

## FORTH Project Details

Sector: ICT

User: NEC Transportation and Logistics Solutions Division

Country: Japan

Year: 2019

Online  Offline

Facilitator(s): Yuya Nishimura



## Innovation Assignment:

We at NEC decided to build a brand-new, valuable global ecosystem of logistics. This utilizes our ICT asset for digital forwarding to relieve the current boiling point of the logistics industry.

## Highlights of the process:

To strike a good balance of making an innovation assignment expeditious - so many Japanese top managements complain of being busy, busy, busy...! - and to strengthen our core team members' innovation capability, I invented a new way to make an assignment. It is called: "Owner's Focus-group Interview". Using this cultivates an understanding of the owner's will, so our project members make the assignment, based on the interview.

## Main results:

We created 6 mini business cases from fine-tuned concepts. The team collaborated with an external design firm to convene all concepts as a unified vision. It is a very ambitious activity and comes to fruition as "& Trust" pilot of our digital forwarding services.

After "HOMECOMING", the FORTH team disbanded, as planned, passing the work to another team which has organized and inherited the project.

