

# ASICS Digital

# ASICS Digital

# ASICS Digital

ASICS Digital serves at the center of our company's digital transformation. Our team powers ASICS' entire digital consumer world—ASICS.com, One ASICS, ASICS Studio and Runkeeper. Leveraging modern technology, marketing, analytics, design thinking, and a high-tech startup culture, we improve our users' lives through fitness and make ASICS the most helpful fitness brand in the world.





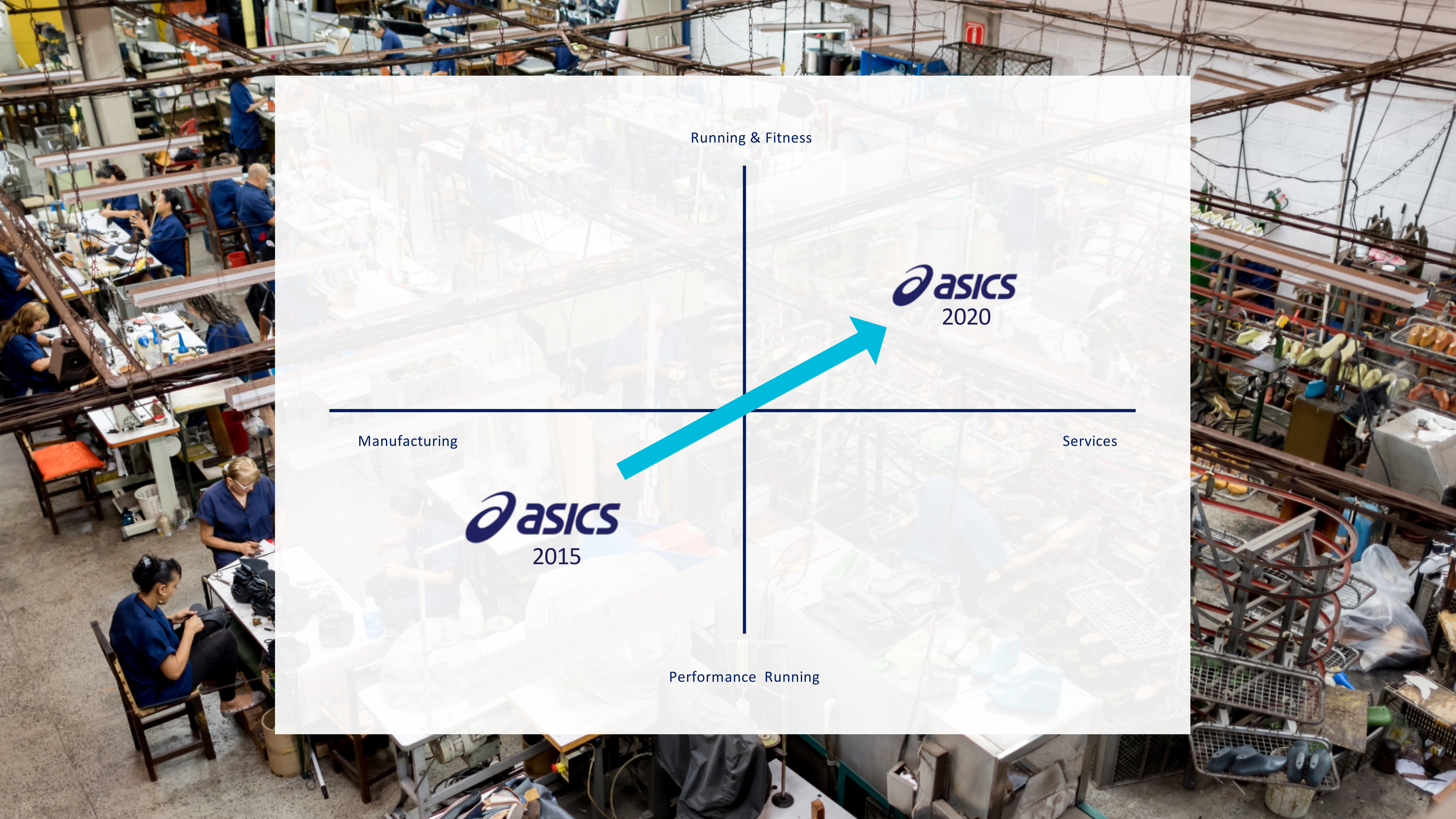


Anima Sana In Corpore Sano

A Sound Mind in a Sound Body







Running & Fitness

