Realize your vision

Digital Transformation

How India and Korea Can Create Synergy

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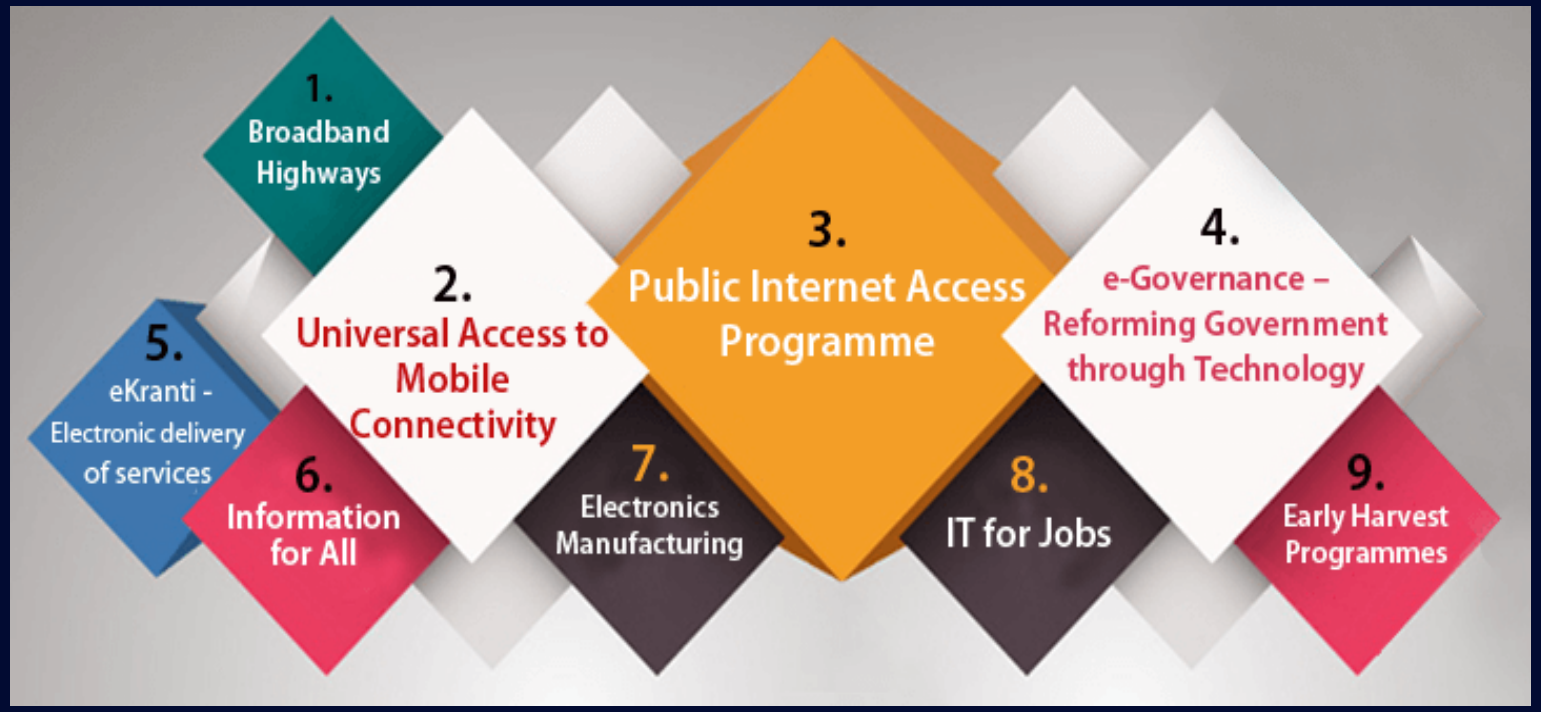
Managing Director
SAMSUNG SDS INDIA

‘Digital India’ Programme since 2015

Vision Areas

Digital Infrastructure as a Core Utility to Every Citizen	Governance and Services on Demand	Digital Empowerment of Citizens

