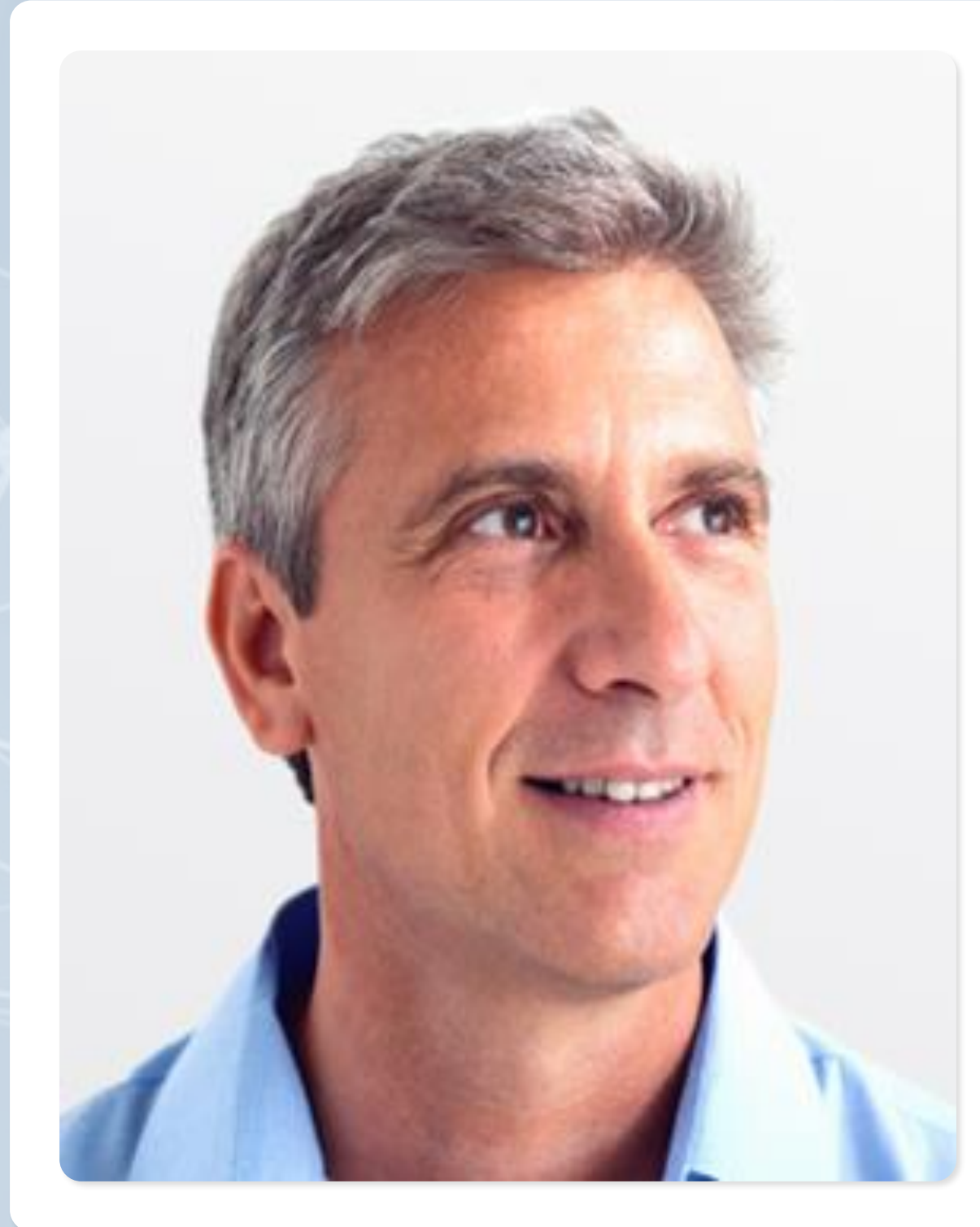
**Curtis, Age 52**  
**Diagnosis:** Diffuse large B-cell lymphoma

- Summer 2018** Severe epigastric pain led to a non-Hodgkin's lymphoma diagnosis.
- September 2018** The patient received standard chemotherapy treatment, R-CHOP
- October – November 2018** Cancer returned and another chemotherapy combination, RICE (*rituximab, ifosfamide, carboplatin, and etoposide*), was given, but the results were not effective. Two different CAR T-cell therapies, a new form of immunotherapy, were administered
- August 2020** The lymphoma was progressing, a scan showed a large mass in his lungs.
- September 2020** The treating physician suggested BostonGene genomic testing.





