THALES
Building a future we can all trust

BEE

EXECUTIVE DINNER
NAVIGATING SOFTWARE MONETIZATION

IMPERIAL HOTEL TOKYO
NOVEMBER 28, 2024
17:00 PM - 21:00 PM

THOUGHT LEADERS

Hitoshi Takahashi
Software Monetization Division
Division Head
Thales DIS Japan K.K.

Joined Gemalto (now Thales DIS) in 2005. Worked in the Mobile Services Division, focusing on business development for SIM, eSIM, and service platforms for MNOs and MVNOs. Since 2018, has served as the Division Head of the Software Monetization Division, leading the subscription-based monetization solutions business for enterprise software.

Minoru Aoshima
Consulting Division
Fellow
Nomura Research Institute

Joined a major precision company in 1988. During a 10-year assignment in the U.S., gained experience in business planning, new business creation, marketing, M&A, and PMI. Joined Nomura Research Institute in 2005, became the company's first Partner in 2012, first Senior Partner in 2019, and first Fellow in 2021. Specializes in business model transformation through recurring revenue, vision, and mid- to long-term strategy formulation, and is a U.S. Certified Public Accountant (CPA).

Business Model Transformation through Recurring Revenue

Japanese manufacturers can no longer compete solely on product quality. It is essential to reform business models by adopting a recurring model that builds stronger, long-term relationships with customers through delivering successful customer experiences. To achieve this, companies need to clearly define the value they want to offer to their customers and establish secure IT systems that connect with them.

Katsuyuki Tochimoto
Senior Partner
Simon-Kucher & Partners

With over 30 years of consulting experience, he has consistently supported top-line growth for a wide range of domestic and international companies. After working at Fuji Bank (now Mizuho Bank), Bain, BCG, and serving as the Japan Branch Manager of Monitor Group, he established the strategy boutique M-Theory before joining Simon-Kucher.

He also served as a Visiting Professor at Chuo University (until 2017). Graduated from Waseda University, Faculty of Political Science and Economics, Department of Political Science, and holds an MBA from the University of Chicago Booth School of Business.

Transition from "Selling Products" to "Selling Services" – Methods for Revenue Optimization through Pricing Strategies

The shift from "selling products" to "selling services" has been a long-standing topic among B2B companies, including manufacturers. However, many companies have yet to initiate this transformation or are not achieving satisfactory results. In this session, we will introduce the necessary steps for B2B companies to transition to a subscription-based business and highlight key points to consider from a pricing strategy perspective, using specific case examples.

Mitsuyuki Watanabe
Development Department
Director
CADMAC

Born in Hitachi City, Ibaraki Prefecture, Watanabe graduated from Tokyo University of Science (Tokyo Institute of Technology) with a degree in Organic Materials Engineering. After leaving the graduate program specializing in Organic Polymer Substances, he joined a software venture. He worked on mission-critical systems for railways, power companies, and web system development. At the age of 30, he joined CADMAC.

Becoming a True ISV as an Independent Sheet Metal CAD/CAM Vendor

CADMAC Co., Ltd. is a rare independent software vendor in the sheet metal industry. Since its founding in 1993, the company has grown to serve approximately 3,000 companies with 5,000 licenses. While selling and supporting multiple proprietary software products, the company had been reliant on development partners for license management. In the pursuit of becoming a true ISV, the company decided to build its own license control system. This presentation will cover why CADMAC chose Thales Sentinel and how they successfully went live with it.

Toshiyuki Maeda
Software Monetization Division
Business Value Consultant
Thales DIS Japan K.K.

Provides consulting, training, and solution proposals to companies engaged in the software business to achieve monetization. In addition to contributing to industry journals and web media, he conducts seminars and lectures on monetization across Japan. He holds an MBA from Doshisha University Graduate School of Business.