

「特集 Smarter Planet —



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情報通信技術の絶え間ない発展により、世界はモデル化、フラット化が進み、米国に端を発した経済危機は瞬く間に世界中に広がりました。同時に、環境問題など地球規模で解決策が求められるマクロな課題が顕在化し、利益追求に偏重し過ぎた経済モデルから、持続可能で、本当の意味で豊かな社会を目指す、価値観の転換が進行しています。相互のつながりが深まる世の中において、企業は今、何のために存在するのかという原点を問われているのです。

昨年は、出口の見えない不況下で経営の健全化を図るお客様が多く、短期に成果を出すことが強く求められました。しかしながら、昨年後半からは、将来の成長に向けた投資を検討し始めるお客様も増えてきています。IBM では一昨年来、環境、エネルギー、食の安全など、地球規模の課題をITの活用により解決し、地球をより賢く、よりスマートにしていく Smarter Planet というビジョンを提唱し、日本においてもより豊かな社会の実現に向けて、お客様のビジネスの構造変革を支援する技術と体制を整えてまいりました。

一見、ビジネスの効率化や投資効果の向上を追求するような技術も、広い視点でとらえると、実は地球全体の存続に貢献していることが分かります。例えば、クラウド・コンピューティングに代表される新たなコンピューティング・モデルは、各社や各組織体が自前で開発・運用することで生じる非効率を最小化してインフラ全体の稼働率を高めるだけでなく、同時に、エネルギー消費量やCO₂の排出量の削減にもつながります。今後、地球規模の持続可能性をも見据えて、次の一步を踏み出した企業と踏み出さなかった企業の優劣はおのずと鮮明になるでしょう。本号では、IBM の Smarter Planet ビジョンに加え、IT を駆使して先進的な「スマート化」に取り組まれたお客様の事例をご紹介します。

Smarter Planet の実現には、個々の企業の経営変革に加えて、業界、さらには業際を越えたコラボレーションも不可欠です。2010 年はこのビジョンのさらなる具現化に向けて、企業、官公庁、教育機関などとの広い連携と、グローバルな IBM が持つ価値の統合により、お客様のビジネス、日本社会、ひいては地球のスマート化と新たな価値創造をご支援してまいります。

新しい価値の創造」によせて

Preface to 'Special Issue - New Value Creation by Smarter Planet'

The perpetual development of information and communication technology has made the world smaller and flatter, causing economic crisis originated in the United States to spread around the world instantaneously. At the same time, macro problems such as environmental issue that need to be resolved on a global scale have become elicited. As a result, our standard of value is transitioning from profit-oriented to sustainability-focused economic model, aspiring to realize a society that is truly rich in quality. As our world becomes more interconnected, business organizations are now being questioned about their purpose and real value of existence in this society.

Last year, many clients were trying to revive their businesses in the middle of an economic downturn with seemingly no way out, and there were strong demands for quick-win solutions. In spite of this, by the latter half of the year, an increasing number of clients have shifted their direction to exploring investment in future growth. IBM group began to advocate 'Smarter Planet' vision since 2008, aiming to solve various global problems, such as the environment, energy, and food safety issues with application of IT, making the planet smarter than it is today. Based on this vision, IBM Japan have defined technology and organizational structure to best support our clients' business transformations, which we believe will eventually lead to a realization of better and richer Japanese society.

In a large sense, technologies that seem to pursue enhancement of business efficiency and return on investment are actually contributing to sustainability of our planet. For example, new computing models exemplified by cloud computing not only minimize inefficiencies, resulting from individual and isolated system development and operation by various companies and organizations, but also increase the utilization of infrastructure as a whole, thereby reducing the amount of energy consumption and CO₂ emission at the same time. In the future, the difference between companies that take global sustainability into account of their business operations, and those do not, should become readily apparent. In this issue of Provision, we will introduce clients who are proactively advancing a smarter world with IT, as well as background of IBM's Smarter Planet vision.

In addition to individual company's business transformation, collaboration within and beyond industry boundaries is vital to the realization of Smarter Planet. In order to materialize the vision further in 2010, IBM will continue to support client business, Japanese society, and the world to become smarter, through both extensive collaboration with business, governments, and academia, and integration of IBM's global capabilities.