

## Cost Science and Minamoto Win Outstanding Performance Award at Japan DX Award Contest

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable. Ichigo believes companies exist to serve society and is committed to contributing to a sustainable society while growing long-term value for its shareholders.

Towards this end, Ichigo is engaged in various research and development (R&D) activities that join its value-add capabilities with IT in order to integrate the “hard” physical elements and “soft” service elements of infrastructure. As one such initiative, Ichigo is currently in the process of acquiring Cost Science, Inc. (“Cost Science”), a company with deep expertise in helping businesses to increase productivity without resorting to downsizing, and facilitating the redeployment of resources made available from productivity enhancement into new businesses.

Cost Science has received an Outstanding Performance Award at the Japan DX Award Contest for its DX collaboration with Minamoto, a company based in Toyama Prefecture with a 130-year history in operating traditional Japanese restaurants, a 100-year history in providing *ekiben* (*bento* lunch boxes sold on trains and at train stations), and famous for popularizing *Masunosushi* (trout sushi) across Japan.

### Images from the Online Awards Ceremony



### Persons in the Right Image

Top Left: Akira, Ogura, Cost Science Representative Director & CEO

Top Right: Kazuyuki Minamoto, Minamoto Representative Director

Bottom Center: Tomonori Yako, INDUSTRIAL-X Co., Ltd. (Japan DX Awards Judge)

### 1. About Japan DX Award

The Japan DX Award Contest was launched to accelerate DX initiatives in Japan by identifying and sharing best practices, and is jointly sponsored by the Digital Agency, the Ministry of Internal Affairs and Communications, and the IT Coordinators Association. The contest is divided into five categories – large companies, SMEs, support organizations, government institutions, and public and private sector partnerships – and this year’s 142 submissions were evaluated based on their effectiveness in solving problems and driving organizational change.

### 2. About Cost Science and Minamoto

Cost Science and Minamoto won the Outstanding Performance Award in the support organizations category, and were recognized for their DX vision and strategy, uniqueness, innovativeness, and achievement.

Cost Science and Minamoto collaborated in using artificial intelligence (AI) to forecast demand for its *bento* lunch boxes based on an analysis of multiple factors, thus resulting in reducing the order processing burden on employees and minimizing lost sales opportunities as well as food loss from excessive inventories. The driving force behind this collaboration was a strong desire to reduce the burden of Minamoto employees, and the visualization of the AI-based demand forecast results were used to explain the benefits of this DX initiative to employees.

Please see the following video for details about this DX initiative (Japanese only):  
[www.youtube.com/watch?v=GTJLjCOfMeE](http://www.youtube.com/watch?v=GTJLjCOfMeE)

Message from Akira Ogura, Cost Science CEO

Cost Science has been working to deliver visible value to our clients by leveraging data from before the word DX became widely used. I am very pleased that our DX collaboration with Minamoto, a company based in my hometown of Toyama Prefecture, has received this award representative of the current digital age. In line with our mission of “transforming excess into value,” we will work to continue helping businesses realize their full potential through the use of data.