Novell Tour 2004

Identity Management Solution for Europe

Matsushita Electric Europe
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Matsushita Electric (MEI)

March 2003 Net Sales: ¥ 7,401.7 billion   US $ 61.681 billion

Established: March 7, 1918

Brand Names: Panasonic, Technics, National, Quasar

Products: Consumer electronics

       Information and communication products & office equipment

       Industrial products, components, batteries & materials

Employees (consolidated total as of March 31, 2003)

      288,324 - Total   121,451 - Japan   166,873 - Rest of world

                         (Europe = 13,500)

Number of Consolidated Companies (as of December, 2003)

      Japan 162   Overseas 222   Total 384
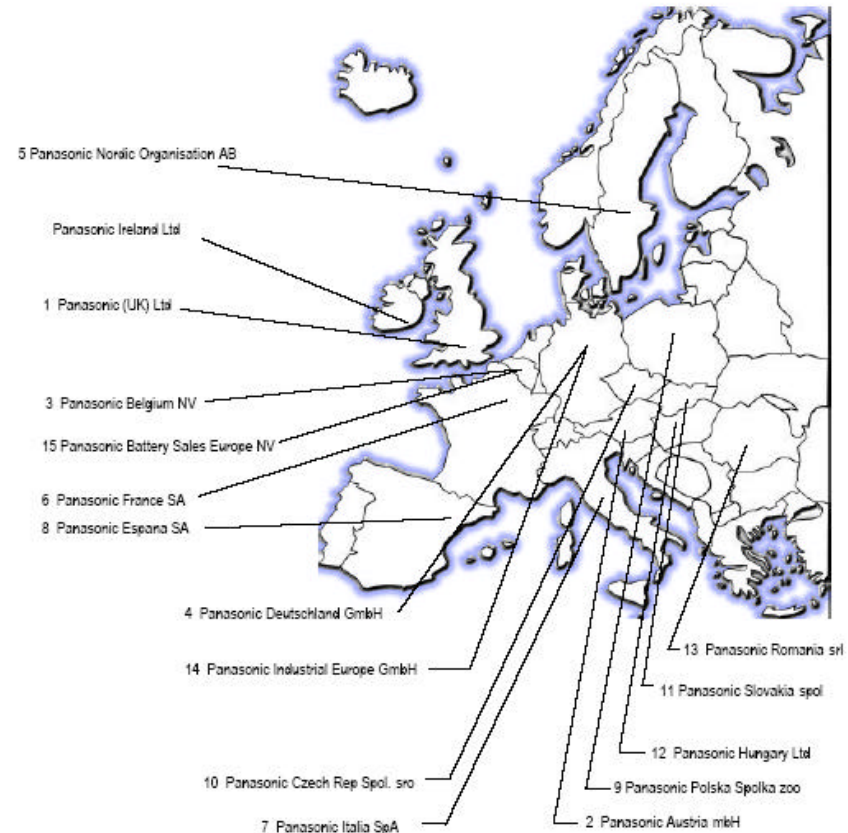
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Position in the Fortune 500

Index Rank	Company	Global 500 Rank	Revenues (Mill $)	Profit Rank	Profit ($ millions)	Country	Employees
1	Siemens	21	77,205	2	2,386	GER	426,000
2	Hitachi	26	67,228	7	228,7	JPN	339,572
3	Sony	32	61,334	3	948	JPN	161,100
4	*Matsushita Electric Ind Co Ltd*	34	60,744	11	(159,6)	JPN	288,324
5	Samsung Electronics	59	47,605	1	5,636	S. KOR	80,000
6	Toshiba	62	46,415	8	151,9	JPN	166,000
7	Tyco International	91	38,971	18	(9,411)	U.S	267,500
8	NEC	93	38,531	13	(201,5)	JPN	145,807
9	Royal Philips	124	30,083	17	(3,031)	NETH	170,087
10	Mitsubishi Electric	126	29,865	10	(97)	JPN	110,279
11	ABB	185	22,855	16	(783)	SWITZ	139,051
12	Sanyo Electric	257	17,911	15	(597,6)	JPN	79,025
13	LG Electronics	261	17,836	5	273,7	S. KOR	55,248
14	Sharp	288	16,439	6	267,5	JPN	46,633
15	Emerson Electric	360	13,824	9	122	U.S	111,500
16	Electrolux	365	13,700	4	524	SWED	81,971
17	Sumitomo Electric Inds	416	12,219	12	(163,2)	JPN	79,197
18	Whirlpool	459	11,016	14	(394)	U.S.	65,000