**asics**  
2020

Manufacturing

Services

**asics**  
2015

Performance Running



# Our Foundation for Success



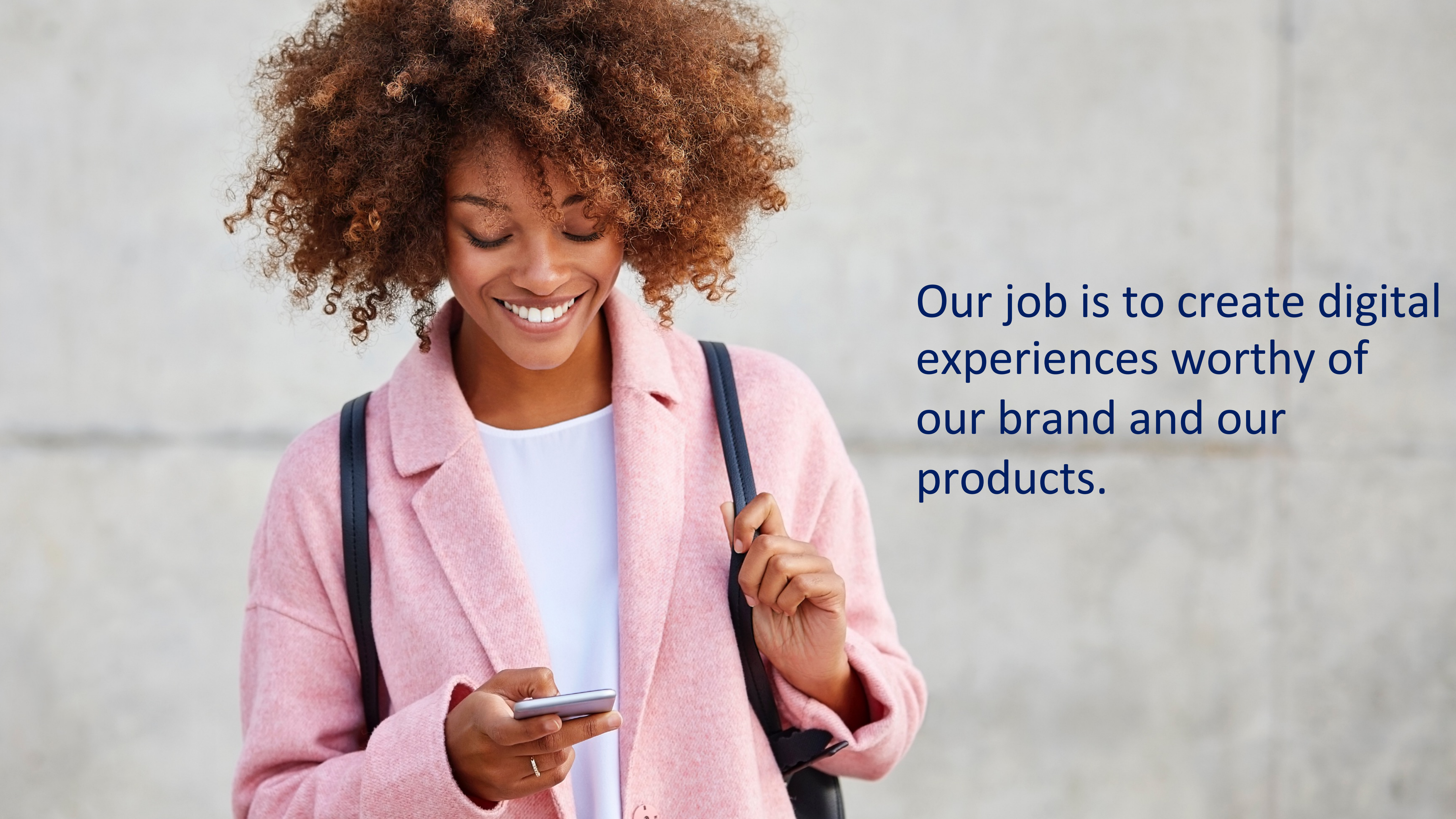


A woman with dark curly hair, wearing a bright pink athletic shirt and black leggings with a subtle pattern, is captured in a dynamic running pose on a paved track. She is wearing colorful ASICS running shoes. The background shows a vast, open landscape under a clear sky with soft, warm light from the setting or rising sun, creating a serene and inspiring atmosphere.

Running and Runkeeper  
are in our DNA.