9 Pillars of Digital India



Source : Ministry of Electronics & IT, https://digitalindia.gov.in

High Digital Adoption in India

India No.1 globally

1.26b

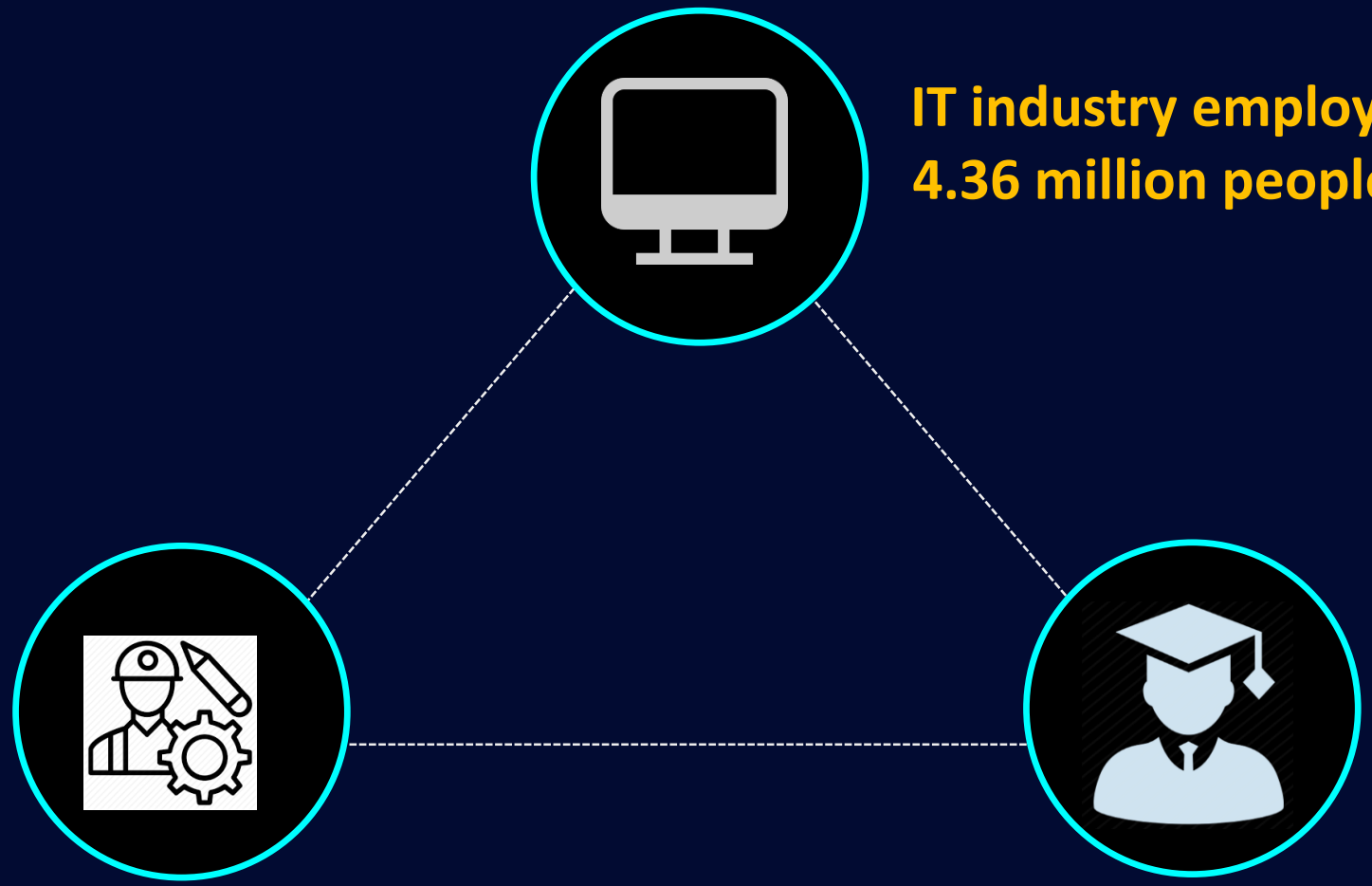
People enrolled in world's largest unique identity program

India No.2 globally

- **19b** — App downloads
- **1.06b** — Wireless phone Subscribers
- **687m** — Internet Subscribers
- **502m** — Smartphone Devices
- **400m** — Users engaged in social media

Source : UIDAI, Hootsuite, techARC, AppAnnie

Strong IT Expertise in India



IT industry employs around 4.36 million people in India

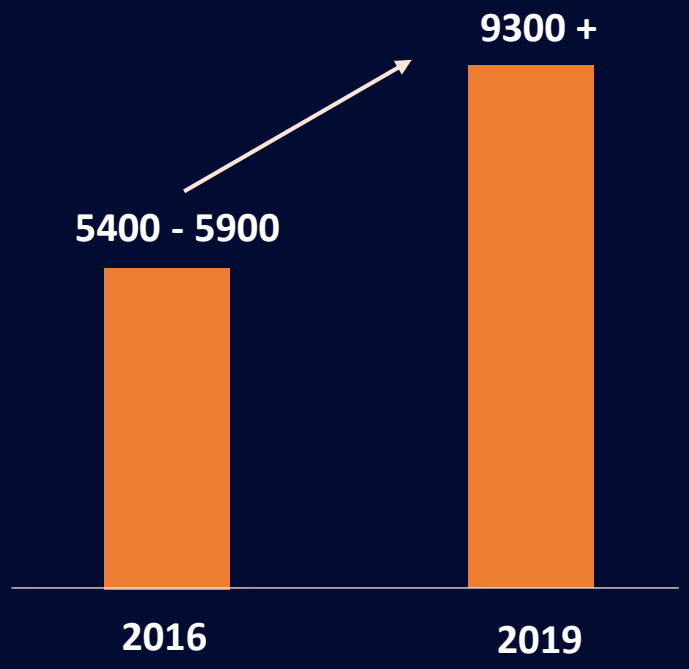
1.5 million engineers graduate every year from 10,000+ engineering colleges