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Sales Companies in Europe

Decade	Sales	Manufacturing	R&D	HQ & Others
1960s ~ import sales via distributor	2	0	0	0
1970s ~ uild up sales structure	9	3	0	2
1980s ~ expansion of manufacturing base	13	16	1	5
1990s ~ localisation of R&D	20	20	3	5
2000s ~ Pan-European Marketing	15	14	5	7

5 Panasonic Nordic Organisation AB

Panasonic Ireland Ltd

1 Panasonic (UK) Ltd

3 Panasonic Belgium NV

15 Panasonic Battery Sales Europe NV

6 Panasonic France SA

8 Panasonic Espana SA

4 Panasonic Deutschland GmbH

14 Panasonic Industrial Europe GmbH

13 Panasonic Romania srl

11 Panasonic Slovakia spol

12 Panasonic Hungary Ltd

10 Panasonic Czech Rep Spol. sro

9 Panasonic Polska Spolka zoo

7 Panasonic Italia SpA

2 Panasonic Austria mbH

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My Role in Europe

Manager of European Business Support Group

> Head of Sales, CRM and eBusiness Division
>
> „Providing integration of IT and Business"

Program Manager for European Marketing Innovation

> Implementation of CRM, PIM, Web, e-Business
>
> „Customer first"

Leading Member of Global IT Architecture Committee

> Creating Global IT strategy for Matsushita Group
>
> „Building the framework for the next 10 years"

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Our Issue - „a common problem"

Customer Management
- No centralised customer database
- Contact to customer from multiple touch-points

Provisioning / De-provisioning
- Manual Data Entry, multi-system maintenance
- Security Loopholes - employees, contractors and partners

Change Management
- No Reporting/Audit functionality
- No self-service capability

High Maintenance Costs
- Separate administration of each application
- No workflow - email, telephone or paper based com

No Standardisation
- No password standards, no single sign-on capability
- Authorization for local software installations missing

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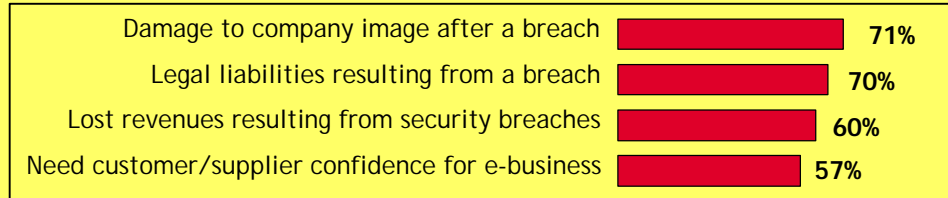
Alignment with Strategic Targets (1/2)

Customer Relationship Management

Demand for „single view" of the customer

Start of integrated CRM activity

Security

Information security, data protection and customer confidence

Protection of corporate competative advantage

The biggest security fears of Fortune 500 CIO's

Damage to company image after a breach	**71%**
Legal liabilities resulting from a breach	**70%**
Lost revenues resulting from security breaches	**60%**
Need customer/supplier confidence for e-business	**57%**

* Source: Meta Group Research 2002

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Alignment with Strategic Targets (2/2)

E-Business

> Single eBusiness solution for Europe - Consumers, Partners, Employees
>
> Integration of CRM - benefits to existing or registered customers

Call Centre and After Sales Support

> Integration of the Call Centre to CRM for valuable customer feedback
>
> Improved customer support through „personalisation" of relationship

Empowerment of Partners and Employees

> Growing demand from partners for access to mission critical systems
>
> Support for personalisation and self-empowerment

Centralised Management

> Software distribution, network & VPN access
>
> Rights and Roles control based on HR defined job function

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Why Novell?