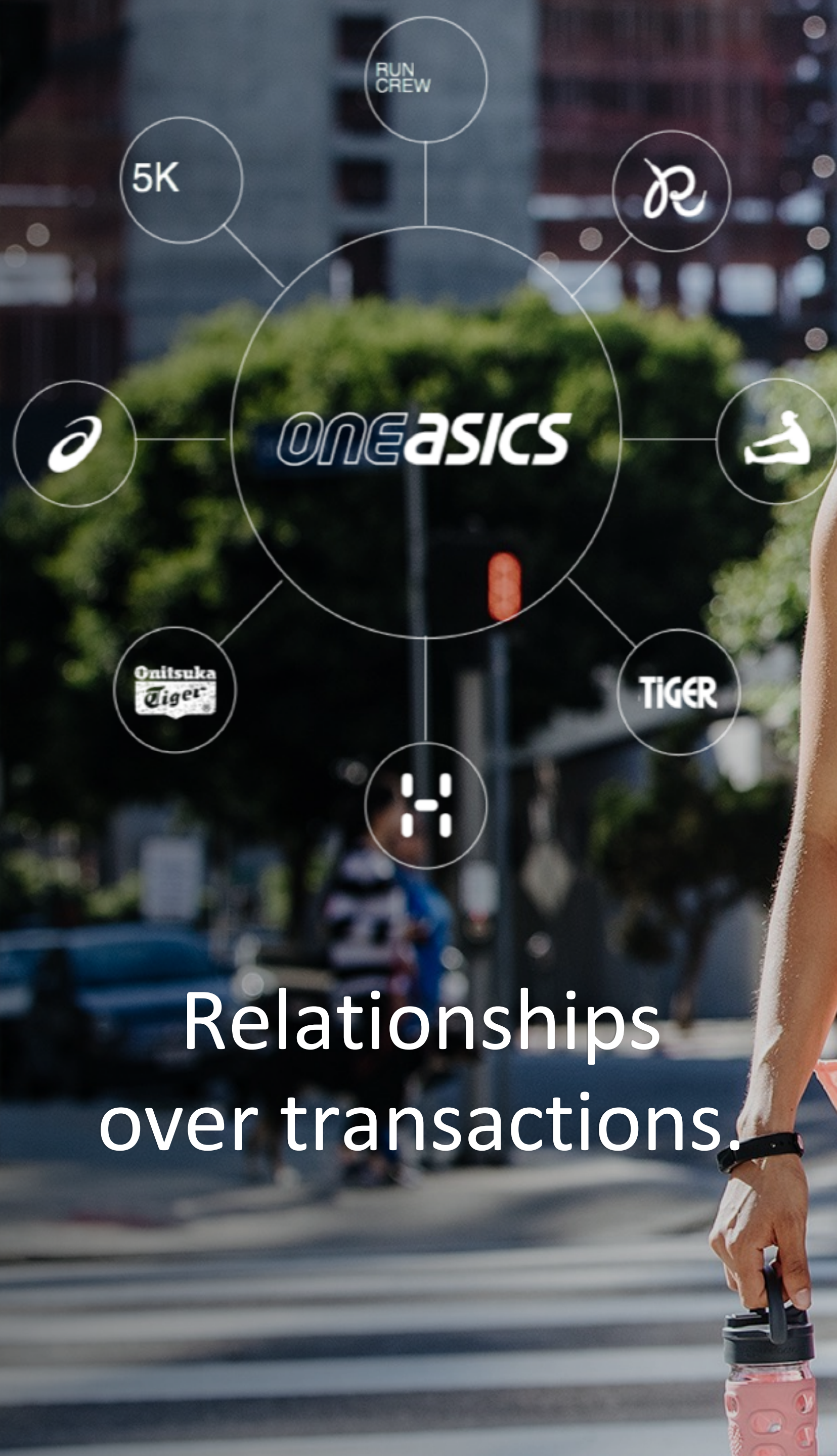
 |  runkeeper





Our job is to create digital experiences worthy of our brand and our products.





Relationships  
over transactions.



# Our Technology Challenge

Helping people to discover, adopt,  
and succeed in fitness.

