

## **PRESS RELEASE**

Tokyo, May 10, 2022  
BlueMeme Inc.

### **BlueMeme jointly develops with US-based Creatio a no-code platform for Japanese companies to realize large-scale agile development**

**As the only regional partner in Japan, BlueMeme will jointly develop a no-code development platform for non-IT personnel using AGILE-DX to accelerate in-house system development in Japanese companies**

BlueMeme Inc. is pleased to announce its partnership with US-based Creatio Inc., the market leader in no-code/low-code platform.

BlueMeme has been leading the Japanese low-code market since 2009 through its DX business, which supports in-house system development, with a focus on entrusted development and consulting services specializing in low-code technology. Its unique development methodology, "AGILE-DX", enables the efficient operation of low-code technology and agile methods by utilizing the latest technology in each stage of system development and maximizing development productivity.

Creatio provides a highly functional no-code platform with AI-based customer relationship management (CRM) and business process management functions compliant with BPMN, the international standard for business processes, and is highly regarded in the no-code/low-code international market.

#### **Purpose**

In the recent Japanese market, where digital transformation (DX) is a key issue, the need for in-house system development and the chronic shortage of IT personnel are positioned as major challenges. No-code platforms are therefore gaining attention as a means of enabling system development by non-IT personnel. At the same time, BlueMeme's AGILE-DX has received high recognition as a fast and flexible way to bring system development in-house.

With this partnership, BlueMeme, as the only Creatio Regional Language Partner in Japan, will jointly develop a no-code development platform for Japanese companies that combines Creatio's latest no-code technology and "AGILE-DX".

The synergy between "AGILE-DX", which can maximize development productivity, and the no-code platform for non-IT personnel, will enable the use of AI in business applications and the design of complex business processes, will further contribute to the promotion of DX in Japanese companies.

\*This matter will not have a significant impact on our current year's results. If any significant impact occurs in the future, it will be announced promptly.

#### **About "AGILE-DX"**

AGILE-DX is Blue Meme's unique development methodology that combines low-code technology,

which can automate the programming process, and agile methodology, which enable a small number of engineers to develop a system in a short time. It standardizes methods for business analysis and requirements definition, classifies dynamic and static requirements, and systematizes methods for optimizing model design to realize a development process that is compatible with large-scale low-code development. For more information on AGILE-DX, see: <https://www.bluememe.jp/agiledx/>

**Masanori Matsuoka**, CEO of BlueMeme, states that “We are delighted to be working with Creatio, a provider of a no-code platform that enables the rapid creation of advanced business applications, to jointly develop solutions for Japanese companies. We believe that the demand of Japanese companies for in-house development is increasing rapidly and that no-code platforms for non-IT personnel will become increasingly important. We will make our best efforts to deliver the results of this joint development to our customers promptly.”

**Alex Donchuk**, Senior Vice President, Global Channels at Creatio states that “We are expanding in the Japanese market and are happy to have a new strategic partner, BlueMeme, on board. This alliance will empower midsize and large organizations in the region to enjoy the freedom to own their automation through unlimited customization, the ability to build apps without a line of code and a universe of ready-to-use templates and connectors provided by Creatio. These leveraged by AGILE-DX will allow businesses keep up with change and succeed.

#### **About BlueMeme Inc**

BlueMeme has specialized in low-code and agile since its inception in 2009 and is a leader in the Japanese low-code market. BlueMeme utilizes its own development methodology, AGILE-DX, which combines low-code technology with agile methods. With the aim of contributing to the international competitiveness of Japanese companies, BlueMeme supports the in-house system development and DX of its customers through unique entrusted development, consulting and training. BlueMeme Inc. is listed in Tokyo Stock Exchange from 2021 with the company code of 4069.T.

For more information, please visit <https://www.bluememe.jp>.

#### **About Creatio**

Creatio is a global vendor of one platform to automate industry workflows and CRM with no-code and maximum degree of freedom. Millions of workflows are launched on our platform daily in 100 countries by thousands of clients. Genuine care for our clients and partners is a defining part of Creatio's DNA.

For more information, please visit <https://www.creatio.com/>.

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