



# BEAUTY BUILT FROM THE INSIDE OUT

Making the world a more colorful place  
with big data analytics

# Driven by advanced technology, Nippon Paint infuses big data analytics into product development, manufacturing, and delivery to anticipate and meet customer demand.

## The Power of Predicting

Using the Intel® Xeon® processor E7 family with SAP Hana\* in-memory analysis software, Nippon Paint optimizes manufacturing, supply chain, and marketing operations through a process of big data aggregation, big data analytics, and big data distribution. What does it all mean? Nippon Paint can ensure that suppliers have enough of the right materials and enable cross-product buying predictions.



## Redefining Success

It's all about how quickly orders can be fulfilled—and that's no easy feat.

This section contains three panels, each with an icon and a text description. The first panel features a map of China and is titled 'Challenging Terrain', describing the difficulty of navigating the country's diverse landscape. The second panel shows a stack of boxes and is titled 'Advanced Growth', highlighting the high volume of orders. The third panel shows a clock icon and is titled 'Customer Expectations', noting the demand for products within a 1 to 3 day window.

## Thriving through Innovation

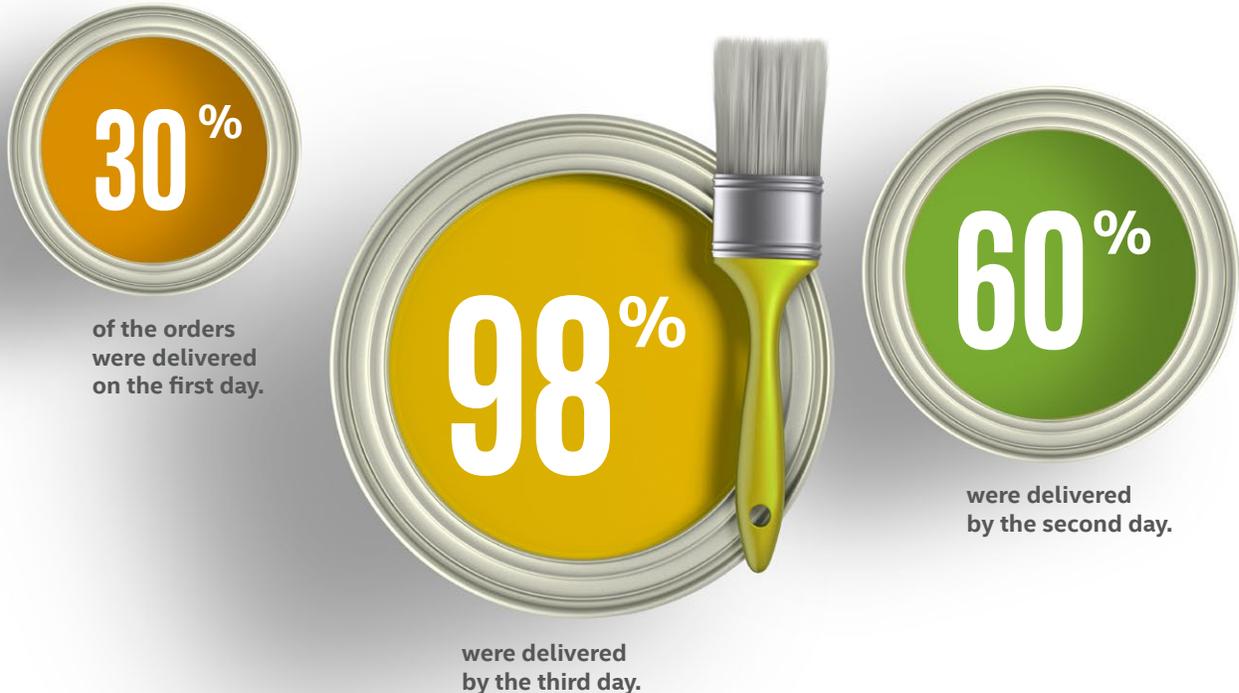
As the largest paint and coatings manufacturer in Asia, Nippon Paint aims to embody innovation, excellence, and eco-friendliness with a mission of creating a world full of beauty and color.



## Meeting High Demands

During a sales event on the Alibaba\* online marketplace, Nippon Paint sold more than USD 3 billion worth of product in a single day.

Running on a trusted, highly scalable platform, the company was able to anticipate massive peaks in manufacturing needs and optimize the supply chain.



## A Map to Market Needs

Nippon Paint also tracks and analyzes trends in consumer behavior around colors, styles, and designers, via the Nippon iColor app, to create products and services that specifically tap into—and even drive—evolving market trends.

## The Vision of a Bright, Colorful Future

Intel and Nippon Paint are upping the game for retailers around the world with exceptional customer experiences driven by real-time analytics in product development and manufacturing, supply chain, and marketing.

Together, we are making beautiful things happen.

**Discover how other organizations use big data analytics to do amazing things at [intel.com/centerofpossibility](http://intel.com/centerofpossibility).**

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