ABeam Consulting®
Build Beyond As One.

ABeam Digital®

Meta-Business X
Meta-Cognition and platform based service for stimulating the new KAIZEN way and new business creation

Discovering value by combining "meaning of data," "knowledge," and "issue" metacognition that transcends industry

In recent years, all industries have been working toward DX utilizing digital technology and data, but often companies limit activities to replacing existing businesses and operations with digital services as a result, not leading to the creation of new value. In order to create new value, it is necessary to integrate expertise across individuals, organizations, companies, and industries. However, when working toward the integration of knowledge, the barrier of understanding areas outside one' s expertise leads to many issues such as stacking without the discovery of new value, even when efforts are made to analyze existing data. ABeam Consulting will help you solve these challenges by leveraging a platform that promotes metacognition for your business.

■ Examples of issues created by a closed perspective limited to your department/company

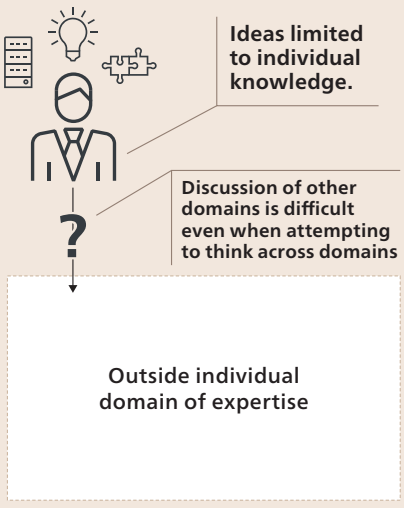
~ Target issues of Meta-Business X ~

Management	Efforts to replace existing businesses with digital as "DX" are progressing, but do not lead to new businesses or next-generation business model reform
New business / DX promotion	Orders are given to create new services in the digital era, but no good ideas come to mind and related departments do not get involved
R&D	The importance of alignment with market needs is understood, but since the focus goes to technology seeds, it results in failure to create use cases
Sales	With current in-house products and services, it is difficult to support DX, causing studies to be shelved and business opportunities and customer needs to remain buried
Business improvement task force	When working on business improvement activities, ideas limited to the department move forward without knowing if the ideas are optimal overall
Data analysis team	No insights will be gained due to the lack of types of data available internally

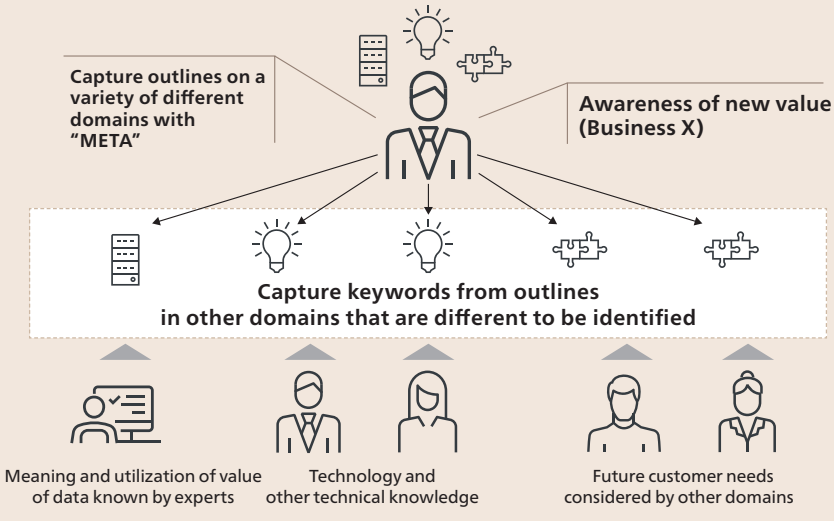
Concept of Meta-Business X ~ Thinking with “meta” by using outline keywords of various industries ~

Our Meta-Business X service, based on the concept of "metacognition" (objectively recognizing one's own thoughts and learning processes), verbalizes and visualizes as outline information the knowledge of each specialized area that exists in the minds of experts. With a panoramic view, each individual can understand his/her non-specialized areas as outline information, conceive new ideas from the linguistic connection with his/her own subject matter, and create opportunities for discussion with others.

