



DENTSU SOKEN head office (Keio Shinagawa Bldg.)



# HUMANOLOGY for the future

Bringing people and technology together to shape the future.



We are committed to staying close to people's needs  
and using technology to make life more comfortable.

We are committed to making greater contributions to client companies' growth.

Most of all, we are committed to making human society richer.

These aspirations underpin our corporate vision, "HUMANOLOGY for the future."

At DENTSU SOKEN,  
we are bringing together people and technology to create the future.



## Message from the President

DENTSU SOKEN was established in 1975 as a joint venture between Dentsu Inc. (currently Dentsu Group Inc.) and U.S.-based General Electric Company (GE). Since then, as a system integrator with unique DNA, we have been expanding our business by rapidly identifying client companies' challenges and needs and providing solutions driven by technology implementation and services.

Now, almost 50 years since our founding, we are engaging in self-transformation aimed at achieving further growth. In Vision 2030, we set forth continuing “to meet the expectations of society, companies, and consumers” as our long-term goal for 2030 as well as engaging in self-transformation aimed at creating diverse human resources, technologies, and solutions. As part of this, we changed our name from Information Services International-Dentsu to DENTSU SOKEN in January 2024 for the purpose of rebranding and repositioning.

Under our new name, our Group will combine our established system integration and consulting functions with our new think tank functions to make even greater contributions to the future of society and client companies.

### **Ryoichi Nawa**

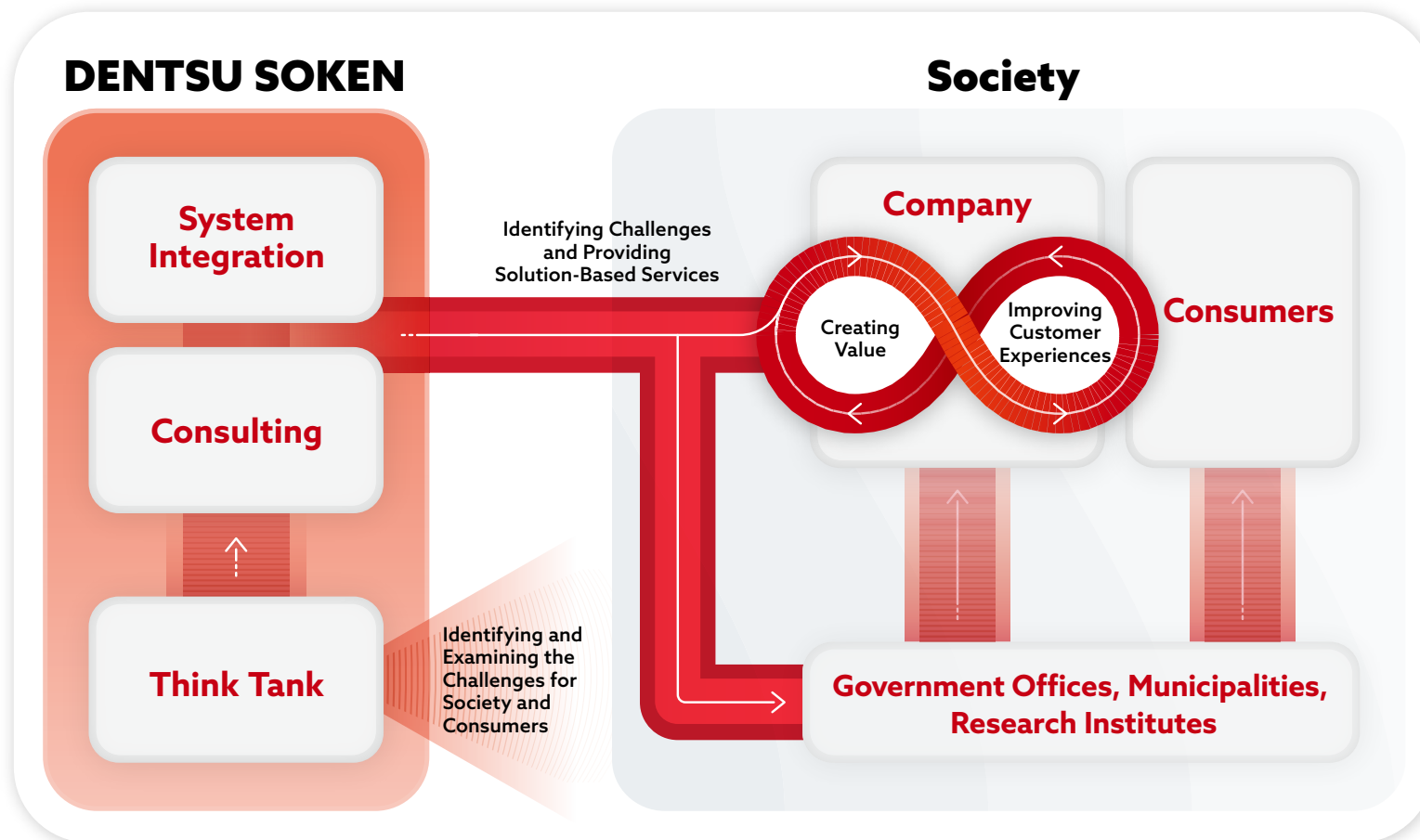
President, CEO & COO  
DENTSU SOKEN INC.