0.3 million MBA graduates every year from 4000+ MBA colleges

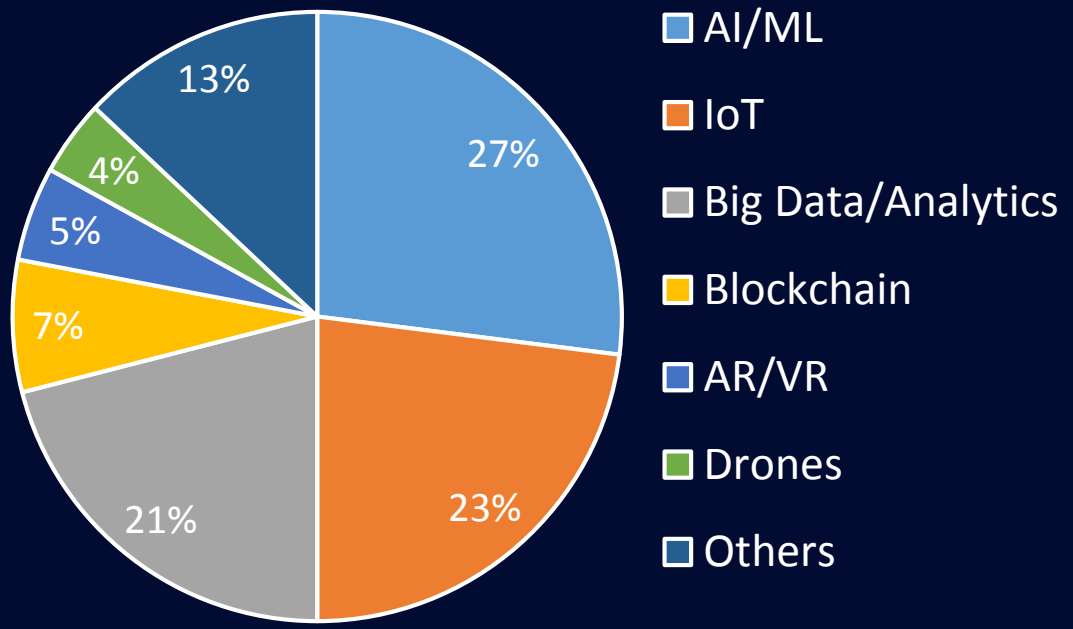
Source : IBEF

3rd Largest Startup Eco-System in the World

60% Plus Increase in # of Startups



1600+ Advanced Tech Startups in India



Source: Nasscom, Zinnov

Synergy for Digital Transformation

- High Digital Adoption
- Strong IT Expertise
- Large Eco-system of IT Startups

- Digital Transformation References
- Comprehensive IT Solutions across Industries
- Business Expansion in India Market

Digital Transformation Areas in India

Smart Cities Mission

- 100 smart cities are being developed
- Investment of USD 292.88 billion

Public

Large Retail Market

- Market expected to reach USD 1.1 trillion
- Top five retail market in the world with 1.3 billion people

Retail

‘Make in India’ Initiative

- Contribution to GDP from 16% (2015) to 25% (2022)
- Creating 100 million job by 2022

Manufacturing

Growing Cargo Volume

- Market to reach USD 215 billion in 2020
- Wide spread with 4000 cities /towns & 6 lakh plus villages

Logistics

Cardiovascular Disease

- No. 1 cause of death :~28% (2016)

Ophthalmologic Disease

- Blindness : 8.8 million (2015)
- MSVI* : 47.7 million (2015)