# From treating a diagnosis to treating the patient



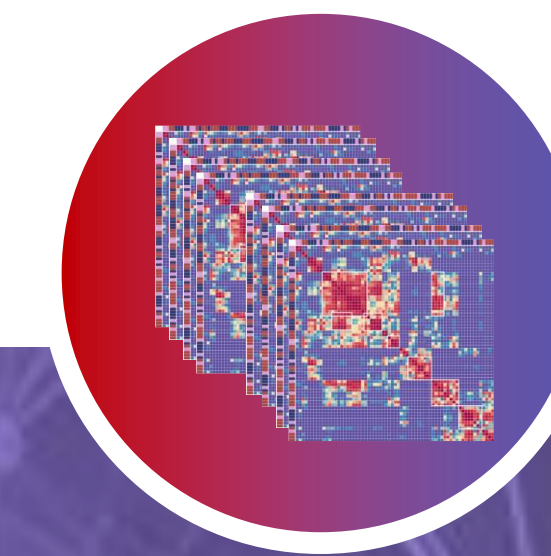


# BG Bioinformatics and Analytics Platform

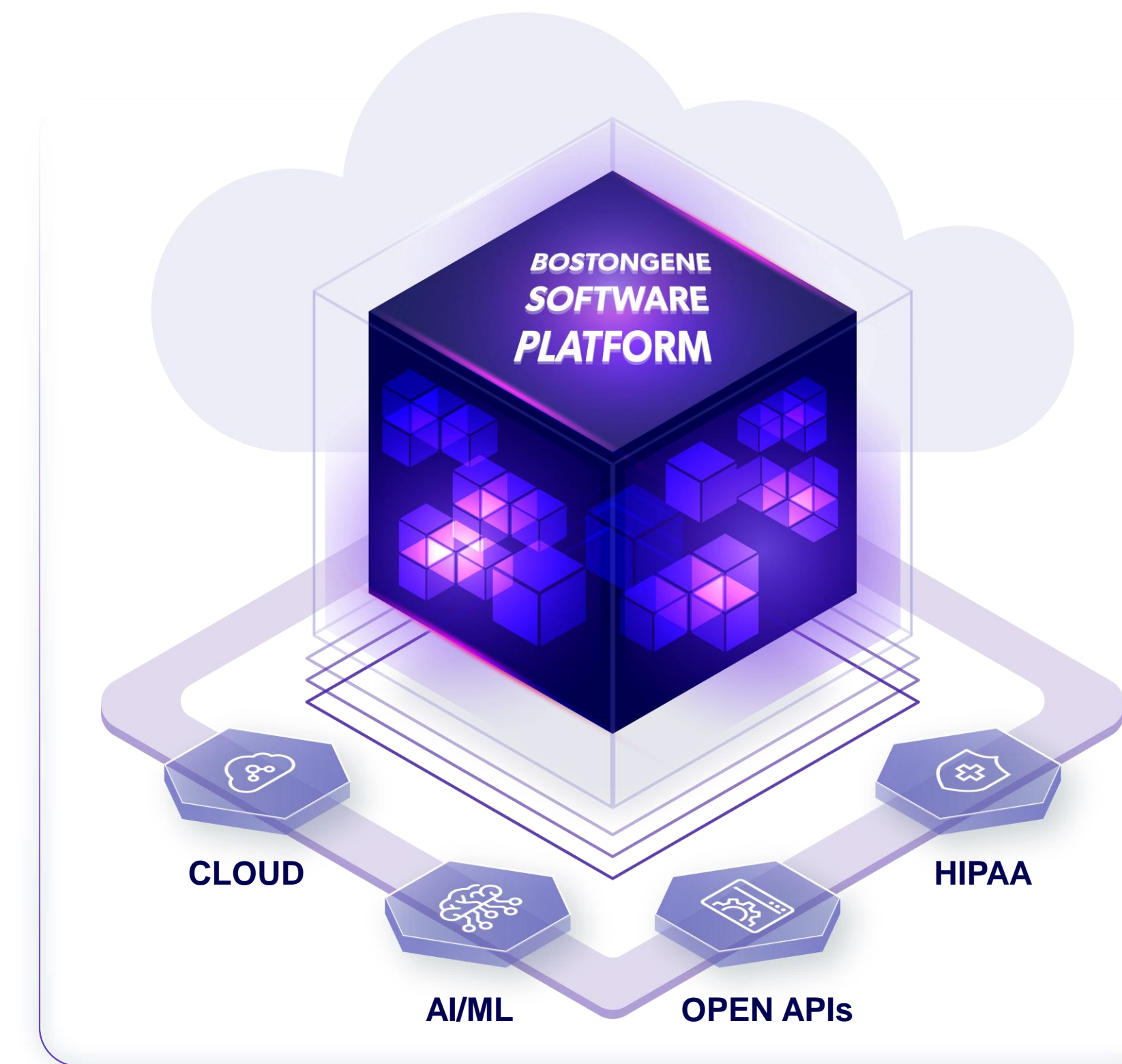
Realtime Scalable Data Processing Pipelines



