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CONNECTING THE ENTERPRISE IT
COMMUNITY IN ASIA PACIFIC COUNTRIES

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SALESFORCE
EDITION

**EARTH
TECHNOLOGY**

**BRIDGING
THE SKILLS
GAP IN
JAPAN**



TATSUYA NOSHIRO,
CEO

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EARTH TECHNOLOGY

BRIDGING THE SKILLS GAP IN JAPAN

BY Annie Johnson

The rising globalization has been pivotal to Japanese reform, bringing more firms to the attractive growing market and the cost advantages. However, this rapid globalization highlights the chronic shortage of human resources with both IT Skills and bilingual required to standardize the systems globally.

Earth Technology was born with a singular focus on meeting society's needs by providing precious human resources. Committed to

leading enterprises to succeed in this challenging environment, Earth Technology specializes in providing "world-class and future-class" global human resources who can support business growth based on their high language skills and excellent IT know-how. Driven by its corporate slogan, "IT x English Drives Business Growth," Earth Technology empowers customers seeking business overseas with bilingual IT services in Japanese and English. As a one-stop-shop for IT services, Earth Technology covers

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TATSUYA NOSHIRO,
CEO



many benefits for IT infrastructure, network and servers, websites, smartphone applications, and systems integration of industrial equipment—from design and construction to operation and management. “With an aim to become a global company, we believe in contributing to the society by unlocking the full potential of high-end technology. Hence, we chose to name ourselves ‘Earth Technology’,” says Tatsuya Noshiro, CEO of the Tokyo-based company.

At the core, Earth Technology implements the global solution, network solutions, cloud solutions, system development, IT support desk, translation, and web services. As a Salesforce.com Certified Consulting Partner, the company also enables customers to review their business processes, overcome their corporate issues, improve work efficiency, cost reduction, and sales performance. “There is limitless potential for DX to be achieved by the Salesforce platform; we help our customers to create entirely new value by leveraging this platform,” informs Tatsuya Noshiro. In doing so, Earth Technology provides a complete range for services—from consulting and introduction to operation and maintenance support—for Salesforce implementation. The service delivery model at Earth Technology involves assessing clients’ existing business processes and offer consulting services to create new business processes on the Salesforce platform. Instead of replacing all the systems with Salesforce, the team works closely with the client’s existing systems to ensure that they acquire the maximum improvement effect with the least amount of investment. “The Salesforce platform continues to enhance our approach for DX. Soon our solutions will turn comprehensive combining all of the Salesforce products, to bring more business process improvement,” he adds.

The uniqueness of Earth Technology stems from its determination to approach the challenges faced by its customers and find real improvements. This ability is instrumental in establishing engagement between the company and its customers and increasing the value of its customers’ markets. While one of the challenges is to reform marketing in the rapidly maturing manufacturing industry in the APAC region, the expert team at Earth Technology helps the clients solve the problems by establishing real-time customer engagement. “We emphasize approaching key points by recognizing stakeholders or analyzing business processes,” stresses Tatsuya Noshiro. Earth Technology’s proficiency in establishing real-time customer engagement worked wonders for one of its clients involved in manufacturing maintenance. Before deploying Earth Technology’s services, the client managed its field engineers in charge of repairs, repair reports, and parts replacement requests discretely in MS Excel. Earth Technology addressed this problem by implementing Salesforce’s Field Service Lightning solution. Field Engineers can now not only check their work schedules and tasks from the mobile app but also get electronic signatures from customers directly on-site and on the app. This allows field engineers to spend more time on-site and focus on their work more efficiently. On the other hand, administrators can now centrally manage workloads and documents, giving the field engineers more time to improve service quality.

Scripting similar success stories for its clients, Earth Technology looks forward to expanding its business beyond its existing branches in Tokyo, Osaka, and Sapporo and entering the Asian region within three years. **ACO**

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Earth Technology



The annual listing of 10 companies that are at the forefront of providing Salesforce solutions and impacting the APAC industry