Healthcare

*Moderate & Severe Visual Impairment

Intelligent Factory : AI-based Manufacturing

Equipment

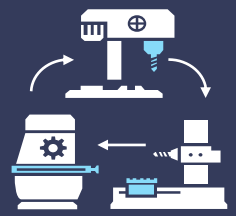
Predictive maintenance

2.1PB collected/month

24 hours ~ 5 days early detection

Process

AI-based process control



Process quality 30% ⬆

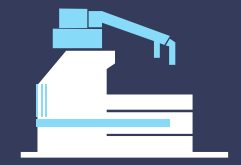
Inspection

AI-based defect analysis

AI Inspection Accuracy 85%

In-plant Logistics

Real-time Inventory management



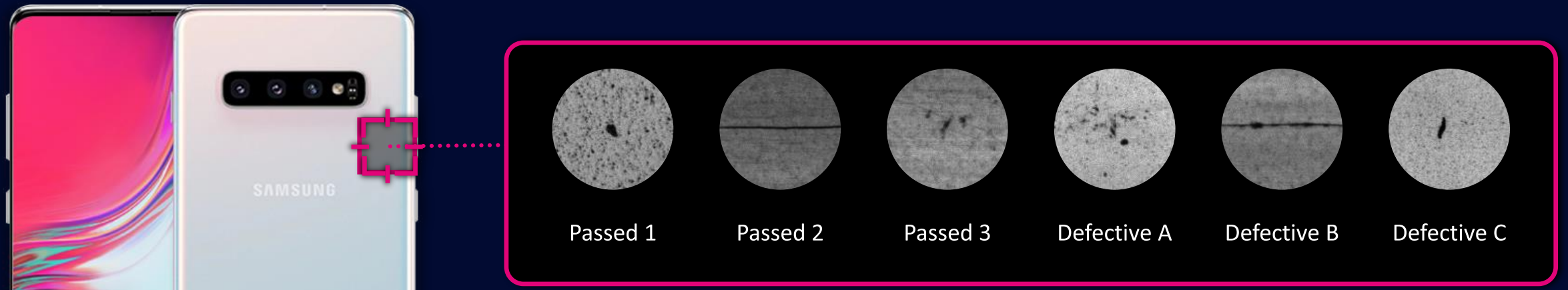
Load capacity 1.6x ⬆

Shipment leadtime 35% ⬇

* PB : Peta Byte

Intelligent Factory : AI-based Defect Analysis

Prediction + **Decision Making** + **Feedback**



Digital Healthcare : Retina Fundus Diagnostics

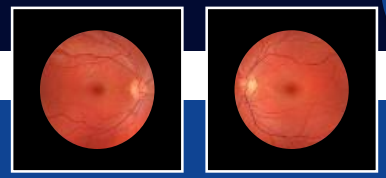
Eyelike
Portable Camera

Brightics™ Retina
on Cloud

- ✓ Improve efficiency as getting preliminary result
- ✓ Get access anywhere remotely
- ✓ Detect the preventable blindness earlier

Clinician

SDS Brightics™ Retina



Ophthalmologist

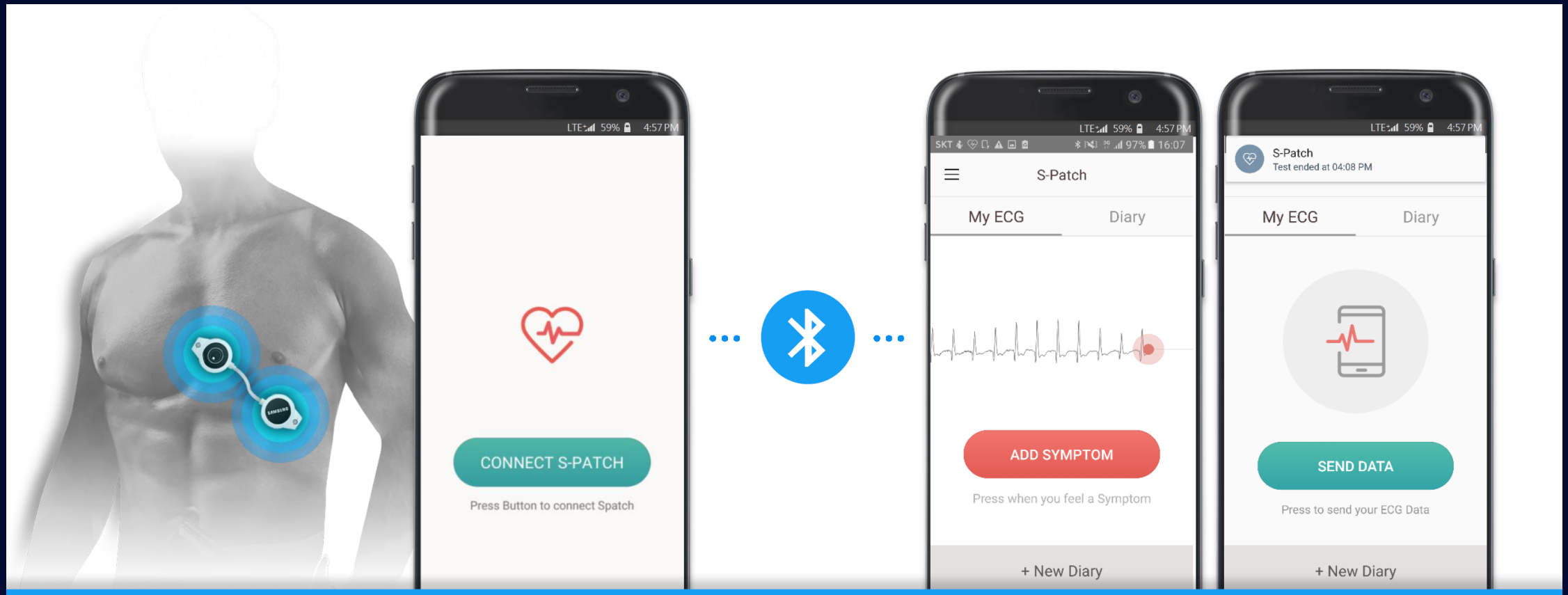
Capture Fundus Image

Upload Image to Cloud

Provide
the Preliminary Result

Make
the Final Decision

Digital Healthcare : ECG Monitoring



Attach

Lightweight(8g),
improved patient wearability

Connect S-Patch to Application

Through Bluetooth,
easy to connect device and send data
(maximum 100hr)