Scalability

> Existing customers using the tool on the same scale as Panasonic
>
> Independent research supported our scalability estimations

Customer references

> Key references with large installations such as Lufthansa & Phillips
>
> Implementation experience of Cambridge
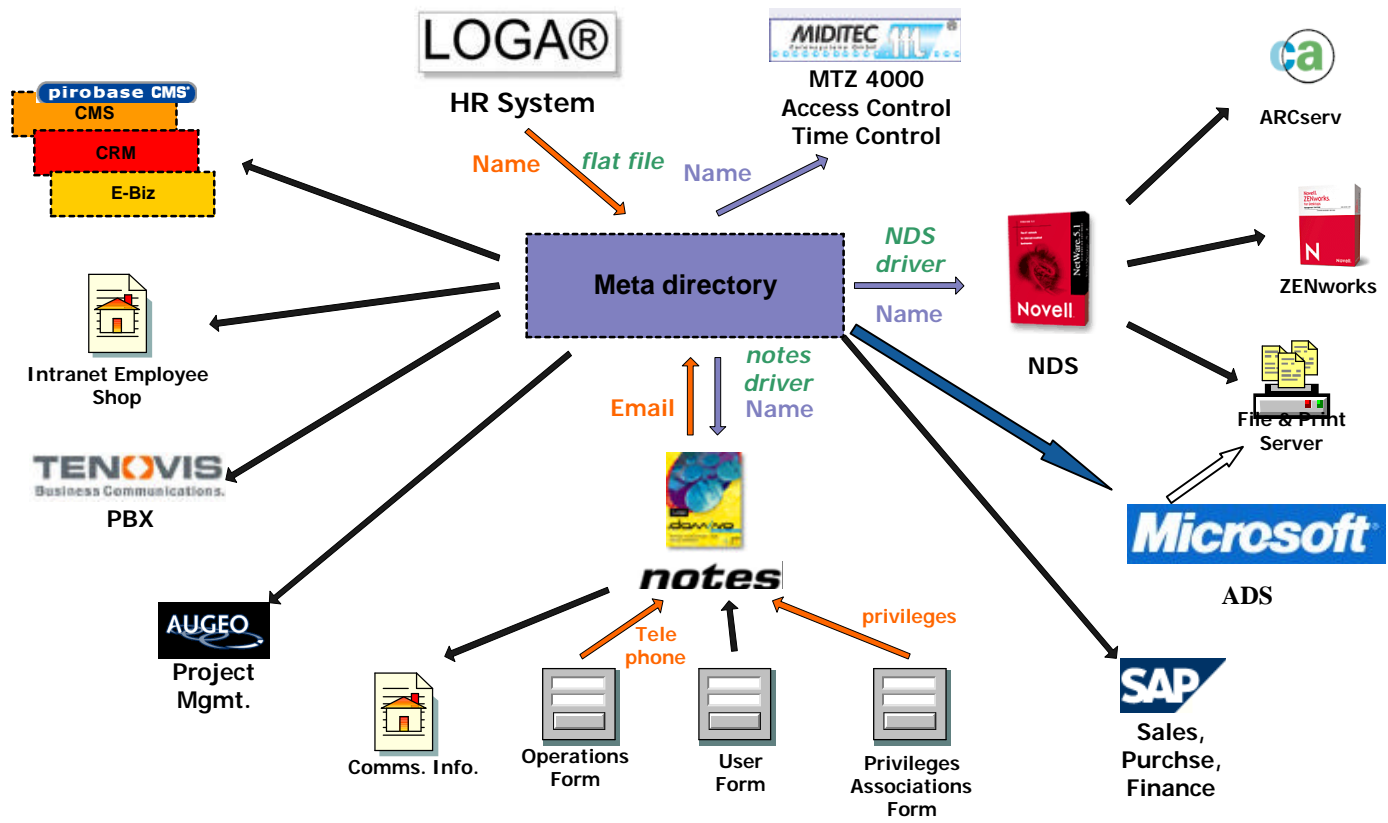
Strategic Direction and Integration

