

– Social Value Provided by Sansan

Sansan Use Case Studies

Sansan is a service advancing sales digital transformation that enhances individual and organizational sales abilities. Its concept is to serve as “the database to power your sales.” The introduction of Sansan enables companies to make use of a unique database of more than one million accumulated informational items on corporations and past points of contact with customers. With this database, companies can use the data for a range of business activities while maintaining a high level of security. Sansan particularly focuses on functions that help resolve sales- and marketing-related challenges, but a broad range of industries and business sectors are in fact adopting it because it is designed for use by all

members of an organization. In terms of actual user scenarios, companies are, for example, using Sansan as a database for successfully strengthening their sales activities and improving operational efficiency, as well as for improving data quality and achieving excellent results in marketing. The Sansan solution, which is our founding business, continues to grow steadily and to produce myriad benefits for the companies that implement it, such as improving business efficiency and thereby enabling highly productive corporate activities, as well as promoting digital transformation by ensuring the safe and secure use of data.

Use Case 1: Strengthening Sales and Marketing Capabilities Mitsubishi Logistics Corporation

The inability to share customer information among departments and locations created problems for sales activities at this company. Introducing Sansan enabled Mitsubishi Logistics to successfully strengthen its sales efforts through a marketing strategy using Sansan as a database. The company first considered introducing the service as a tool to prevent sales conflicts, yet many staff also requested introduction of sales force automation (SFA) to enhance marketing. Customer information thus needed to be organized to maximize SFA's benefits. Mitsubishi Logistics established a plan to approach this goal by first introducing Sansan to centrally manage contact data throughout the company, then introduce customer relationship management (CRM) and SFA in stages. With Sansan, some sales departments' secured business appointments

more than doubled thanks to more efficient sales activities. Marketing's use of the Bulk Email function has also produced significant results, including higher conversion and closing rates. Moreover, Sansan has produced a common understanding that business cards and contacts are assets that should be utilized throughout the company. Digitizing business cards is now an established practice at the company.



Use Case 2: Improved Operational Efficiency through Digital Transformation Ministry of Economy, Trade and Industry (METI) of Japan

The Ministry of Economy, Trade and Industry adopted Sansan as part of its efforts to embody digital transformation – a movement it is also recommending to various industries. In doing so, it has achieved successful improvements in operational efficiency and performance. Before introducing Sansan, business cards at METI were managed by individuals, leading to a lack of information sharing and issues where multiple staff members would approach the same customers. With Sansan, interactions and contact points between staff and customers could be immediately identified through a simple search, greatly boosting the efficiency of these activities. In divisions with frequent departmental changes, using Sansan has enabled smooth transfer of contacts and information. With increased opportunities for online meetings, the service's

Virtual Cards function has enabled contact networks to be produced by reliably identifying other parties' departments and job roles. These outcomes previously could only be accurately achieved through exchanging physical business cards. As a result, the system has been well received by users. Though it was limited to a few departments when it was first introduced, it is now being rolled out for all staff members.



Use Case 3: Improved Digital Marketing NEC Solution Innovators, Ltd.

Data quality is a basic foundation of digital marketing, yet, as a company, NEC Solution Innovators faced difficulties in this area. Sansan enabled the company to efficiently increase its data quality and achieve outstanding results in its marketing. High-quality data is vital for maximizing effectiveness when using various cloud-based tools in a combined manner. However, the company had problems with its digital data such as omissions and inconsistent naming. These issues meant considerable time had to be spent on maintenance. The introduction of Sansan enabled automatic data quality maintenance. The data cleansing process, a task that staff spent 400 to 500 hours on each year, is now completely automated. In addition, processing data from business cards acquired at trade shows used to require staff to perform

analog data entry. Now, thanks to Sansan, the company has also automated this process. Also, using the service's ability to interoperate with TEIKOKU DATABANK improved the richness of the company's lead information, greatly increasing its accuracy in marketing approaches. Introducing Sansan has led to an impressive 2.6-fold increase in deals generated from marketing.

