Today, there is a lot of hype around the Internet of Things, big data analytics, and the potential for a big payoff. But for businesses, it’s always about an immediate return on investment. Applying the principles of Social Innovation is about the greater good—using technology to help build healthier, safer, and smarter societies. In fact, a recent IDG Research Services study revealed that organizations are indeed leveraging Social Innovations, paying it forward and appreciating what they receive in return.

**SOCIAL INNOVATION DEFINED:**
The integration of machine data (i.e., Internet of Things), analytics, I.T. solutions and industry expertise to enable organizations and agencies to address larger societal issues and trends.

**WHAT COMES THROUGH LOUD AND CLEAR?**
Businesses see the value in Social Programs and are investing in programs that benefit society.

- **80%** believe social conscience is good for business
- **60%** say their business decisions align with this belief
- **55%** have Social Innovation programs already in process

**VARIOUS BUSINESS GOALS ARE DRIVING SOCIAL INNOVATION PROGRAMS ACROSS INDUSTRIES**
But they have one important commonality: they’re leveraging innovations like Big Data Analytics and IoT to amplify their societal efforts to make a genuine impact.

**HEALTHCARE**
Improving level of personalized care

**FINANCE**
Developing more cost-effective products and services

**TELECOMMUNICATIONS**
Boosting communication capabilities and competitiveness

**GOVERNMENT**
Increase collaboration among departments/agencies

**ORGANIZATIONS ARE MAKING SIGNIFICANT INROADS, BUT PERSISTENT I.T. CHALLENGES SLOW PROGRESS**

<table>
<thead>
<tr>
<th>Resources</th>
<th>Budget</th>
<th>Integration</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>38%</td>
<td>37%</td>
<td>15%</td>
</tr>
</tbody>
</table>

To overcome those challenges, many I.T. leaders are looking to partners with very specific requirements that will help them make better decisions and unlock insights that fuel business programs.

**HITACHI IS COMMITTED TO HELPING ORGANIZATIONS MAKE THEIR OWN MARK ON SOCIETY BY UNLOCKING THE POWER OF BIG DATA, IOT AND OTHER INNOVATIONS.**
We do that through our Hitachi Social Innovation solutions, which facilitate machine learning and historical analysis. And we use the Hitachi Insight Center of Excellence, which brings together proven expertise in everything from data analytics to systems integration and delivery. Our solutions are driven by industry-specific precision, so your social impact is profound and profitable.

---

For more information, see the full report: Social Innovation: Perceptions and Progress.

www.hds.com/solutions/social-innovation