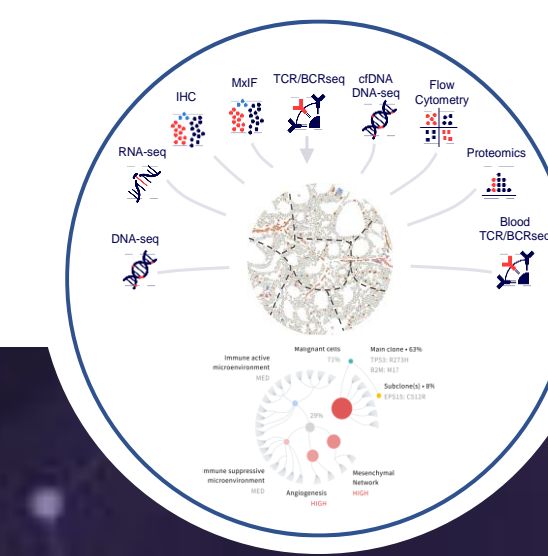
Cluster Analysis Large Cohorts of Patients



Natural Language Processing of Medical Publications And Data Annotation



Insights / biomarkers Calculation and Analysis



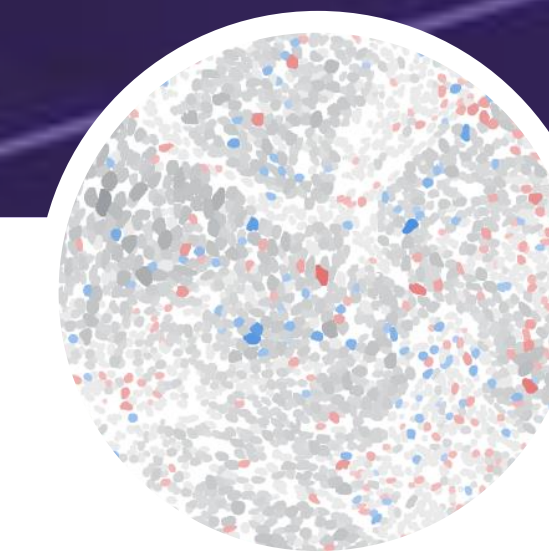
AI based Real-time Decision Support