Individual perspective only



Concept of Meta-Business X



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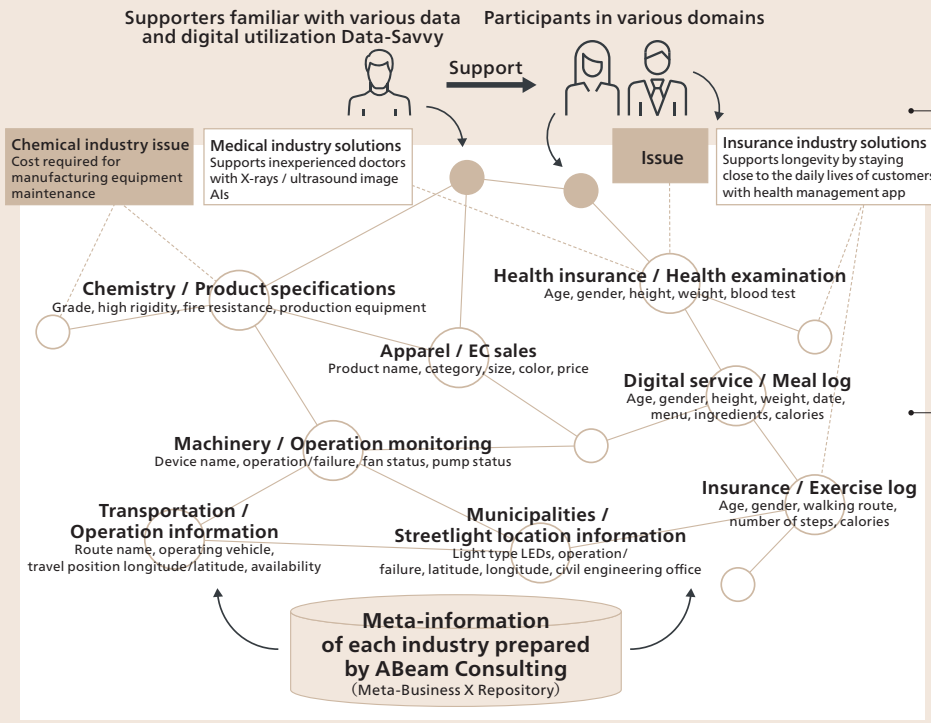
Value provided by ABeam Consulting

ABeam Consulting provides a platform that manages and visualizes relationships between meta (outline) information related to the businesses and knowledge held by each industry, and provides operational support for sessions that utilize this information to induce communication. Our company promotes the discovery of value across industries through these mechanisms. This platform allows you to accumulate and reutilize the outline information related to your company assets, and establish a culture of continuous discussion from a cross-industry perspective.



Future customer value discovery session (Insight from Meta-Business)

- Discussions based on information visualized through platform
- New awareness through advice by supporters well-versed in data and digital utilization
- Verbalization and common recognition of company assets

Infrastructure for supporting business metacognition (Meta-Business X Platform)

- Our "Meta-Business X Repository" meta-information prepared based on various industry knowledge allows companies to obtain the necessary perspectives of other industries
- "TEEDA," an application that links and visualizes input keywords, expands the ideas of individuals

Leveraging Data Jackets and TEEDA of the Osawa Lab of the University of Tokyo

Our Meta-Business X service introduces technologies called Data Jackets and TEEDA, which match various stakeholders in data utilization while formulating the value of data usage and facilitating co-creation.
*Data Jacket is a technology developed by the Osawa Lab of the University of Tokyo.

Data Jacket

Abstract information that outlines what needs to be known in terms of the appeal of the data without disclosing the contents of the data

Actual data

Supermarket POS data

Item	Customer ID, date, amount, product name, region name
Outline	XX Supermarket POS data
Type	Numbers, time series, strings

Data Request

Information on data you do not have but want for a certain purpose

Sales data of supermarkets in Tokyo

Purpose of use	Desired knowledge: Changes in purchasing behavior caused by weather
Item	Date, amount, product name

TEEDA System

(Treasuring Every Encounter of Data Affairs)

A tool that posts desired data (data requests) and available data (Data Jackets), matches data providers and users, and promotes visualization

Case example of use

Deliverable

Long list of ideas

Long list of future provided value and initiative ideas identified during "Future Customer Value Discovery Session" discussion

Business metacognition support environment

Manage and visualize various industry information prepared by ABeam Consulting along with your assets and customer issues "Business X Platform" environment

Skill acquisition

Idea creativity interpreted by data

- Seeding new businesses and services through collaboration with other industries
- Inspired by case studies from various industries, be aware of how your business should improve
- Explanatory power for persuading other departments to be involved

Ability to interpret business with data

- Ability to understand the meaning of data
- Interpretation of data and data relationships
- Panoramic view of industry

- Generate ideas on how we should collaborate with clients in various industries
- New digital services Planning
- Promote business improvement project
- To put DX initiative roadmap into practice

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