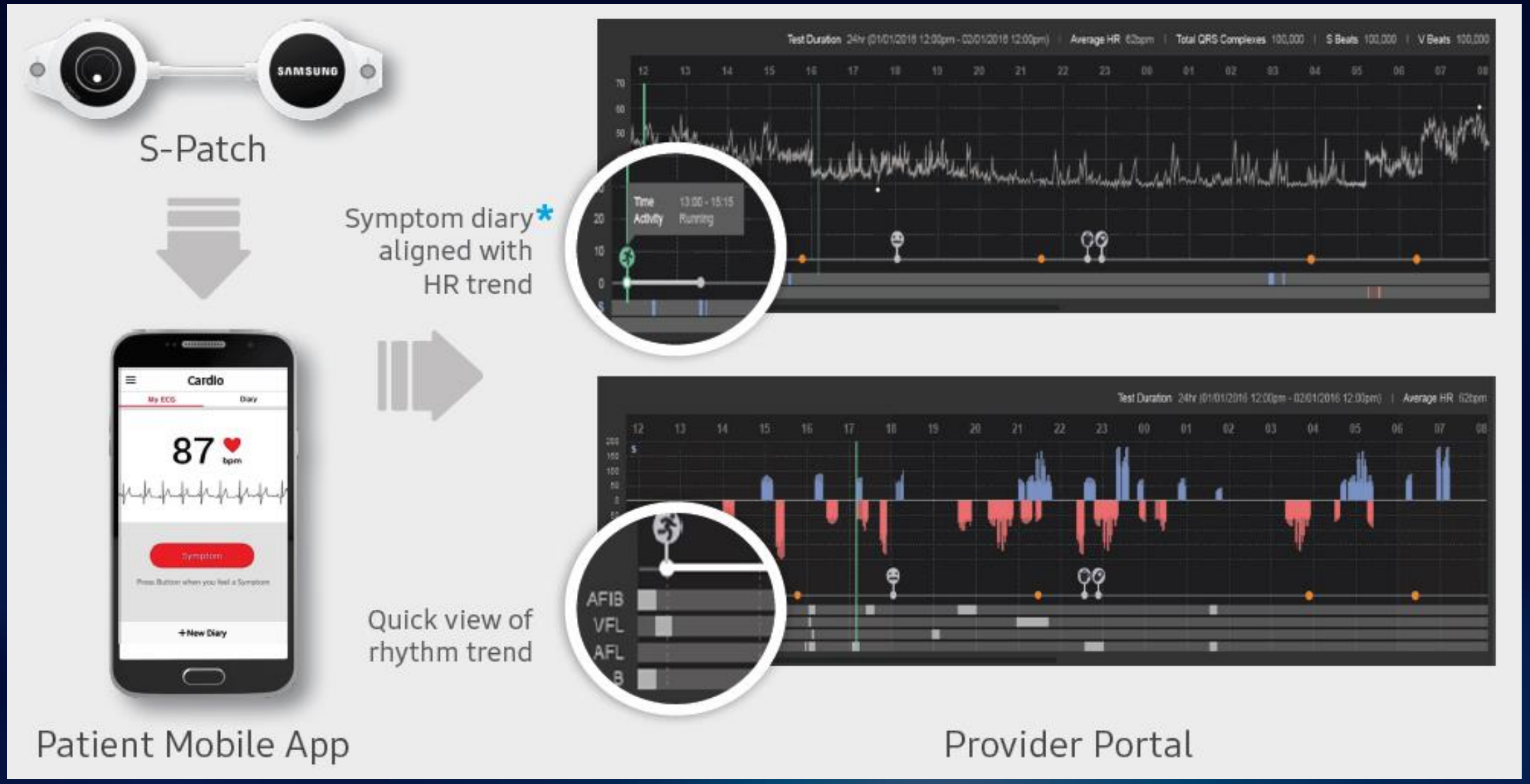
Symptom Log

One touch button for
symptom / activity entry

Send Data

One button to
send data

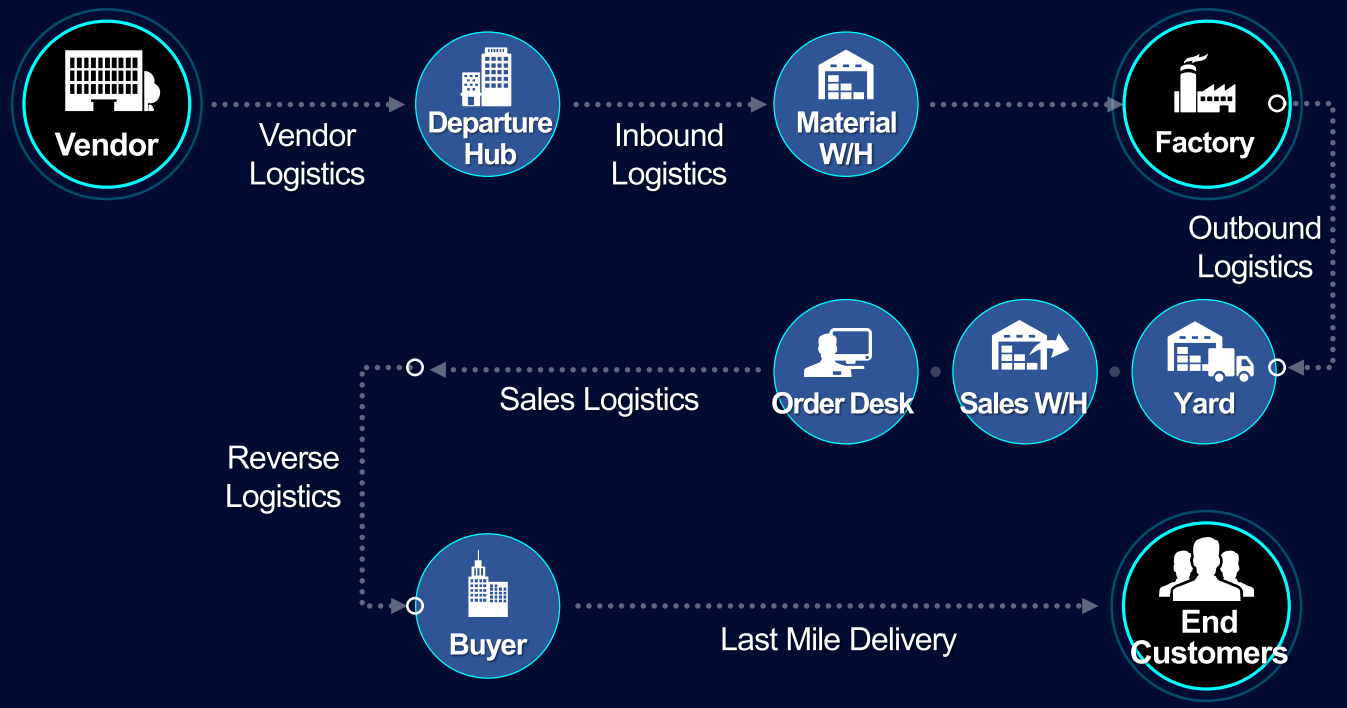
Digital Healthcare : ECG Monitoring



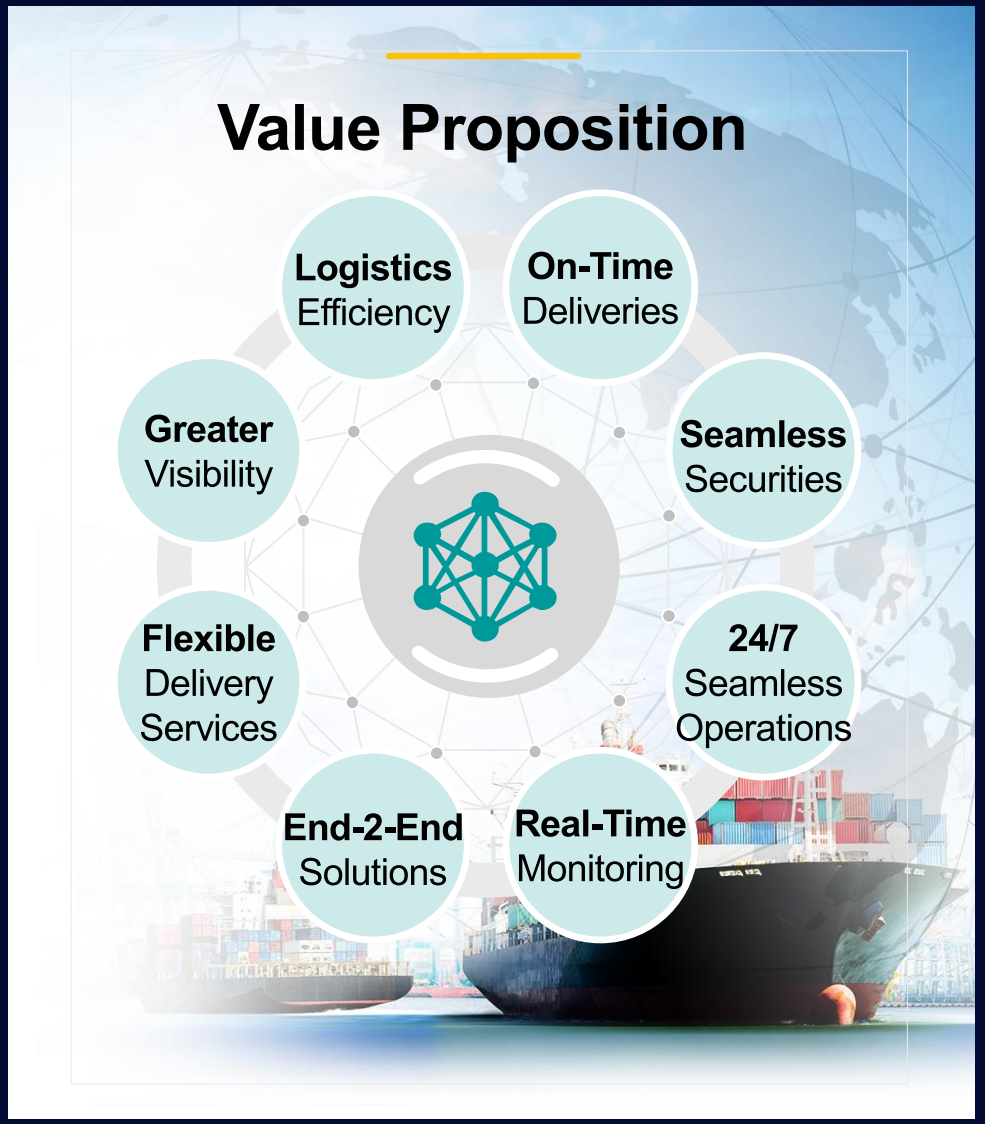
S-Patch Cardio - ECG