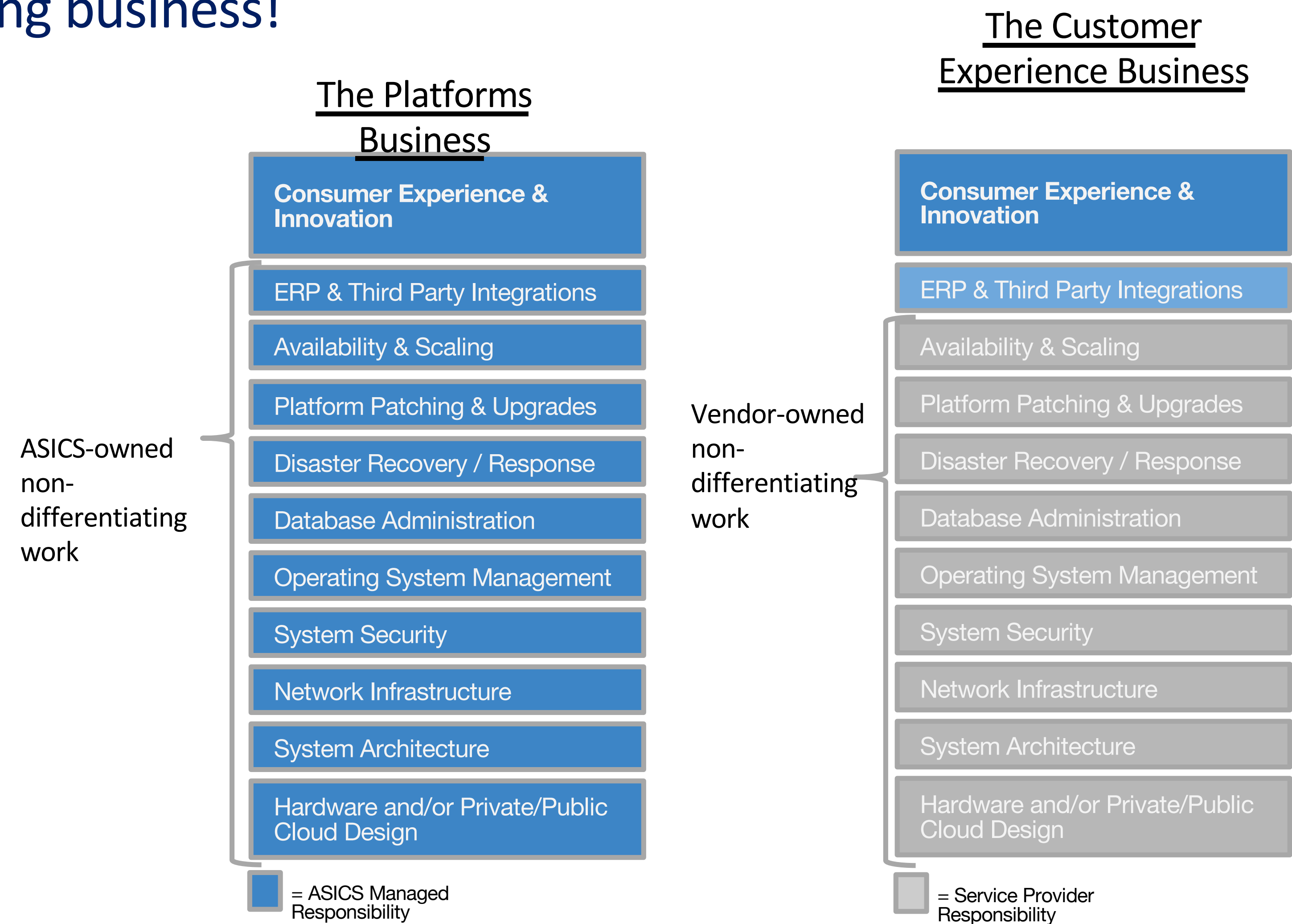




# Start with the Hard Problems

December 2016 - We're in the wrong business!

- On Premise - the purchase or lease of software where the client is the only retailer on the platform (ie. single tenant).
  - On Premise platform investment is limited by the economic value to the single business.
- 'Multi-tenant' - a software-as-a-service arrangement where the vendor supports many clients with a set of shared services.
  - Multi-tenant platform investment is proportional to the total economic value of all businesses served.





# 1. Start with Our Customer and Our Job

Helping people to discover, adopt, and succeed in fitness.



