

PRESS RELEASE

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BlueMeme Inc.

BlueMeme Forms Technology Alliance with Synthetic Test Data Automation Innovator GenRocket

BlueMeme aims to establish efficient methods of using automation technology in the testing process

BlueMeme (<https://www.bluememe.jp/>) is delighted to announce a technology alliance with GenRocket, Inc. (<https://www.genrocket.com/>).

The new technology partnership ensures that BlueMeme's commitment to exceptional quality in the low-code market continues with the addition of GenRocket's synthetic test data platform to the testing and development cycle.

BlueMeme has been leading the Japanese low-code market since 2009 through its DX business, which supports in-house system development with 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 to maximize development productivity.

"One of the most frightening moments of information systems development is encountering errors that did not occur during the development phase but are then found after the system has gone into production," said Masanori Matsuoka, CEO of BlueMeme. "Many of these errors are caused by 'specific data' that only exist in the production system. These problems can be detected by testing with actual data from the production system during development, however, it contains a significant amount of sensitive information, such as credit card numbers and family structures, making it extremely difficult to use as test data. GenRocket uses Intelligent Automations and Metadata from production systems to automatically generate 'synthetic data' that is virtually identical to the actual data but without any confidentiality. We believe that this technology has become indispensable in today's world, where information systems are required to be highly reliable."

Garth Rose, CEO of GenRocket, stated, "We are delighted to begin our alliance with BlueMeme. GenRocket's enterprise scalability ensures that testers can access the volume, variety, and format, at scale, of test data no matter where they work. GenRocket's enterprise-class scalability, dynamic data generation, and integration with any test environment make it an exceptional addition to BlueMeme's service offerings."

Background and Purpose

Data held by companies and organizations contain large amounts of sensitive information and are anonymized during the testing process. However, conventional methods (data masking) often fail to deliver the sufficient volume and variety data needed to meet test coverage requirements. This makes it difficult to conduct tests that simulate real business scenarios, which poses a major challenge in terms of test quality. In addition, many companies create test data manually, delaying the testing process, and low productivity is also a major challenge across the industry.

GenRocket provides a platform which automatically generates real-time synthetic data based on the data model of a production database and according to rules defined by a developer or tester. Once defined, any volume or variety of test data can be generated on-demand in minutes. This significantly reduces the workload of engineers and is extremely valuable in ensuring the anonymity and security of tests based on various scenarios, without handling any confidential information. BlueMeme conducts R&D based on its knowledge of low-code technology and agile methods to establish efficient operation of automation technology in the testing process and to utilize automation technology in the overall system development to improve accuracy and efficiency.

By adding GenRocket's synthetic test data platform to the BlueMeme testing process, BlueMeme continues its quest to provide exceptional testing quality with speed and efficiency to its customers.

*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 BlueMeme’s unique development methodology that combines low-code technology, which automates the programming process, and agile methods, which enable system development within a short period of time with a reduced number of engineers. It standardizes methods for business analysis and requirements definition, separates dynamic and static requirements, and systematizes optimization methods for model design. This ensures a development process that is compatible with large-scale low-code development. For more information on “AGILE-DX”, please visit <https://www.bluememe.jp/agiledx/>.

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/>

About GenRocket, Inc.

GenRocket is the leader in real-time synthetic Test Data Automation (TDA), high-performance technology for provisioning test data for Agile and DevOps environments. GenRocket’s patented, groundbreaking platform accelerates test data provisioning by more than 1,000% as it improves data quality and test coverage while reducing cost and ensuring data privacy. Headquartered in Ojai, California, GenRocket operates in global markets through a network of systems integration partners and has customers in more than 10 vertical markets including financial services, insurance and healthcare.

For more information, visit www.genrocket.com or follow us on LinkedIn, Twitter and Facebook.

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