Smart Logistics : Innovative & Integrated Logistics Services

Logistics Services

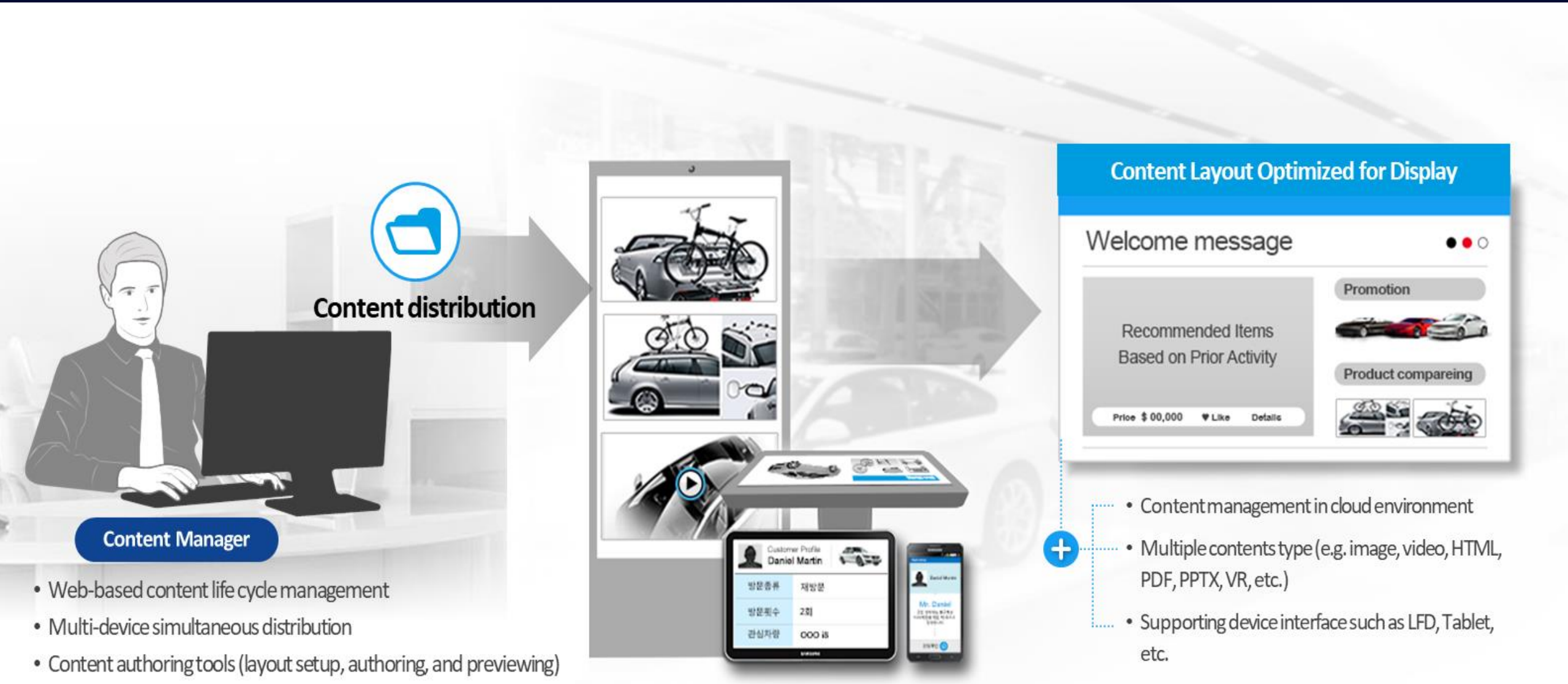


Value Proposition



Data Marketing: Behavior Sensing & Video Analytics

Data Marketing: Centralized Content Management



- Web-based content life cycle management
- Multi-device simultaneous distribution
- Content authoring tools (layout setup, authoring, and previewing)

- Content management in cloud environment
- Multiple contents type (e.g. image, video, HTML, PDF, PPTX, VR, etc.)
- Supporting device interface such as LFD, Tablet, etc.