## DENTSU SOKEN's Business Concept

By combining system integration, consulting, and think tank functions, the DENTSU SOKEN Group delivers optimum solutions for client companies in terms of both value creation and customer experience improvements fundamental to company activities.

In implementing a cycle of identifying challenges, making recommendations, and implementing technology-driven solutions, we are going beyond the system integrator framework to contribute to progress society. This is the DENTSU SOKEN Group's business concept.



### Functions

**We meet the needs of clients and society through the integration of three functions.**

### Think Tank



To put cutting-edge technologies into practical use, we are establishing this new function as of January 2024 with the merger of the Open Innovation Lab\*, an internal organization that conducts R&D in collaboration with client companies, educational institutions, and other groups, and Dentsu Institute\*, the think tank, a part of dentsu Japan (which manages the Japan businesses of the Dentsu Group). To realize "HUMANOLGY for the future—Bringing people and technology together to shape the future," we conduct research activities contributing to social progress and communicate information and offer recommendations for solving challenges faced by society and consumers.

\* All organization names as of December 31, 2023



#### Pick Up

Go to discussions with experts and research reports (Japanese version only)



### Consulting



We have supported a large number of companies, especially in the manufacturing industry, in solving challenges such as increasing business process efficiency, developing human resources, developing attractive products, and creating new services. Our highly experienced consultants have in-depth business and technology expertise. Based on original methodology, they provide a full range of support services from crafting a vision for company and social transformation to defining issues, creating strategy, and implementing solutions.



#### Pick Up

Go to the consulting column (Japanese version only)



### System Integration



We provide support for transformation and growth in various industries and business processes, such as product development solutions for the manufacturing industry and system development solutions for the financial, retail, and service industries. Our support ranges from planning and development of systems for solving challenges at client companies to creating societal support frameworks. We use our in-depth expertise in business processes and our ability to implement optimum technology solutions to deliver true digital transformation (DX) that solves challenges at client companies and in society.



#### Pick Up

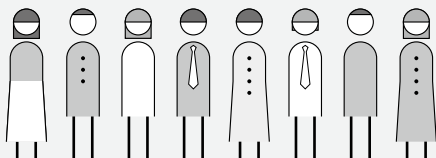
Go to cases of solutions implementation (Japanese version only)



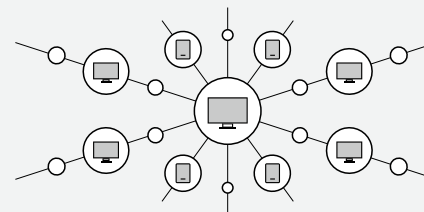
## Strengths

Professionals with in-depth expertise and powers of insight, and the technological implementation capabilities to solve challenges. These are the strengths that have made DENTSU SOKEN a chosen solutions provider over many years.

### Diverse Professionals



### Technological Implementation Capabilities



#### Strength

- 1 Deep understanding of diverse industries and operations

#### Strength

- 2 Insight into society and consumers cultivated as a member of the Dentsu Group

#### Strength

- 3 Ability to make recommendations to resolve issues

Based on the operational knowledge that we have cultivated by interacting with customers in around 2,500 companies, we identify the true nature of issues and recommend a path to resolve those issues using technology.

