

# NRIdigital

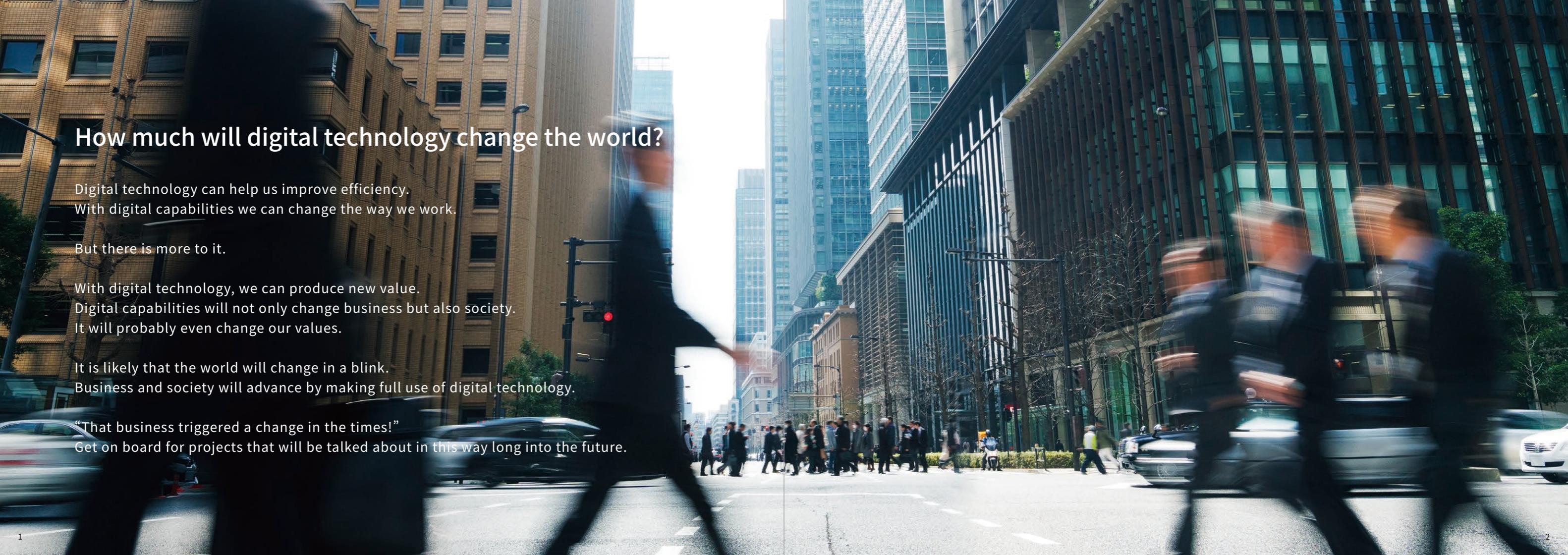
NRI digital, Ltd. | Company brochure

NRI digital, Ltd.

<https://www.nri-digital.jp/information/>

Founded on August 1, 2016 Capital:¥490,000,000





## How much will digital technology change the world?

Digital technology can help us improve efficiency.  
With digital capabilities we can change the way we work.

But there is more to it.

With digital technology, we can produce new value.  
Digital capabilities will not only change business but also society.  
It will probably even change our values.

It is likely that the world will change in a blink.  
Business and society will advance by making full use of digital technology.

“That business triggered a change in the times!”  
Get on board for projects that will be talked about in this way long into the future.

# Who we are:

We are a group of specialists in consultation and digital technology who create successful businesses and build social infrastructure. We are affiliated with Nomura Research Institute, Ltd. (NRI), a company that continuously creates new value.

NRI has long supported businesses and social infrastructure in Japan by offering solutions based on detailed and extensive surveys and deep insights. In the field of digital technology, it boasts outstanding track records in building trust and promoting innovation. Specifically, it has established itself as one of the top-ranked systems partners for the three largest cloud service providers.