Insert Video

Smart City : Data-driven Services through Digital Transformation

CLEANER

Through environmental sensors and facilities status data

SAFER

Real time data can assist managing emergency and unusual events

ECO-FRIENDLY

Managing and Reducing Energy consumption based on energy data analysis

EFFICIENT

Improving Management efficiency through integrated data analysis

INNOVATIVE

Providing a platform to open data up to the public, which stimulates creating ideas

SEAMLESS

Providing real time data and timely services offer seamless user experience

ATTRACTIVE

Making attractive place through data-driven digital transformation

INTERACTIVE

Better and more targeted services to customer through live data sharing

Smart City : Integrated Monitoring & Control Center

Remote management

Facility management

Safety control

Building management

Air quality control

Data Sources

- Multi Sensor Pod
- Detector
- Display
- Controller
- Buildings
- Trees

Collect Real-time data

Remote Control

Integrated Operation Center for Monitoring & Control

Brightics™ AI

On-Premise

Cloud

Brightics IoT

Connect | Data mgmt. | Analytics | Security | Device mgmt.

Interface with data sharing systems

Relevant Organization

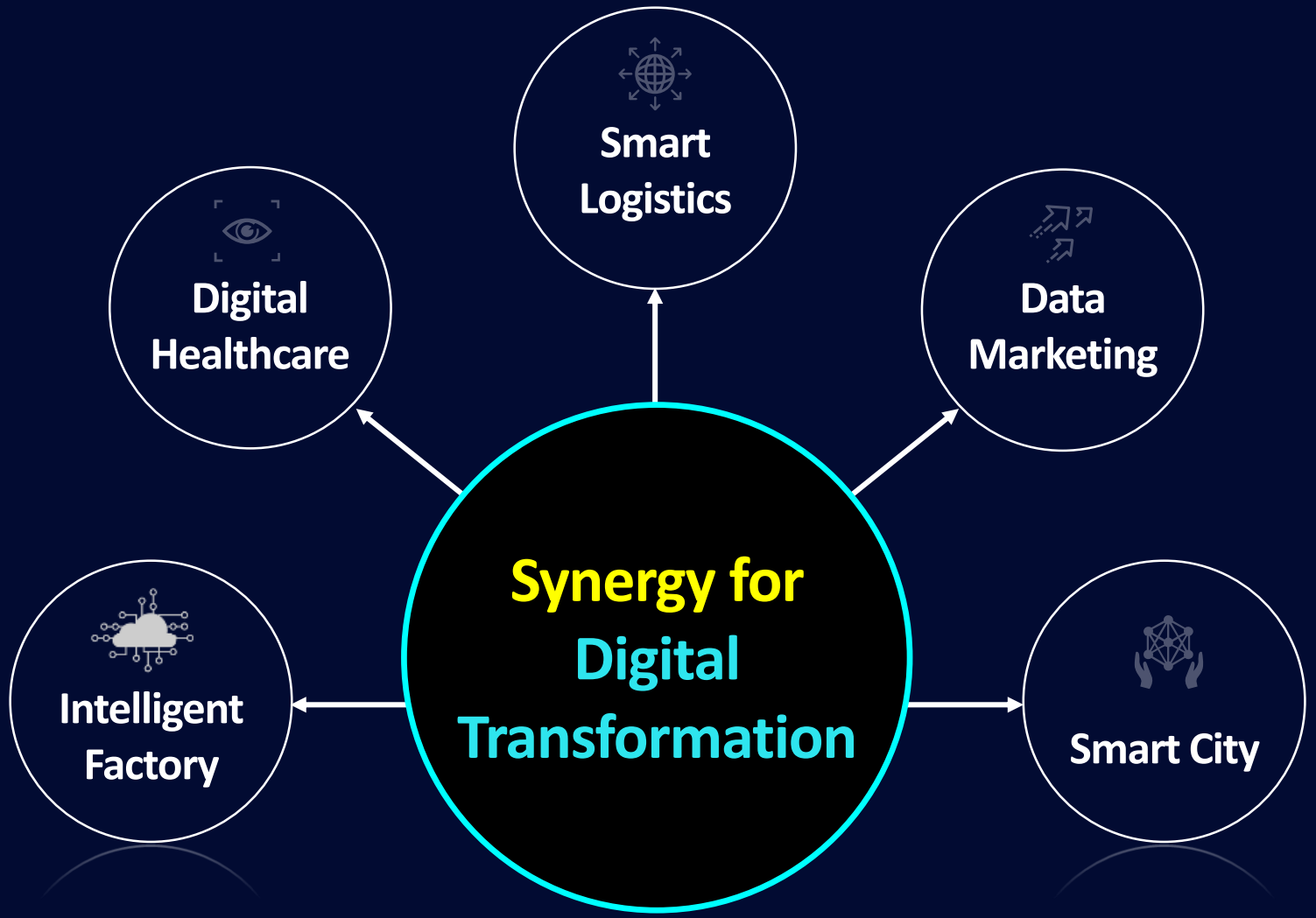
- Gov' Agency
- Security
- Fire Station
- Hospital

Send Real-time Info.

Citizens

- PC
- KIOSK
- Smart Phone
- Wall-Pad

Synergy for Digital Transformation of India



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