#### Strength

- 1 Ability to use cutting-edge technologies in business

#### Strength

- 2 Ability to plan and develop unique products and services

#### Strength

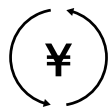
- 3 Ability to promote cross innovation

Through cooperation with diverse partners to promote cross innovation using cutting-edge technologies, software, and services, we implement technologies that resolve the issues faced by companies and society.



Corporate site  
Solutions page  
(Japanese version only)

## Our wide-ranging solutions across four business segments support business growth at our client companies.



Supporting business transformation at financial institutions

### Financial Solutions

We offer solutions for financial institutions, including core banking systems supporting globalized operations, capital market solutions implementing cutting-edge financial engineering, corporate finance solutions that optimize lending and leasing operations, and solutions that enhance customer touchpoints in retail and corporate trading. We also support general business companies to enter the financial services business and regional DX through financial institutions.

Pick Up Solutions

#### ■ BANK-R next-generation loan solution

BANK-R supports highly specialized business processes such as screenings, credit management, and risk analysis for personal and corporate lending. Many regional financial institutions and others have implemented BANK-R.



#### ■ Lamp leasing and finance advanced management portal

Lamp operations management system is designed to handle finance and operating leases and loans, installment payment plans and factoring transactions. Lamp provides operations management for applications, screenings, contracts, and billing and collection.



Supporting more efficient and enhanced corporate management operations

### Business Solutions

We offer companies and corporate groups across various industries solutions including POSITIVE, an integrated HCM\* solution supporting strategic human capital management; Ci\*X, integrated group accounting solutions; STRAVIS, a consolidated accounting solution; and CCH® Tagetik, a corporate management solution. We contribute to enhancing client companies' corporate management with in-house developed software born from our expertise built up over many years and specialized services provided by consultants with extensive business knowledge.

\* Human Capital Management

Pick Up Solutions

#### ■ POSITIVE integrated HCM solution

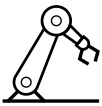
POSITIVE supports strategic human capital management implemented globally and group-wide basis. With a wide range of features including HR, salary, and employment management, workflow, and talent management, POSITIVE has been implemented in more than 3,000 companies to date.



#### ■ Ci\*X integrated group accounting solutions

Ci\*X, an accounting solutions, is optimized for group management. The solutions suite consists of four products: an expense settlement system, an integrated accounting system, an automated journalizing system, and a generic workflow system. A growing number of large companies are implementing Ci\*X.





Supporting DX in the  
manufacturing industry

## **Manufacturing Solutions**

We offer solutions to meet various DX needs in *mono-zukuri* (product development), including process innovation consulting for product planning and design operations in the manufacturing industry, implementing product development environments to optimize 3D design and simulations work, and building smart factories. Together with Dentsu Group, we support *koto-zukuri* (value creation), including new business creation and contribute to DX in the manufacturing industry with both product development and value creation.

Pick Up Solutions

### ■ Teamcenter PLM solution

This product lifecycle management (PLM) solution is provided by Siemens. Teamcenter delivers centralized product information management across divisions from product planning to design, production preparations, and maintenance.

**TEAMCENTER**

### ■ iQUAVIS concept design support system

iQUAVIS supports the system modeling, quality and risk analysis, and project management needed to advance model-based systems engineering and delivers quality and efficiency improvements in complex systems development.

**iQUAVIS**



Supporting building and using ICT  
infrastructure at companies

## **Communication IT**

We offer various solutions that optimize entire value chains of companies in diverse industries as well as software and services that support the DX of processes and operations at administrative agencies and municipalities. Using the experience gained in building and operating various systems that support business activities at many client companies combined with digital know-how in marketing gained through collaborating with Dentsu Group companies, we support solving challenges faced by client companies and the wider society with the power of technology.

Pick Up Solutions

### ■ DENTSU SOKEN SAP solutions

We support enhancing business processes and maximizing investment value at client companies through various solutions\* related to SAP ERP, including transitioning to or newly implementing SAP S/4HANA and an in-house developed data analysis platform.

\* BusinessSPECTRE SAP BI platform, etc.



### ■ iPLAss low-code development platform

iPLAss enables applications development with minimal manual coding. This platform allows for rapid development of online membership management systems, smartphone apps, and more at reasonable cost. It has been implemented at a wide range of client including companies in the retail and service industries as well as public institutions.