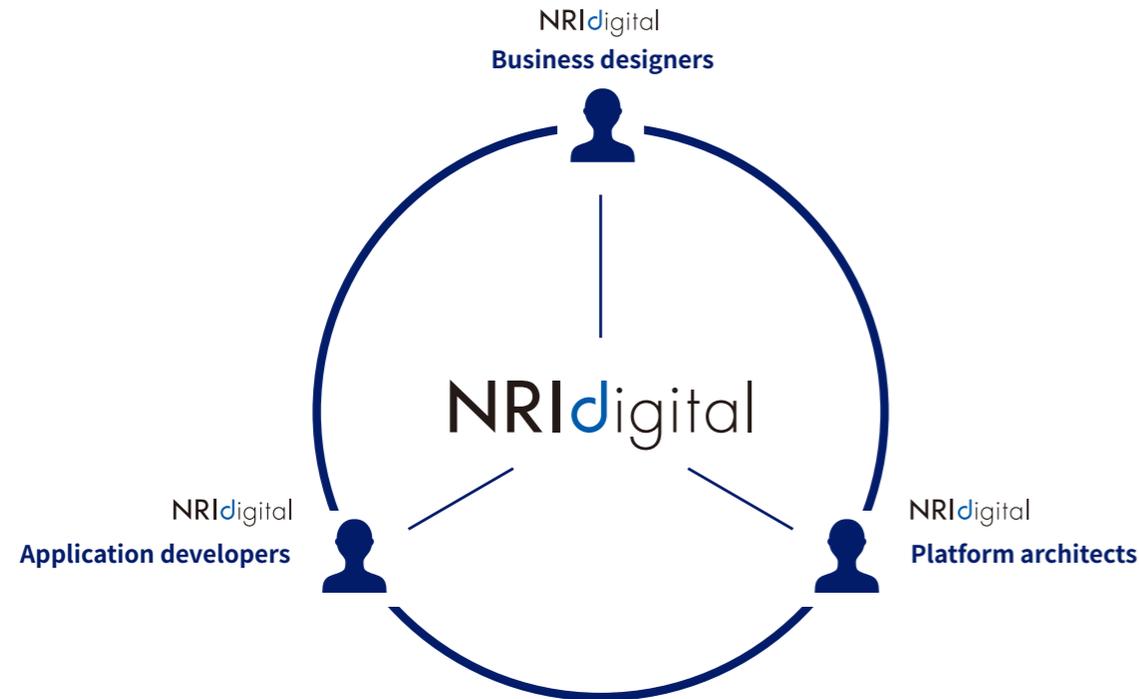
NRI has set up NRI digital, Ltd., a pioneer cultivating the forefront in the era of digital transformation (DX). Success in the ever-evolving field of DX requires in-depth knowledge of information technology as well as experience and achievement in changing business and social systems.

We dramatically increase your business value and provide support until you produce satisfactory results by taking advantage of a wealth of experience and digital technology.



# What we offer

DX professionals



We provide seamless support to each phase from planning to development and expansion of your business.

We flexibly organize a team consisting of consultants who have insights based on a wealth of experience, systems engineers who can make the best use of the latest technology, and data scientists to help solve problems for each client. We can provide speedy consultation services and solutions.

We also provide pay-per-result-based services, in which we help clients improve business performance by enhancing their marketing and sales activities. Furthermore, we participate in the clients' businesses to help them make their DX programs successful.

Our major service offerings

<b>Business model transformation (DX2.0)</b>		Build cross-industry platforms that seeks ecosystems
<b>Process transformation (DX1.0)</b>	<b>Digital front office</b>	Digitalize actions for end users
	<b>Digital back office</b>	Digitalize actions within customer companies
<b>Infrastructure transformation (DX1.0)</b>		Enhance infrastructure such as cloud, security

# How we work

## Introduction of our team members

Specialists in a broad range of fields, e.g., business designers, application developers, and platform builders, form a team to provide support.



### Business designer:

Designs a model that is profitable and feasible in terms of business and solutions.

### Yoshihiro Nakayama

**I develop a business model that produces real results.**

We do our very best and go all the way to attain a goal and produce real results. This is our role. We work on a project by forming a speedy and organic team consisting of members who have various skills and knowledge. I want to emphasize one more point: All of our members are positive, which is very important when traversing rough waters.



### Takashi Ikeda

**Please join us in designing the seeds of changing times.**

As our work is to create something intangible, I believe it is important to communicate thoroughly with clients. Please give us your ideas no matter how vague they are. Although carrying out an original project is like moving through a heavy fog, when it is successfully completed the result is an irreplaceably great pleasure. Personally, I want to accumulate a track record that I can boast of to the next generation.

### Application developer:

Develops applications featuring sophisticated digital technology and turns them into tangible information systems for business. This contributes to building a specific business model.



### Akio Hata

**I enjoy overcoming multiple and increasing difficulties and meeting clients' requests.**

I feel that clients' expectations become higher and higher day by day. Our projects become more and more difficult and multiply in terms of speed, cost, and service complexity. But I find it quite exciting to meet clients' requests and solve their difficult problems by approaching them with simple perspectives. We have also started initiatives to review the architecture itself to further improve speed and agility. Every day presents challenges as well as joy. I find my career rewarding.

### Platform architect:

Works quickly to incorporate business with existing corporate IT as well as cloud services.

### Takashi Takayama

**I work with clients to create a bright future by taking advantage of technology.**

I am involved in development of information systems that require overwhelming speed and implementation ability to respond flexibly to uncertain factors. Provided with opportunities to work on projects that are on totally new and at higher levels, I take on the challenges every day by using the essence of the latest technology in cooperation with clients. It is truly stimulating and fulfilling. Creating new value leading to the transformation of society and prosperity for clients and for ourselves – this is my daily commitment.





## Message from President

One thing digital technology can create is  
“beautiful and highly profitable businesses.”

**Masakazu Amamiya, President**

It is necessary to have an ability to develop “smart” ideas as well as an ability to make them function as businesses, to achieve successful DX.

What do I mean by a “smart” idea? To put it simply, the answer is creation of a stable and profitable business model at high speed and low cost. I personally call such a business model *a beautiful business model*. Digital technology is the best tool to create that.

The success of DX lies in a seamless and organic combination of the three factors, namely “direct,” “data,” and “cloud.” This is one of the strengths of our team at NRI digital, Ltd.

The world is not always smooth sailing with a tail wind. But it is a fact that when the world is facing headwinds or doldrums innovations progress. We have the know-how and the track record to bring innovation to business by making the best use of digital technology. How about getting on board?

Now, rise to a new paradigm!