Cohort Match Analysis



Computer Vision ML







\Orchestrating a brighter world

**NEC**





# AI for environmentally friendly farming





**+20%**

**higher harvest**



**-15%**

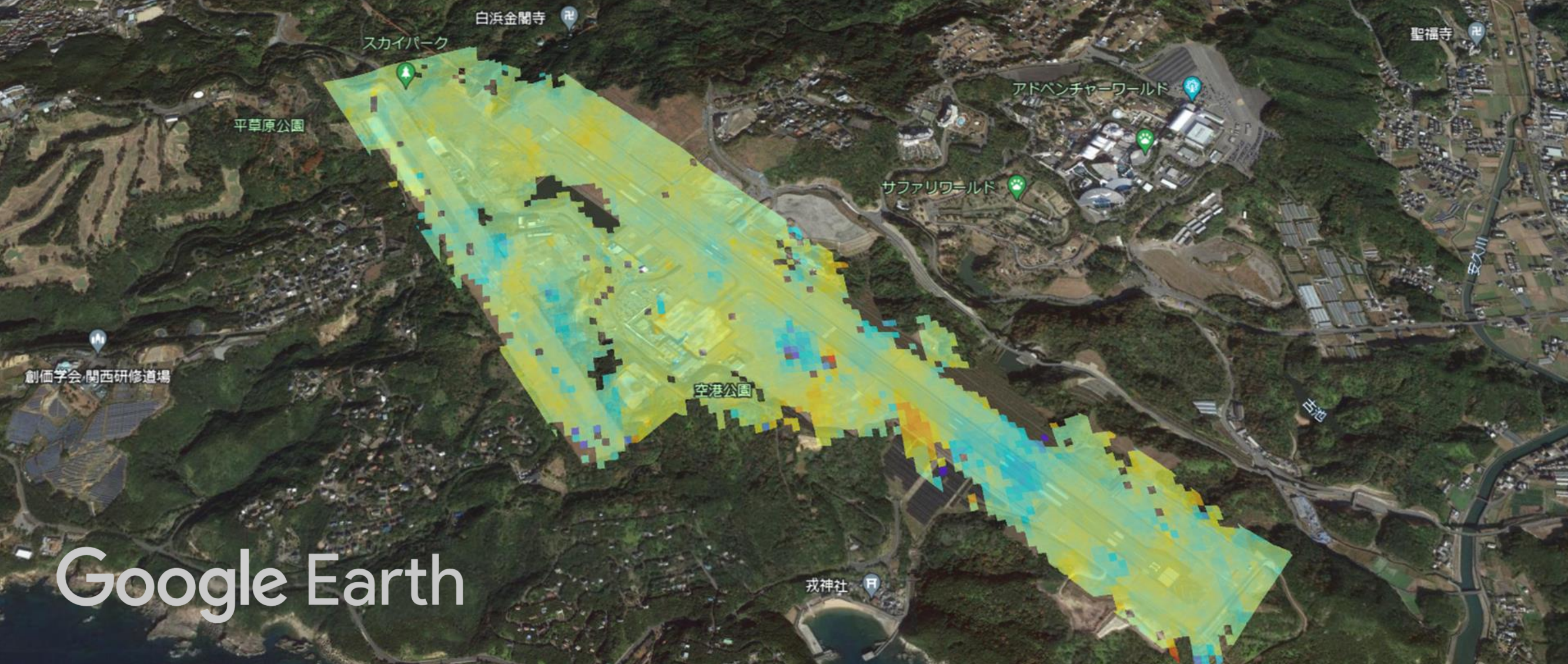
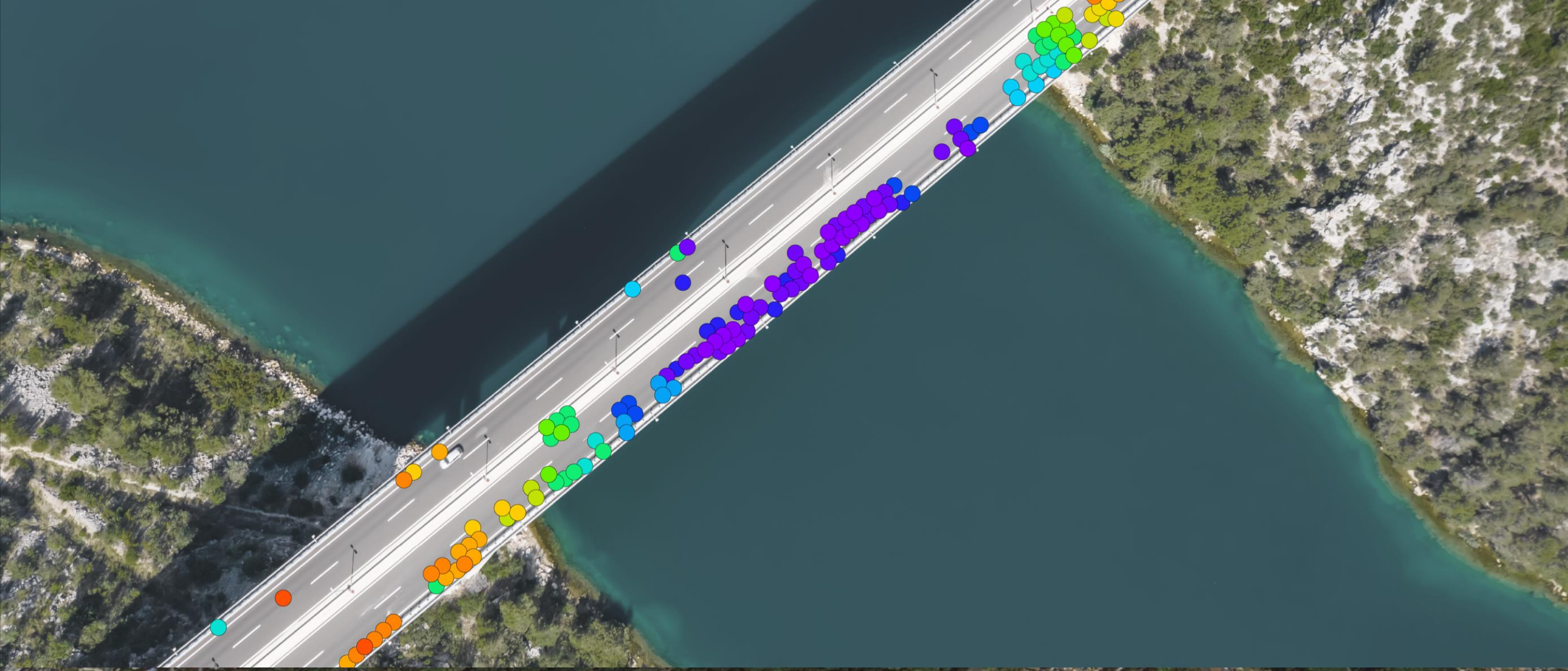
**less water**



