A Sustainable Future

In October 2021, NTT Communications launched OPEN HUB for Smart World, a business co-creation program to accelerate efforts for realizing a Smart World. This feature looks at our initiatives for co-creating new business concepts with customers and business partners and implementing them in society, using the “catalyst”, “asset”, and “space” provided by OPEN HUB, and thereby taking the initiative to address the diverse issues facing society.

Through its Re-connect X business vision, based on co-creation with its customers and partners, NTT Communications is working to address social issues through fixed-mobile convergence services and ICT solutions. Living in a period of rapid change limits what any one company can do on its own to address increasingly complex challenges.

We created OPEN HUB for Smart World (OPEN HUB) as a testing ground for generating and implementing new concepts in society to accelerate co-creation and integrate diverse cultures and ideas. Players, who set up new concepts on the stage of OPEN HUB and turn them into businesses, consist of customers and partners as well as over 400 catalysts (as of December 2022). Catalysts are internal and external experts in their respective fields who work together with companies to create and implement new businesses in society by combining their technologies and knowledge.

Four main mechanisms drive OPEN HUB. OPEN HUB Base is a community where players who want to co-create businesses gather and disseminate the latest co-creation results and ideas through OPEN HUB Journal. OPEN HUB Park is a workplace equipped with state-of-the-art technology on the 29th floor of our head office, and it operates as the central activity location of OPEN HUB, which is also linked to the various innovation sites of the NTT Group. Business projects born here are developed in accordance with the unique co-creation program OPEN HUB Play, toward ultimately implementing them in society.

We have already launched multiple projects at OPEN HUB and implemented several solutions in society. We are also continuing our efforts to increase the number of catalysts. Co-creation continues to accelerate, bridging the boundaries between companies, both real and virtual.

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Flow of Co-creation in OPEN HUB for Smart World

Starting with social issues, a wide variety of players co-create with each other to create new business concepts and implement them in society.

OPEN HUB Base
OPEN HUB players gather and co-create in a community, where opportunities are provided for exchanging tips and concerns with experts, pioneers, and peers, who share common visions and ideas in order to elicit feedback.

OPEN HUB Park
The co-creation workplace facilitates communication in a hybrid real/remote/virtual space. State-of-the-art ICT infrastructures, such as 5G and IOWN, can be deployed for demonstration tests.

Activity Base

OPEN HUB Journal
The owned media explores the future of the Smart World. It delivers articles on business trends and advanced case studies as well as invitations to various events as needed, and it plays a role in sparking inspiration in OPEN HUB community.

Virtual Workplace (Planned)
Remote collaboration with customers and partners

Co-creation Program
The original co-creation program creates business concepts. Working with a variety of partners and incorporating the technologies and services of the co-creating players empowers the program to create new businesses and implement them in society.

Consortium

Implement in Society

Discussion by themes/different industries

Create an Idea
Recognize
Disseminate
Social issue-oriented
Seed of an Idea

REAL
VIRTUAL
AND REMOTE
Facilitating the Handing Down of Plant Operation Skills Using AI

The AI Plant Operation Support Solution, which combines NTT Communications’ AI technology with the plant control expertise of Yokogawa Solution Services Corporation, is an ongoing project for addressing the passing on of skills, a recent issue at chemical plant sites. This groundbreaking solution is the fruition of company-company and human-AI co-creation and a means that allows for skilled operators to demonstrate their expertise in the management of complex manual operations that cannot be handled by existing automatic control technology in terms of its application to AI models. It also aligns with and shares the purpose of OPEN HUB’s co-creation program, which aims to discover new potential for future co-creation.

For more information, see CASE.