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For General Release

Information Services International-Dentsu, Ltd.

ISID starts Business Model Innovation Support Service for Regional Financial Institutions

Supports Project for Tokyo TY Financial Group Human Resource Development

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; "ISID") has started offering business model innovation support service for regional financial institutions. This service is to support regional financial institutions to develop new human resources and transform organizational culture.

As the first step, ISID made business partnerships with Tokyo TY Financial Group, Inc. (President: Keizo Ajioka) and Tokyo Tomin Bank, Ltd., Yachiyo Bank Ltd., and ShinGinko Tokyo, Limited, which are affiliated with the company. And the banks started a project to formulate and implement "new human resource development program to undertake transformation".

The Financial Services Agency's financial administration policies indicate a significant change in direction from the conventional objective of confirming that financial institutions are compliant with required standards, to an emphasis on inspection and supervision methods that promote voluntary improvements by financial institutions themselves. Up to now, approaches to financial institution reform measures focused on rules, organizational designs and systems. In such an environment, it is essential to foster new shared values and an organizational culture that encourages change, developing policies that inculcate these objectives. Thus, creating a forum for a dialogue that rises above organization and position and developing human resource leaders are urgent issues.

This service provides a forum for the emergence of ideas using methods based on system- and design-thinking, supporting the creation of a vision and behavioral guidelines for innovation and developing human resource leaders.

The Tokyo TY Financial Group and its three affiliated companies are working on a change to a business model for medium and long-term growth triggered by the merger of the three lines in May 2018 on the premise of obtaining authorization and the like by relevant authorities. In recognition of the necessity of formulating a new human resource development program, the banks started a human resource development project with ISID as a partner. In this project, ISID provides human resource development support service that participating members proceed with various session configurations, mainly dialogue, to explore and create new vision, mission and business model.

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