**-20%**

**less fertilizer**





# AI for disaster prevention and mitigation

Google Earth

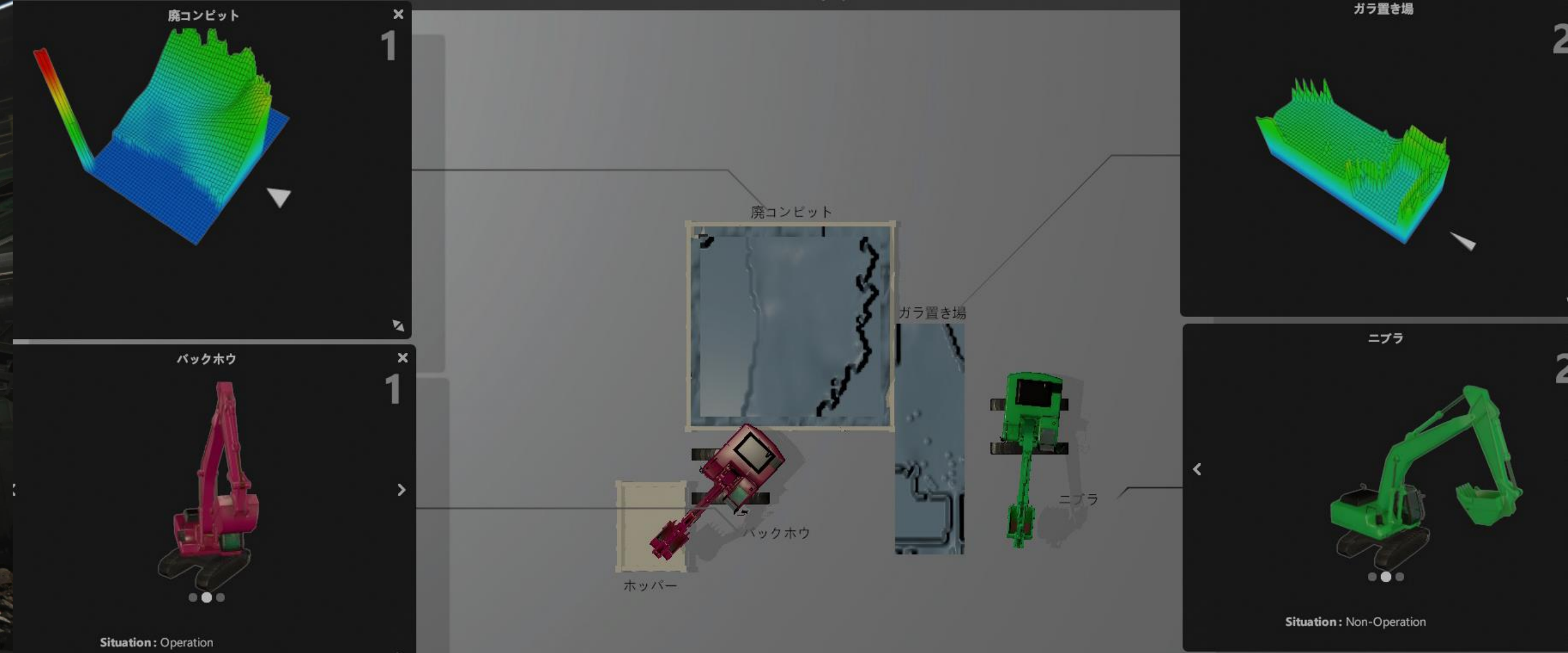




**-50%**

**lower maintenance and repair costs over a 30-year period**





# AI for recycling





**98%**

**recycling rate**



# Creating social value by leveraging data and advanced technologies







*Delivering the Digital Future*



**Netcracker**

An NEC Company



# Telco to TechCo Evolution



## New Business Models

E2E provider of IoT services

Aggregator of media and entertainment services

B2B2X (Fintech, Cloud gaming, etc.)

