

PRESS RELEASE

March 31, 2023
BlueMeme Inc.

BlueMeme Group and folium jointly launch DX human resource development program

Accelerate the transformation of non-IT personnel into DX personnel

BlueMeme Inc. and its wholly owned subsidiary OpenModels Inc. have formed a business alliance with folium K.K. to jointly launch a DX human resource development program.



In September 2021, the Japanese government launched the “Digital Agency” to promote digital transformation (DX) of local governments under national leadership. However, DX does not appear to be progressing as well as desired. There are common issues such as a lack of DX personnel in local governments and companies, a lack of knowledge on human resource development, and an absence of business improvement methods. There are also problems that are difficult for individuals to solve, such as low wages due to skill shortages and high learning costs associated with skill shifts.

BlueMeme and its subsidiary, OpenModels (“BlueMeme Group”), solve these issues by helping municipalities, businesses, and citizens increase their digital literacy. In order to promote DX, creative destruction, BlueMeme Group offers a human resource development curriculum that utilizes its knowledge of large-scale agile development and in-house development support using low-code technologies.

For example, BlueMeme offers the “Urasoe City Regional DX Human Resource Development Course” in Urasoe City, Okinawa Prefecture, to train non-IT personnel to become DX personnel. This course is designed for businesses and citizens in the city to learn the basics of DX and application development with no development experience, utilizing no-code and low-code. In addition, BlueMeme offers DX human resource development training for Urasoe City employees and small and medium-sized businesses in Okinawa Prefecture.

BlueMeme Group launches a business alliance with folium to promote such DX human resource development business.

Details of the business alliance

- Development of DX personnel for municipalities and academic institutions
- Operation of DX human resource development courses for local governments and citizens

folium is a leading company in the internet research outsourcing industry with main operation centers in Hachinohe City and Yamaguchi City. In its mainstay research business, folium hires approximately 90% of its employees with no prior experience and trains them to be both professional and proficient through a community-based work style. folium is also actively involved

in community revitalization through various local sponsorships and support and has successfully operated joint training for inter-company exchanges and skill development courses for citizens in Hachinohe City, Aomori Prefecture, and Yamaguchi City, Yamaguchi Prefecture.

By combining BlueMeme Group's expertise in DX human resource development with Folium's relationships with local governments and marketing skills, the two companies will further expand their DX human resource development business. BlueMeme Group is committed to contributing to the revitalization and improvement of Japan's IT industry and strengthening the international competitiveness of Japanese companies through training services that develop non-IT human resources into DX human resources.

About folium K.K.

folium provides professional marketing research process management services in the marketing research field with over 90% of the market share in the industry, one of the largest staff of 250 in the industry, and a track record of more than 25,000 research operations per year.

<https://www.folium.co.jp/>

About BlueMeme Inc

BlueMeme was the first company to introduce OutSystems, a low-code development platform in Japan in 2012 and has been at the forefront of the Japanese low-code development market. BlueMeme is committed to achieving DX (creative destruction) and improving the global competitiveness of Japanese companies through the development of next-generation information systems using the latest technologies. BlueMeme is listed on the Tokyo Stock Exchange from 2021. ("4069" corporate code).

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

About OpenModels Inc.

OpenModels, a wholly owned subsidiary of BlueMeme, specializes in entrusted development of business systems and platform business utilizing agile and low-code development methods. By applying standardized technologies, products, services, and project management methods, and utilizing accumulated expertise, OpenModels improves development productivity and ensures quality of outcomes.

<https://www.openmodels.com/>

*The impact of this matter on business results will be minor.

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