

Shiseido Accelerates Digital Transformation Through Strategic Partnership with Accenture

Shiseido Company, Limited (Headquarters: Chuo-ku, Tokyo, Japan, President and CEO: Masahiko Uotani) (hereafter “Shiseido”) has agreed on a strategic partnership with Accenture (NYSE: ACN) with the aim to accelerate digital marketing, standardize and integrate business processes, systems, and data across the Group, and help employees gain high-level digital skills.

With this strategic partnership, Shiseido will accelerate transformation (DX) and respond agilely to changing customers and market environments to innovate business model in Japan. Shiseido and Accenture will consider establishing a joint company to smoothly promote this partnership going forward.

Background

Shiseido has launched a fundamental business transformation and positioned premium skin beauty as its core business, aiming to become a global leader in this field by 2030 under the new medium-to long-term strategy “WIN 2023 and Beyond.” As part of initiatives, we are striving to “accelerate conversion to a digital-oriented business model and reinforce its structure.” Shiseido will evolve for further growth and development in pursuit of our goal, “Be a Global Winner with Our Heritage,” by reforming business models centered on digital areas, developing global standard ICT infrastructure and operation systems, and aggressively developing digital talents.

Aim of Partnership

Shiseido will further accelerate DX across the Group including Japan, through our strategic partnership with Accenture, which has supported many businesses in digitalization.

We will utilize Accenture’s expertise to combine AI, analytics and automation to create personalized and seamless customer experiences in cooperation with retail stores. For example, it will be better able to analyze and understand customers’ beauty care purchasing experience and develop individually tailored offerings, fusing online and offline experiences.

Furthermore, we will promote the standardization and integration of processes, systems, and data across the entire Shiseido Group globally with the aim to develop a more sophisticated and efficient business process. By working with Accenture to implement a cloud-based, single information system platform and operation systems, which will make data more accessible and visible across the organization, we will adopt processes that enable continuous financial reporting, better forecasting accuracy, more precise inventory management and the ability to adapt to fluctuations across its global supply chain.

Additionally, we will leverage Accenture’s expertise in human resources development to help employees gain high-level digital skills for proficiency in the digital era. Shiseido will strongly support employees in improving their skills through practical training provided by Accenture specialists, who can design learning programs to suit the personality and request of each employee. In this way, employees can acquire knowledge in a wide range of areas, such as state-of-the-art technology including AI and management to promote innovation.