Netco/Servco

Metaverse



## Results-driven IT Modernization

Adoption of a cloud-native architecture

Modern and consolidated IT stack

Zero-touch automation

Adoption of DevOps and AIOps

Adoption of low code/no code software



## Personalizing the Digital Experience

Digital customer experience

Cross-Industry loyalty program

Sentiment analysis and intent recognition

Gamification

Customer digital twin



# Enabling Hyper-Personalization and Customer Engagement via Advanced Analytics

Example of a Western Europe Mobile Service Provider



Complaint

Monitor

Capture, correlate, analyze

Personalized upgrade offer

Complete at store



# Accelerating Positive Business Outcomes with a Data-Driven Approach

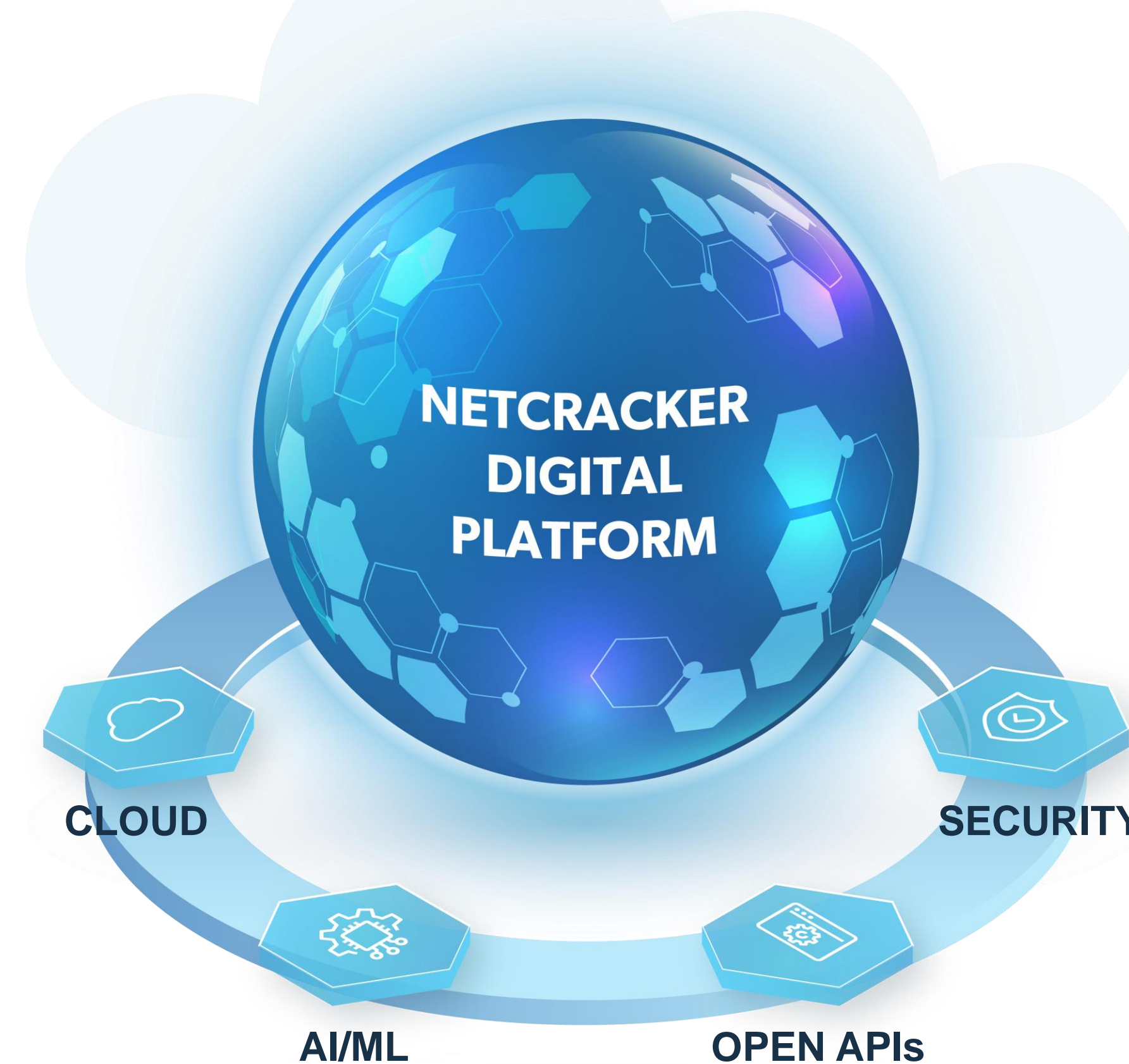
## Key Business Benefits

CSR productivity up by **40% in 1 year**

**20% reduction** in calls received within 6 months

Market share improved by **6% in 1 year**

Reduction of revenue leakage **by 15%**



## Key Business Benefits

NPS score increased by **15 points** over a 12-month period

Churn reduction increased by **18% within 1 year**

Increase in revenue by **10%** over an 18-month period

Increase in non-telecom revenue to **4% over an 18-month period**