We drive X<sub>(cross)</sub> innovation across technologies, industries, companies, and regions to continue creating new value that helps build client companies' future.



## Solving client companies' business challenges with AI



As DX advances, many companies are using artificial intelligence (AI) to drive business creation and operational innovations. The AI Transformation Center researches cutting-edge AI technology and offers various AI-based solutions, including AI-powered systems, AI consulting services for a wide range of industries, and in-house training support for AI staff.



(Japanese version only)

Pick Up

Support for introducing, using, and training people on ChatGPT and business process efficiencies

Go to case studies (Japanese version only)

KNOW NARRATOR



## Improving engagement with customer touchpoint DX



Amid the changes in people's lifestyles and purchasing behavior, touchpoints between companies and their customers are growing more diverse. Companies therefore need to create systems for centralizing customer data and providing the best personalized customer experience. The Digital Engagement Center mobilizes the collective capabilities of the Dentsu Group to provide a full suite of support from consulting to building systems and marketing activities.

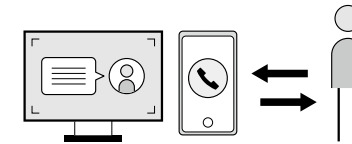


(Japanese version only)

Pick Up

Support for implementing fully cloud-based contact center systems

Go to case studies (Japanese version only)



## Technology-based support for sustainable urban development



Projects around the world are using technology for sustainable urban development. Based on our experience and expertise obtained through supporting urban ICT infrastructure development and digitizing municipal administrative services, the Smart Society Center offers a full range of services that support sustainable urban development from consulting to systems creation.



(Japanese version only)

Pick Up

City OS solution

CIVILIOS

Go to case studies (Japanese version only)

Administrative request management system

minnect



# Through solving challenges in society and at client companies, we are contributing to creating sustainability in society.











Corporate site  
Sustainability page

We are conducting a range of activities with the goal of realizing sustainability in society.

## Material issues (materiality)

Based on the SDGs, international guidelines, the DENTSU SOKEN Group's management strategy, and the Dentsu Group initiatives, we have specified 11 material issues related to the three areas of People, Technology, and Governance.

	Key Theme	Vision	Material Issues	Relevant SDGs
<b>People</b> 	Development, mobilization of a diverse team of professionals	Seeing these professionals as a primary source of our competitiveness, we will recruit and develop human capital, and set up environments that allow them to display their abilities fully.	<ul style="list-style-type: none"> <li>■ Strengthening of human capital</li> <li>■ Promotion of diversity, equity and inclusion (DE&amp;I)</li> <li>■ Facilitation of work style transformation</li> </ul>	 
<b>Technology</b> 	Solution of social, environmental issues; provision of new value through our businesses	To resolve social and environmental issues; provide new value through our expertise and advance technological implementation capabilities.	<ul style="list-style-type: none"> <li>■ Contribution to the resolution of social and environmental issues</li> <li>■ Creation of new businesses through open innovation</li> <li>■ Demonstration of our technological implementation capabilities</li> </ul>	   
<b>Governance</b> 	Establishment of governance systems worthy of stakeholder trust	We will establish systems that are based on principles of integrity, enhance the transparency and soundness of our management, and earn the trust of our stakeholders.	<ul style="list-style-type: none"> <li>■ Strengthening of corporate governance</li> <li>■ Enforcing of ethical compliance and respect for human rights</li> <li>■ Application of appropriate risk management practices</li> <li>■ Undertaking of quality improvement</li> <li>■ Enhancing of information security management</li> </ul>	 

# We respect all of our employees and strive to create workplace environments that allow each person to demonstrate their talents and make contributions.

Creating high-quality, valuable solutions starts with the DENTSU SOKEN Group's people. We are taking steps to support employees' autonomous career development and DE&I.

### Recognition from society



Great Place  
to Work  
Certification



Eruboshi  
certification



Platinum  
Kurumin  
certification

## HR development

To be recognized in the marketplace including by customers and develop highly rated professionals, we are focusing on enhancing and broadening employees' specializations as well as supporting their personality development.

