

openmodels

PRESS RELEASE

June 16, 2023
OpenModels Inc.

OpenModels and Creatio Sign Exclusive Partnership in Japan

User-driven system development with Creatio to support rapid digital transformation (DX) in the marketing and sales areas

OpenModels Inc., a wholly owned subsidiary of BlueMeme, Inc. has entered into an exclusive partnership in Japan with Creatio Inc. a market leader in no-code development platforms for enterprise marketing and sales.



Creatio's capability for solving business challenges in marketing, sales, and service delivery

Creatio focuses on workflow automation in marketing, sales, service and internal operations, where business users in multiple departments and roles work collaboratively. These areas often face challenges such as lack of integration of business processes and slow process change.

Creatio features integrated no-code technology and BPM (Business Process Management) functionality. The intuitive development interface allows business users without programming experience to build business processes in which multiple departments can collaborate. This enables multiple users to share data on a single platform, while executing marketing, sales, and service processes.

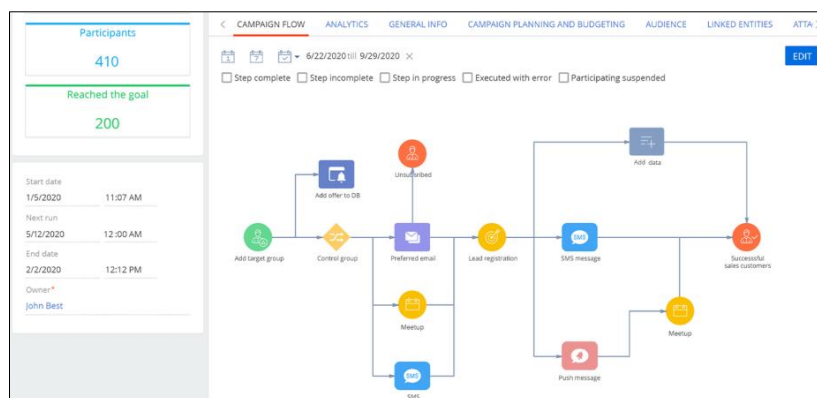
Creatio also offers more than 400 extensions and integration components that can be used with numerous business systems, SaaS, and other cloud services. These extensions and components considerably reduce the time required for implementation and business process execution. Moreover, Creatio's no-code technology allows business users to quickly modify and add to their processes without relying on engineers.

Today, Creatio is used in many economically developed countries, primarily in Europe and the United States, and is highly regarded by software market research and consulting firms such as Gartner and Forrester.

*AWARDS AND RECOGNITION | Creatio:
<https://www.creatio.com/company/recognition>



More than 400 extensions are available in addition to standard functions such as marketing, sales, and service.



No-code allows for easy utilization of BPM, which previously required specialized skills.

Growing demand for no-code system development

Since 2009, BlueMeme Group has been providing DX business to support in-house development of Japanese companies and has led the Japanese low-code development market with its unique development methodology “AGILE-DX”. The Group’s low-code development business focuses mainly on mission-critical systems and related systems.

“AGILE-DX” reference:

[BlueMeme Group Reduces Development Time by 70% Using Low-code and Agile Methodologies for Project at University of the Ryukyus](#)

However, in areas such as marketing, sales, and service, there is an increasing demand for faster and easier modification of business processes without relying on IT departments or system vendors. We expect the demand for no-code system development to further increase along with this trend.

OpenModels’ Creatio solution in Japan

With this exclusive partnership, OpenModels will implement various initiatives to expand Creatio’s presence in Japan, including product localization, development and provision of training programs, and establishment and management of a sales partner structure. We will leverage the BlueMeme Group’s expertise in enterprise agile development methods to create an environment where

Creatio can be used by a diverse range of users from large to SMEs.

Mariko Tsujiguchi, CEO at OpenModels says;

“Creatio is a no-code platform that offers “Dynamic Case Management,” enabling advanced workflow automation. We believe that Creatio will be an essential solution for Japanese companies that require flexible responses to complex operations. Creatio has been widely adopted by thousands of forward-thinking organizations worldwide, including leading financial institutions in economically advanced countries. We believe that Creatio can be utilized in areas that existing no-code products have not yet reached. We are delighted to have the opportunity to localize Creatio, provide training, and expand sales in Japan.”

Katherine Kostereva, CEO at Creatio says;

“We are delighted to expand our partnership with OpenModels, a prominent player in the Japanese low-code/no-code market, and work together to empower Japanese companies to engage with employees and customers on a new level and help them achieve their business goals.”

Creatio product page (in Japanese):

<https://www.creatio-jp.com/>

Sign up for the newsletter from the product page to receive the latest Creatio product information, special offers, and event information on a regular basis, exclusively for subscribers to the newsletter.

About Creatio

Creatio is a global vendor of one platform to automate 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 www.creatio.com.

For more information, please visit www.CPCChangeAgent.com

About OpenModels

OpenModels, a wholly owned subsidiary of BlueMeme, specializes in entrusted development of business systems and platform businesses utilizing agile and no-code / 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.

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

About BlueMeme

BlueMeme has specialized in low-code and agile since its inception in 2009 and is a leader in the Japanese low-code market. BlueMeme Group 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. As of 2021, BlueMeme is listed on the Tokyo Stock Exchange (“4069” corporate code).

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

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

Press Contact

BlueMeme Group Public Relations Office Attn: Oshiyama & Uehara
TEL: 0570-080-016 E-mail: webmk@bluememe.jp