# Telco to TechCo Transformation Enablers

Ecosystem-driven loyalty and gamification



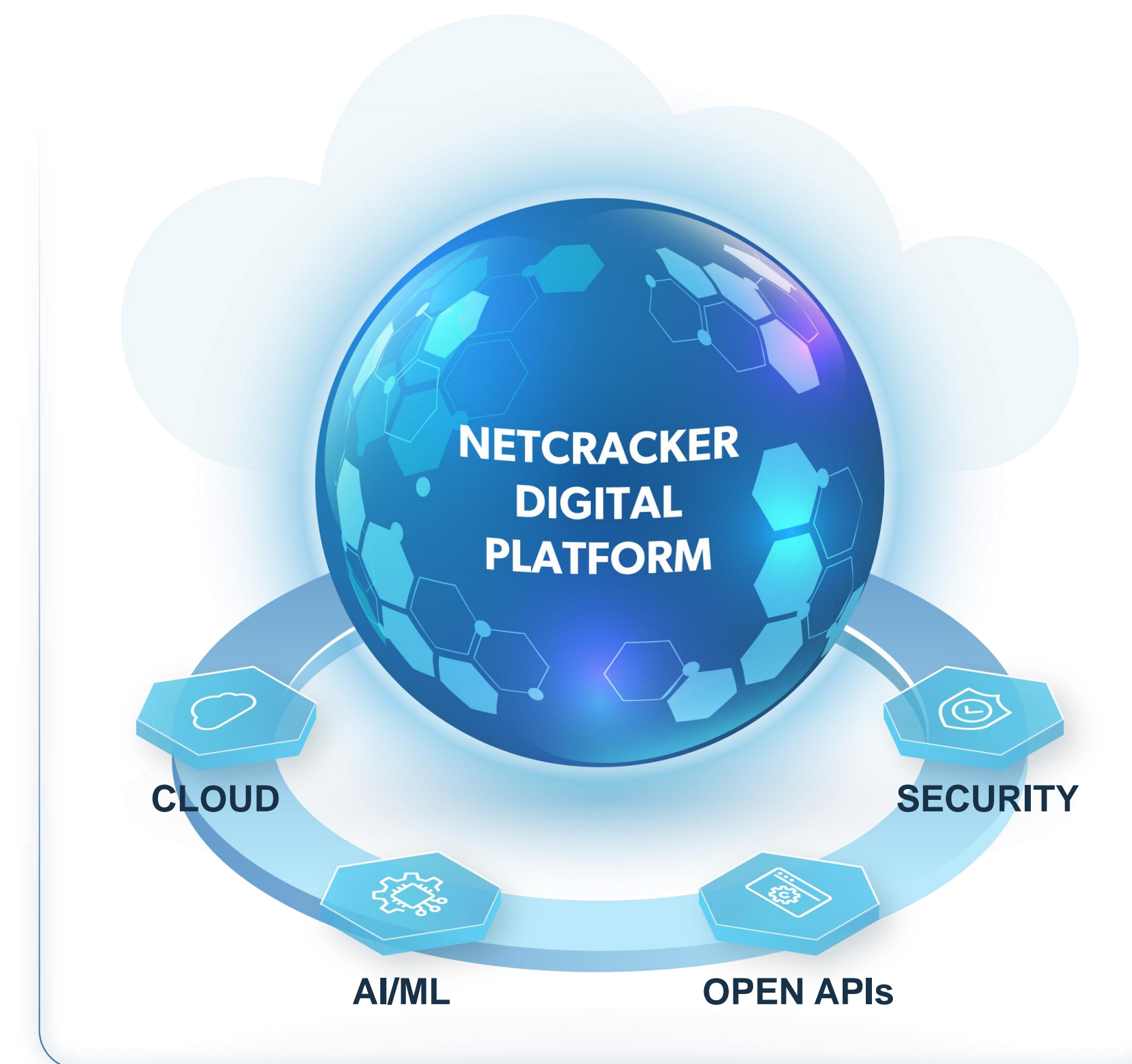
Innovative NaaS monetization



Immersive experience



Multi-partner B2B2X settlement



Joint and customer-led development for self-sufficiency



Upskill for Agile, DevOps, multicloud and SaaS



Intelligent automation with intent-driven orchestration



AIOps for self-learning and zero touch





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Hyper-personalization



Innovative Monetization



AI-driven Automation



Pre-emptive Customer Care

Artificial Intelligence



Natural Language Processing



Cloud Native



Big Data