### ■ Business skills improvement seminars

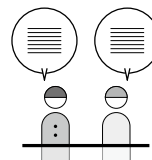
We have organized seminars for the roles and professions as well as the wide range of skills and specialized fields that are needed to perform our work, and are providing opportunities for employees to enhance their specializations.

	FY2021	FY2022	As of Sept. 2023
Number of seminars offered	85	118	137
Number of Participants*	1,201	2,307	3,213

\* All figures are the total number of participants, non-consolidated basis

### ■ Company-wide implementation of Ioni dialogue activity

We are implementing an activity company-wide to promote one-on-one dialogue with managers and peers in order to increase workplace communication and support employees in their personal career development. The name Ioni symbolizes the personal ("I") nature of interpersonal communication.



## DE&I

We are developing workplace environments and programs that allow all people working at the DENTSU SOKEN Group to be themselves at work and demonstrate their talents regardless of race, religion, nationality, sex, sexual identity and sexual orientation, age, educational background, and ability or disability.

### ■ Promoting women's advancement in the workplace

We are taking steps to achieve our target of having women fill 8% of managerial roles (non-consolidated) by 2026.



### ■ Employing people with disabilities

Partnering with DENTSU SOKEN BRIGHT INC., a special subsidiary company, we are focusing our efforts on employing people with disabilities and supporting their activities.



### ■ Supporting LGBTQ+ employees

Our internal programs and employee benefits treat same-sex partners and common law partners the same as spouses.

# Learn more about the DENTSU SOKEN Group by looking at the numbers.

### Established

 **1975**

DENTSU SOKEN was established as a joint venture between Dentsu (currently Dentsu Group Inc.) and U.S.-based GE, and was the first private-sector computer time-sharing service (TSS) provider in Japan.

### Capitalization

 **¥8.1 billion**

\* As of January 1, 2024

Our fiscal foundation maintains a capital-to-asset ratio of 60% or more, and we are investing in people and technology to achieve sustained growth.

### Net sales

 **¥129 billion**

\* Year ended December 31, 2022

We have set new record highs in net sales for seven consecutive terms. We aim to continue achieving growth by creating new value.

### No. of employees

 **3,388**

\* As of December 31, 2022

We are actively hiring people in order to meet market needs. Diverse employees are making contributions regardless of their age, sex, nationality, and ability or disability.

### Offices

 **6 cities in Japan**  
**11 cities in 7 countries outside Japan**

\* As of January 1, 2024

We have offices in North America, Europe, China, and Southeast Asia, and offer solutions adapted to the different regulations and business practices in each region.

### Group companies

 **18**

\* As of January 1, 2024

Together with our 13 subsidiaries and five affiliated companies, we broadly support DX initiatives at client companies and in society.

### R&D investments

 **¥1.7 billion**

\* Year ended December 31, 2022

Keeping our gaze a step ahead of the times, we are focusing on developing next-generation solutions to solve challenges at client companies and in society.


### Client companies

 **2,500**

\* As of January 1, 2024

As a prime contractor, we provide a wide range of services to approximately 2,500 client companies, mainly financial institutions and companies in the manufacturing and distribution industries.

### Average age

 **40.9 years**

\* As of December 31, 2022 (non-consolidated basis)

We value a culture of openness that does not prioritize age or rank, and are creating workplaces that allow employees to grow while pushing each other to achieve excellence.

### No. of participants in skills development trainings

 **3,213**

\* Total participants as of September 2023 (non-consolidated basis)

We support the skills development of individual employees through various training programs.

### Rate of returning to work after childcare leave

 **100%**

\* Year ended December 31, 2022 (non-consolidated basis)

The rate of returning to work after taking childcare leave is 100% for both men and women employees. We are actively developing programs to support the work-life balance of working parents.

### Turnover rate

 **2.3%**

\* Year ended December 31, 2022 (non-consolidated basis)

We are creating employee-friendly programs and conditions to enable diverse human resources to work with motivation.

