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Zeon launches innovative data management system for elastomers R&D as its first subscription-based service, advancing customers' R&D capabilities

Zeon Corporation (Zeon; head office: Chiyoda-ku, Tokyo; President and CEO: Tetsuya Toyoshima) today launched a data management system dedicated to elastomer research and development. As Zeon's first subscription-based service, the system enables the centralized management and utilization of R&D data related to rubber products, helping customers improve efficiency and advance their R&D activities. During the initial rollout, Zeon will prioritize introducing the system to customers in Japan and will gradually expand its availability thereafter.

Data management presents a number of challenges in the development of elastomer products. Because data is often distributed across multiple systems rather than centrally managed, organizations can find it difficult to leverage historical data effectively. Through years of providing elastomers and engaging in dialogue with customers, Zeon has come to recognize these challenges as a significant industry-wide issue.



Zeon's new data management system, developed to address this issue, incorporates practical features tailored specifically to the rubber product R&D process. By leveraging a database that integrates master data for major compounding agents available in Japan with catalog data, it enables customers to access and utilize data quickly and efficiently in their day-to-day R&D activities. The system also features an intuitive user interface and user experience. Its design is optimized for rubber material R&D, with a focus on usability and data visibility. Going forward, Zeon will continue to expand and enhance the system's functionality in response to customer needs.

In addition to the growth drivers identified for Phase 3 of its medium-term management plan, STAGE30, Zeon has designated growth drivers for its next phase of growth and beyond. In June, the new data management system was added as one of these growth drivers. Zeon aims to develop this business into a key component of its strategy to increase the added value of its elastomer business. By combining its expertise in elastomers with the data utilization technologies it has cultivated over many years, Zeon will support innovation in customers' R&D activities and contribute to the further development and advancement of the elastomer industry as a whole.

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