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.

Big Data Aggregation
Connects to data sources like sales, suppliers, and purchases

Big Data Analytics
Real-time processing and analyzing

Big Data Distribution
Delivers to Apache Hadoop® software, app, reporting

Challenging Terrain
Navigating China's geographically diverse landscape

Advanced Growth
Experiencing an incredibly high volume of orders

Customer Expectations
Expecting products within 1 to 3 days

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.

250M customers in China
8,000 suppliers
28 factories
3,500 retail outlets
1,700 distributors
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.

![Image of paint cans with percentages]

- 30% of the orders were delivered on the first day.
- 98% were delivered by the second day.
- 60% were delivered by the third day.

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.