DENTSU SOKEN INC.  
2-17-1 Konan, Minato-ku, Tokyo 108-0075, Japan  
[www.dentsusoken.com/english](http://www.dentsusoken.com/english)



# DENTSU SOKEN Group Data

## Corporate Data (as of January 1, 2024)

Company Name	DENTSU SOKEN INC.
Company Name (Japanese)	株式会社電通総研
Representative	Ryoichi Nawa, President, CEO & COO
Head Office	2-17-1 Konan, Minato-ku, Tokyo 108-0075, Japan
Branch Offices	Central Region Branch Office, Kansai Region Branch Office, Hiroshima Branch Office, Toyota Branch Office
Date of Incorporation	December 11, 1975
Capitalization	8,180.5 million yen
No. of Employees	Consolidated: 3,388, Non-consolidated: 1,842 (as of December 31, 2022)
No. of Subsidiaries	13 (Japan: 5, Overseas: 8)
Business Activities	Providing solutions to support societal and corporate transformation by linking system integration, consulting, and think tank functions



Corporate website

[www.dentsusoken.com/english](http://www.dentsusoken.com/english)

## Corporate Philosophy

### Mission

Acting with sincerity, we contribute to progress and harmony among our customers, consumers, and society by exploring the unlimited potential of technology.

### Vision

## HUMANOLOGY for the future

Bringing people and technology together to shape the future.

Understanding human trends, anticipating society's evolution, and exploring the full potential of technology, DENTSU SOKEN Group is creating a better tomorrow through harmony between people and technology.

### Action Principles

**AHEAD**  
Be a pioneer.

**Agile** Try it first.






**Humor** Win through personality.

**Explore** Venture into the unknown.

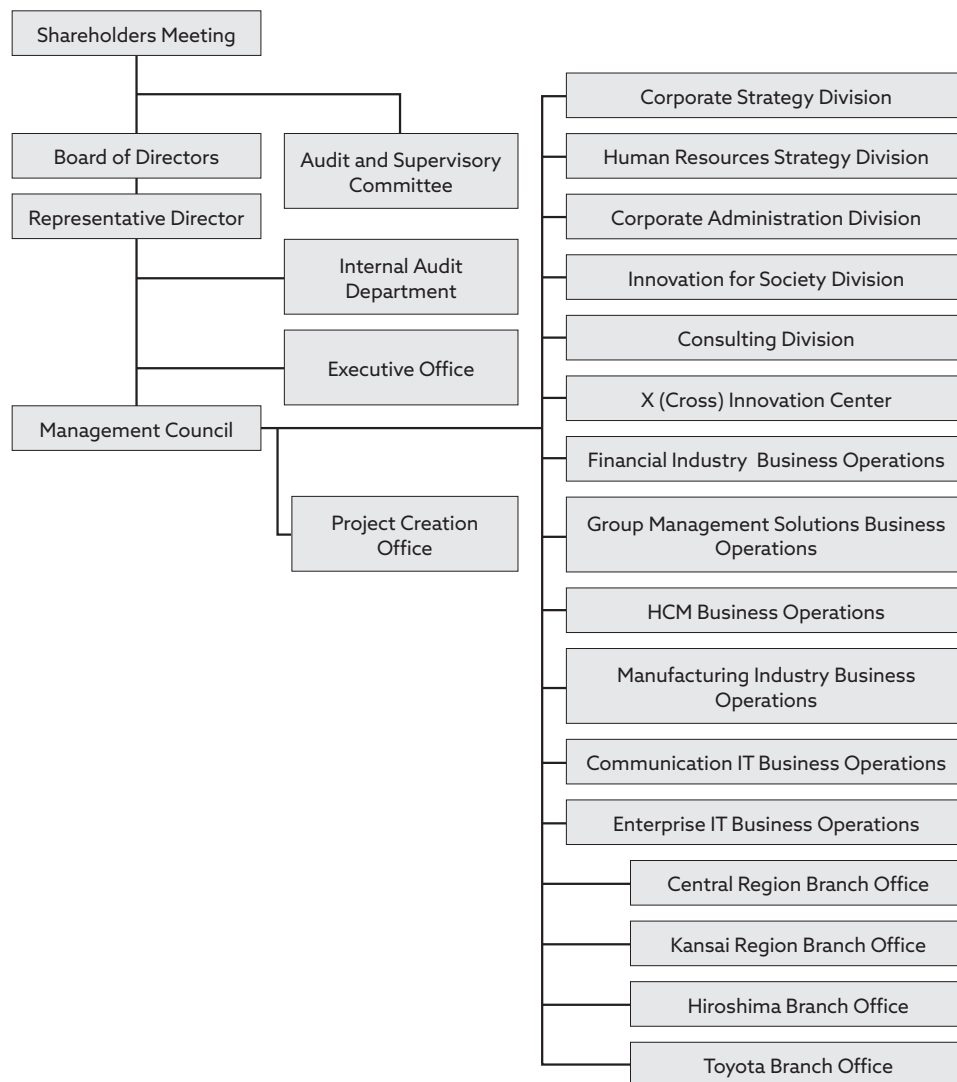
**Ambitious** Have a dream.