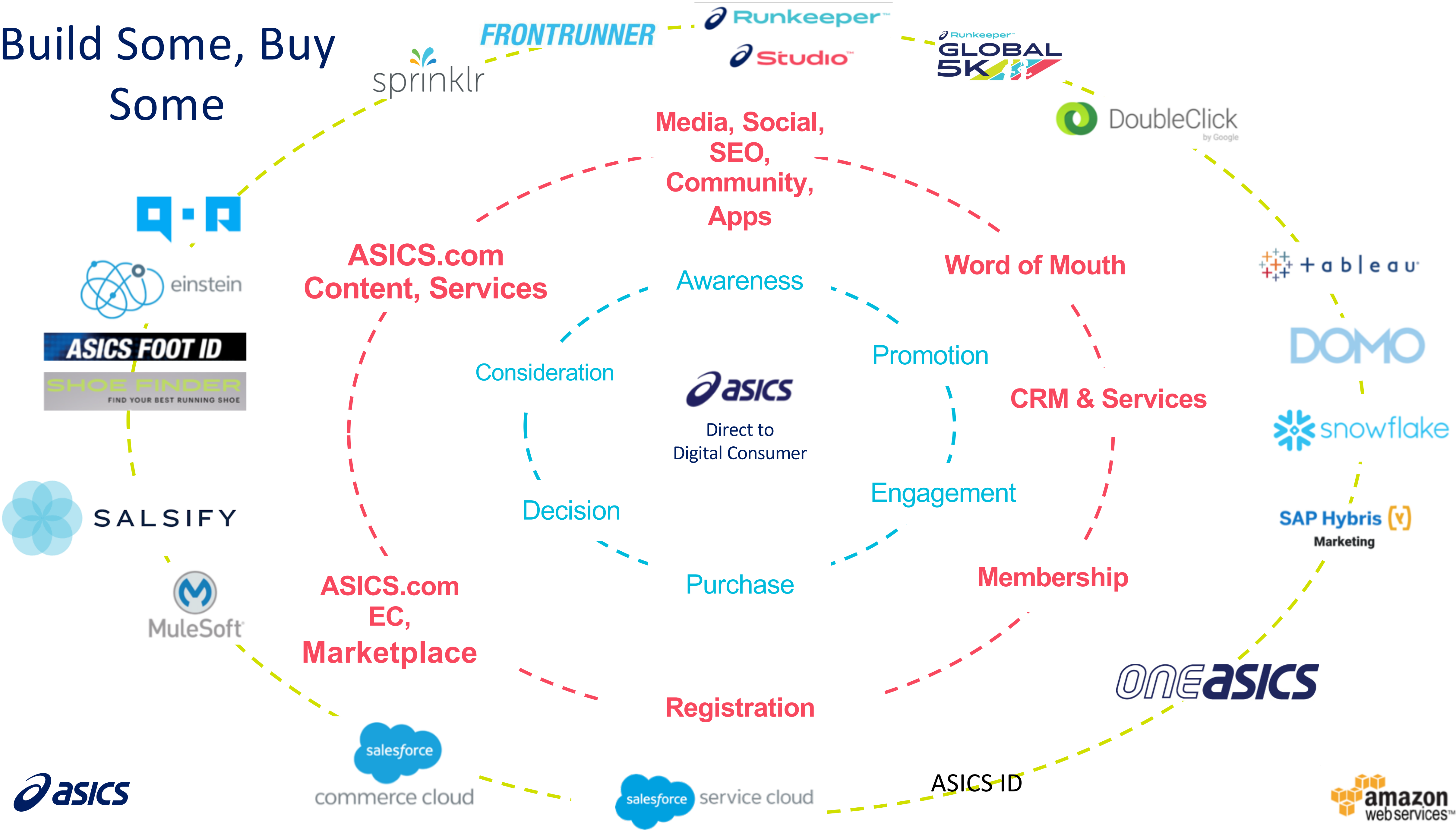


# Identify Business, Content and Commerce Strategies





# Build Some, Buy Some





# Our Work in Progress

## **DMP, Tag Management**

Tealium, Blue Kai,  
Krux

## **Media Management**

DoubleClick  
DBM, DCM, DFP, GA

## **Social**

Sprinklr, TensorFlow, Comprehend

## **Content Management**

QOR

## **Ecommerce**

Salsify, Demandware / SFCC, Mulesoft,  
SF Einstein

## **Engagement**

Hybris Marketing Cloud, Salesforce  
Marketing Cloud, Iterable

Iterable

## **Fulfillment**

Service Cloud, SAP FMS



# Our Tech Philosophy

- One customer. One account. One view.
- Fewer platforms are better than more.
- Everything consumer moves to Cloud.
- If it's not a means of differentiation, outsource it.
- Avoid monoliths. Break dependencies. Embrace APIs.
- Short RFPs. Efficient pilots.
- Choose vendors based on future winners.

Assume no one in the organization understands what you are doing or why you are doing it.



Thank you.

**asics**  
I MOVE ME™

