

PRESS RELEASE

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BlueMeme Inc.

BlueMeme Group launches DX human resources training in Urasoe, Okinawa

Promote local DX through the “Urasoe City Regional DX Human Resource Development Program”, utilizing BlueMeme Group's expertise

BlueMeme Inc. (<https://www.bluememe.jp>) and its wholly owned subsidiary OpenModels Inc. (<https://www.openmodels.com>) launch DX human resource training in “Urasoe City Regional DX Human Resource Development Program” in Urasoe City, Okinawa Prefecture.

Following the launch of the Digital Agency in September 2021 and the digitalization of local government led by the Japanese Government, Urasoe City in Okinawa Prefecture will start the “Urasoe City Regional DX Human Resources Development Program” with the aim of improving the digital literacy of local businesses and citizens as well as promoting DX (Digital Transformation). Appointed as the implementer of this project, the BlueMeme Group will provide a training curriculum that utilizes its knowledge of large-scale agile development and in-house system development using low-code.

In Okinawa Prefecture, as well as in other regions throughout Japan, citizens are confronted with problems such as declining incomes due to a lack of skills and the high learning costs of acquiring new skills. Companies also face problems such as low IT literacy among employees, lack of knowledge on human resource development and lack of business improvement methods. This program is designed for local businesses and citizens to help those with no IT experience learn the basics of DX and application development using no-code and low-code technology, supporting participants in improving their DX skills. The BlueMeme Group offers more than 30 low-code and agile training services per year, and its strength lies in its unique curriculum. In Okinawa Prefecture, the Group has conducted DX training for Urasoe City officials in 2022, as well as ongoing DX human resources development training for small and medium-sized enterprises.

The new program will reduce learning costs using no-code and low-code and help citizens to become IT personnel who can work remotely with high income. In terms of support for companies, it helps them achieve business improvements through the acquisition of business analysis methods, realize flexible system implementation using low-code, in-house development, and encourage organizational change that can respond to environmental changes.

The program is planned to be held over two periods during FY2022, and applications are now open for the first term of the course, which runs from 7 September to 30 November 2022. The BlueMeme Group believes that human resource development is one of the effective solutions to the challenges of DX promotion in Japan, and that it is necessary to provide opportunities to continuously learn various knowledge and skills through practice. The Group will therefore implement activities to ensure the continuous upskilling of participants, promote DX within companies, create and support a community of citizen developers and create work opportunities.

Urasoe City Regional DX Human Resource Development Program

<https://sites.google.com/agiledx.community/urasoedx/home>

Urasoe City website

<https://www.city.urasoe.lg.jp/article?articleId=62c3d36d925c280d837d91e8>

About BlueMeme Inc

BlueMeme was the first company in Japan to introduce OutSystems, a low-code development platform in 2012, and has been at the forefront of the Japanese low-code development 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, company code “4069.T”, has been listed on the Tokyo Stock Exchange since 2021.

<https://www.bluememe.jp/>

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