**Dialogue** Communicate ideas thoroughly.

## History of DENTSU SOKEN

1971	<ul style="list-style-type: none"> <li>Time-sharing Service (TSS) Division set up at Dentsu's Tokyo headquarters</li> </ul>  <ul style="list-style-type: none"> <li>First private-sector computer TSS for commercial use in Japan, MARK I, provided in collaboration with General Electric Company (GE)</li> </ul>	1984	Consolidated accounting system on MARK III begins	2002	POSITIVE integrated human capital management solution first provided	2018	Ci*X integrated accounting solutions first provided
1975	Information Services International-Dentsu, Ltd. set up as a joint venture between Dentsu and GE	1986	First overseas branch office established (London)	2003	STRAVIS consolidated accounting software first provided	2019	<ul style="list-style-type: none"> <li>Corporate philosophy revised</li> <li>Medium-term management plan slogan "X (Cross) Innovation" announced</li> </ul>
1976	Structural analysis system on MARK III begins	1989	System development and operation service for Dentsu's internal corporate data system begins	2004	RiskTaker (currently BANK-R) integrated loans software first provided	2022	<ul style="list-style-type: none"> <li>Long-term management vision "Vision 2030" set</li> <li>Medium-term management plan "ISID X Innovation 2024" begins</li> <li>Transfer to Tokyo Stock Exchange Prime Market</li> </ul>
1982	Computer Aided Engineering Technology Center established	1991	Engineering consulting services begin through alliance with U.S.-based International TechneGroup Inc.	2009	iPRIME NAVI (currently iQUAVIS) design/development support software first provided	2024	<p>Company name changed to DENTSU SOKEN INC. and new brand logo* unveiled</p>  <p>* The design of the logo mark is the <i>kanji</i> character for "people" with the multiplication sign "X." Through the power of people and technology, DENTSU SOKEN will envision and create a new future for society, companies, and consumers. The brand logo symbolizes our corporate vision of "HUMANOLGY for the future."</p>
1983	Global Banking System, a back office system for overseas locations of Japanese financial institutions, first implemented	1993	3D computer-aided design software first provided		<ul style="list-style-type: none"> <li>Open Innovation Laboratory (currently Open Innovation Lab) established</li> </ul>  <ul style="list-style-type: none"> <li>"team DoIT!" project team launched to provide IT solutions across the Dentsu Group</li> </ul>		
		1994	<ul style="list-style-type: none"> <li>SCOPE II consolidated accounting software first provided</li> <li>STAFFBRAIN integrated human resources solution first provided</li> <li>Product lifecycle management software first provided</li> </ul>	2011			
			Listed on the First Section of the Tokyo Stock Exchange	2015	Company's fiscal year-end changed to December 31		
		2000		2016	First FinTech base, FINOLAB, set up in Japan		
		2001	Liquidity Management System (currently Stream-R) for Bank of Japan Financial Network System first provided				

