



KIYOSHI MAEDA | COUNTRY HEAD, JAPAN, ST TELEMEDIA GLOBAL DATA CENTRES

WELCOME ADDRESS

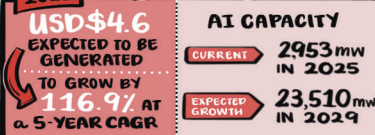
HERE IN JAPAN

THE DATA CENTRE IS THE NEW LINCHPIN OF BUSINESS & LIFE

THE CORE STRUCTURE OF THE NEXT DIGITAL GENERATION!



THE DEMAND FOR COMPUTING POWER IN DATA CENTRES CONTINUE TO GROW!



OPERATORS NEED TO RETHINK

DESIGN COOLING
POWER SUSTAINABLE STRATEGIES

TO ACCOMMODATE TO THIS SURGE IN AI WORKLOADS

STT GDC JAPAN

OUR DATA CENTRE CAMPUS



- SUPPORTS UP TO 10MW OF IT CAPACITY!
- DELIVERING RELIABLE & SCALABLE SOLUTIONS TO OUR CUSTOMERS

TAKUYA WATANABE | DIRECTOR, IT INNOVATION DIV, MINISTRY OF ECONOMY, TRADE AND INDUSTRY

1 TRENDS and OUTLOOK of JAPAN'S AI POLICY

JAPAN FACES UNIQUE CHALLENGES, SUCH AS:



- POPULATION DECLINE
- AGEING SOCIETY
- LOW BIRTH RATES

THE WORKFORCE POPULATION IS EXPECTED TO DECREASE 20% BY 2040

JAPAN ALSO GRAPPLES WITH AN EXPANDING DIGITAL DEFICIT
RELYING HEAVILY ON OVERSEAS DIGITAL SERVICES

THE RELATIONSHIP BETWEEN "PEOPLE" & "AI"

- 1 AI IMPLEMENTATION PHASE
- 2 AI EXPANSION PHASE
- 3 AI-DRIVEN PHASE

SUCCESSFUL AI ADOPTION REQUIRES ORGANISATIONAL TRANSFORMATION & COMMITMENT FROM MANAGEMENT TO REVIEW THE PROCESS! NOT JUST USING AI AS A TOOL!

TO PROMOTE DATA UTILISATION, DX/AIX FOR PROGRESS & PERSONNEL SKILLS IS ENCOURAGED

- GENIAC PROGRAM
- GENERATIVE AI ACCELERATOR CHALLENGE
- GENIAC COMMUNITY
- GENIAC PRIZE

THOMAS LEE | VICE PRESIDENT, BUSINESS DEVELOPMENT, APJ REGION, SUPERMICRO

3 FROM STRATEGY to INFRASTRUCTURE: HOW JAPANESE ENTERPRISES CAN PREPARE FOR AI STRUCTURE



AI IS TRANSFORMING & DISRUPTING GLOBAL INDUSTRIES

AI GROWTH DRIVER IN JAPAN

- INDUSTRIAL MODERNISATION + ROBOTICS
- ENTERPRISE DIGITAL TRANSFORMATION DX
- PUBLIC SECTOR, NATIONAL AI STRATEGY
- GENERATIVE AI COMMERCIALISATION

THE REVENUE OPPORTUNITY FOR THE AI MARKET IN JAPAN IS PROJECTED TO GROW SIGNIFICANTLY, BETWEEN \$27 BILLION TO \$194 BILLION BY EARLY 2030s

A MAJORITY OF AI PROJECTS FAIL DUE TO VAGUE OBJECTIVES
LIKE: "I WANT TO LEVERAGE AI"

TO SUCCEED, PROJECTS MUST FOCUS ON A SINGLE, SPECIFIC, MEASURABLE BUSINESS PROBLEM!

ORGANISATIONS THAT LEVERAGE SPECIALISED THIRD-PARTY VENDORS OR OUTSOURCE EXPERTISE FOR THEIR AI PROJECTS SHOWED INCREASED LIKELIHOOD OF SUCCESS
↑ 61% HIGHER SUCCESS RATE!

SHOTA SUZUKI | REVENUE MANAGEMENT DIVISION, EVANGELIST, GEN-AX CORP

2 TRANSFORMING ENQUIRY OPERATIONS with GEN-AX: AI that GROWS SMARTER with EVERY USE

GEN-AX SPECIALISES IN CALL CENTRE OPERATIONS



SUPPORTING THE ADOPTION of ENTERPRISE AI AGENTS!

GEN-AX EFFORTS ALIGN WITH SOFTBANK'S VISION

BUILDING A NEXT-GENERATION SOCIAL INFRASTRUCTURE, POWERED BY:



AI DATA CENTRES



SOVEREIGN CLOUD & SOVEREIGN AI



AI AGENT

THE FUTURE SOFTBANK AIMS FOR!

EXPANDING INTO ALL BUSINESS OPERATIONS, WITH POTENTIAL LABOUR SAVINGS UP TO **80%**

WHY CALL CENTRES NOW?

- HIGH OUTSOURCING RATIO
- AN ABUNDANCE OF DATA AVAILABLE FOR TRAINING

GEN AXS AI SERVICES

CALL CENTER AUTOMATION
X-Ghost
AUTONOMOUS THINKING AI VOICE RESPONSE SOLUTION

BUSINESS SPECIFIC FINE-TUNING
X-Boost
GENERATIVE AI SOCS SUPPORTING ENQUIRY RESPONSE OPERATIONS

HIROSHI TANAKA | WW AI INFRA & HPC TECHNICAL SPECIALIST, GLOBAL BLACKBELT, COMMERCIAL SOLUTION AREAS, MICROSOFT

4 CLOUD INFRASTRUCTURE & RESPONSIBLE AI: ENABLING VALUE CREATION IN THE AI ERA

GENERATIVE AI IS IDENTIFIED AS A TRANSFORMATIVE DRIVER

SIGNIFICANT IMPACT ECONOMICALLY

TO REALISE THIS TRANSFORMATIVE POTENTIAL, THE EVOLUTION & ADOPTION of AI-ENABLING INFRASTRUCTURE IS ESSENTIAL!



MICROSOFT'S MISSION IS TO EMPOWER!

8 PERSON

1 ORGANISATION



SUPPORTING INFRASTRUCTURES THROUGH CUSTOM CHIP FOR SPECIFIC USE CASES

MICROSOFT'S AI DATA CENTRES POSSESS IMMENSE COMPUTATIONAL CAPABILITIES

10x THE PERFORMANCE OF TODAY'S FASTEST SUPERCOMPUTER

MICROSOFT ALSO HAS AN AGGRESSIVE TARGET TO APPLY 100% RENEWABLE ENERGY TO ALL DATA CENTRES!

EMPLOYING CLOSED-LOOP RECIRCULATION
ALLOWS FOR 100% WATER REUSE!

INTEGRATED INTO AZURE AI SERVICES
THE FOREFRONT OF IMPLEMENTING CUTTING-EDGE TECHNOLOGIES

AZURE AI FOUNDRY
NVIDIA GB200 AT SYSTEMS
LIQUID COOLING