> Linux is a future strategic platform, integration with ZEN important
>
> Partners such as SAP use Novell eDirectory as standard LDAP tool

Existing Customer

> We currently use Netware, NDS and ZEN works
>
> Good long-term relationship

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Solution Overview

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Solution Key Points

Total Application Integration

Users are granted the right level of access to the right resources in a timely manner to perform their job functions.

Security Lifecycle Management

Fully automated process. If not appropriate then provisioning uses a workflow to route access requests to resource owners for approval or denial.

Self Service

Self-service administration empowers individuals to take responsibility for access requests and password management

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Result and Business Benefit

Centralised User and Customer Database

   Single source of all employee, partner and customer information

   Core capability for implementation of future strategic goals

Reduced Administration Costs

   Extensively business based automated processes through workflow

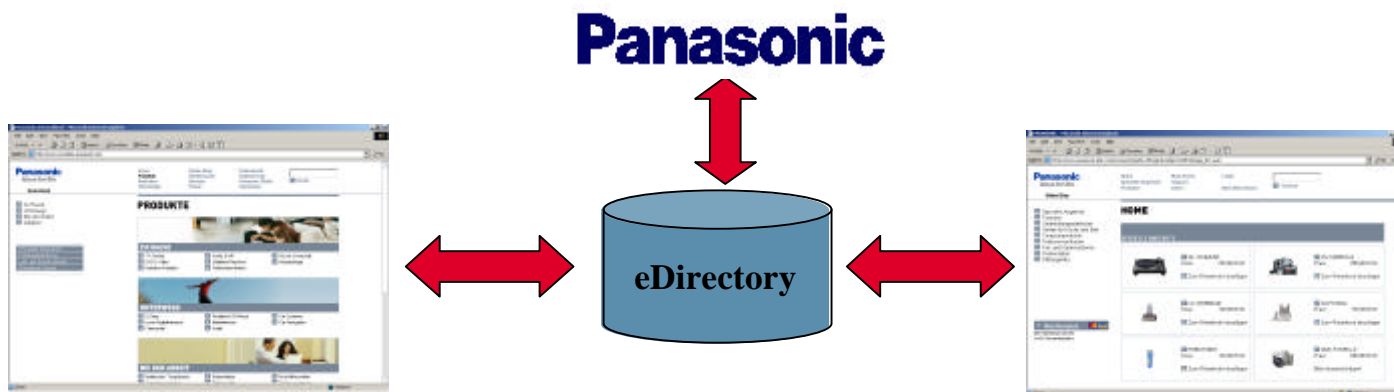   Centralised change management

Increased Security

   Ability to enforce corporate password and security standards

   Capability to give secure access to partners

We will see a return on investement within 18 months

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Case Study: Integrated eBusiness

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eDirectory

- Panasonic staff create a „campaign" using an LDAP Group
- A customer registers with Panasonic through the web site
- Customers assigned to the „campaign" through workflow
- Email inviting to customer visit the shop with a password
- Customer is able to see special offers on the e-commerce site

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Issues and Challenges - lessons learned

Base solution on Business not Technology

> Clear business benefits must be available for success - not easy

> Ensure business leaders understand the project - not an IT project

Maintain Central Design Control

> Single team for directory design - limit application priorities

> Keep complexity of business logic minimised

DirXML Drivers - „there is no standard driver„

> Development time and complexity much higher than expected

> Integration of „LDAP compliant" applications not out of the box

Get support of application owners and administrators

> Involvement of all key personnel in the total project

> Limit the feeling of loss of „control"

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End of Presentation

Thank you for your attention

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