## DENTSU SOKEN's Organization Chart (as of January 1, 2024)

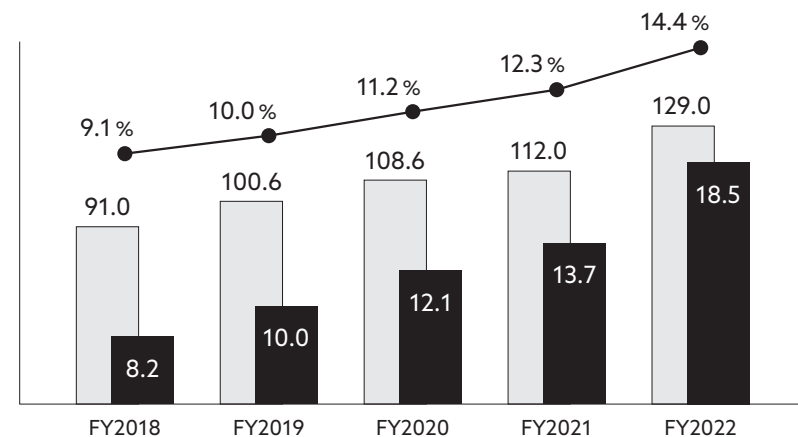


## Financial Data

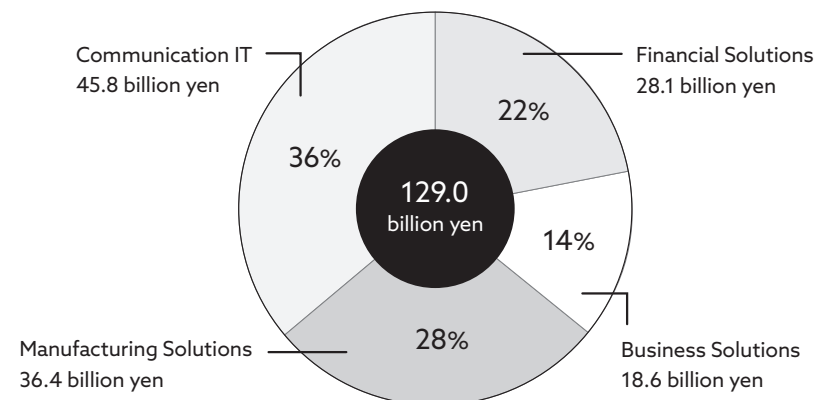
### Net Sales, Operating Profit and Operating Margin

(year ended December 31, 2022)

Net sales Operating Profit (billions of yen) Operating Margin



### Net Sales by Business Segment (year ended December 31, 2022)



## Group Companies (as of January 1, 2024)

### Domestic subsidiaries: 5

#### DENTSU SOKEN IT INC.

[www.it.dentsusoken.com](http://www.it.dentsusoken.com) (Japanese version only)

#### Estech Corp.

[www.estech.co.jp/english/](http://www.estech.co.jp/english/)

#### DENTSU SOKEN SECURE SOLUTIONS INC.

[www.ss.dentsusoken.com](http://www.ss.dentsusoken.com) (Japanese version only)

#### DENTSU SOKEN ASSIST INC.

[www.assist.dentsusoken.com](http://www.assist.dentsusoken.com)  
(Japanese version only)

#### DENTSU SOKEN BRIGHT INC.

[www.bright.dentsusoken.com](http://www.bright.dentsusoken.com)  
(Japanese version only)

### Affiliated companies: 5

#### Koozyt, Inc.

[www.koozyt.com](http://www.koozyt.com) (Japanese version only)

#### Smart Holdings Inc.

[www.smart-group.co.jp/english/](http://www.smart-group.co.jp/english/)

#### FINOLAB Inc.

[www.finolab.co.jp](http://www.finolab.co.jp)

#### ACSion, Ltd.

[www.acsion.co.jp](http://www.acsion.co.jp) (Japanese version only)

#### Dentsu Innovation Studio Inc.

[www.dentsu-innovations.com](http://www.dentsu-innovations.com)

With offices in six cities around Japan and 11 cities in 7 countries worldwide, we support our customers' global business.



### Overseas subsidiaries: 8

#### DENTSU SOKEN UK, LTD.

[www.uk.dentsusoken.com](http://www.uk.dentsusoken.com)

#### DENTSU SOKEN USA, INC.

[www.usa.dentsusoken.com](http://www.usa.dentsusoken.com)

#### DENTSU SOKEN HONG KONG LIMITED

[www.hk.dentsusoken.com](http://www.hk.dentsusoken.com)

#### DENTSU SOKEN SHANGHAI CO., LTD.

[www.dentsusoken.com.cn](http://www.dentsusoken.com.cn)

#### DENTSU SOKEN SINGAPORE PTE. LTD.

[www.sg.dentsusoken.com](http://www.sg.dentsusoken.com)

#### DENTSU SOKEN (THAILAND) LIMITED

[www.th.dentsusoken.com](http://www.th.dentsusoken.com)

#### PT. DENTSU SOKEN INDONESIA

[www.id.dentsusoken.com](http://www.id.dentsusoken.com)

#### Two Pillars GmbH

[www.two-pillars.de](http://www.two-pillars.de)