

## **PRESS RELEASE**

March 15, 2024  
BlueMeme Inc.

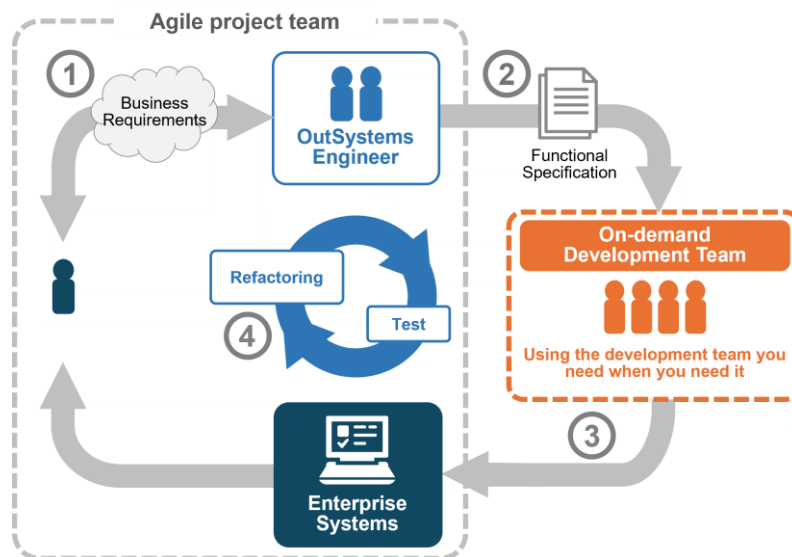
### **BlueMeme and Mitsui Knowledge Industry Launch the Agile On-Demand for OutSystems Service Utilizing Digital Labor**

**Promoting enterprise DX by adopting a Pay-As-You-Go model  
to solve the shortage of IT human resources**

On March 15, 2024, BlueMeme Inc. (<https://www.bluememe.jp>) will launch a new development service called Agile On-demand for OutSystems to accelerate enterprise digital transformation (DX), and Mitsui Knowledge Industry Co., Ltd. (“MKI”, wholly owned subsidiary of Mitsui & Co., Ltd., <https://www.mki.co.jp/>) will commence sales of this service.

Agile development, using low-code development technology, has the potential to rapidly complete small-scale system development projects in just a few weeks to a few months. However, with the current chronic shortage of IT human resources, promoting agile development requires the participation of external engineers. Several to dozens of engineers must be secured for a long period of time on a “man-month” based contract. Under these circumstances, Companies are faced with the challenge of building systems for securing IT human resources that are flexible and can expand and contract in line with the speed of business expansion and on-site needs.

“Agile On-demand for OutSystems”, a new contracted development service that we are beginning to offer, is for agile development projects using low-code and is designed to solve the above issues. It enables customers to effectively use low-code professionals with advanced skills and knowledge on an as needed and as many as needed basis to build business applications in their development projects. It also enables value-driven agile development by allowing customers to flexibly secure the appropriate IT human resources as the project progresses, while eliminating the need to maintain excessive numbers human resources.



Providing business application functions needed to meet customer requirements through an on-demand development team.

## Features of “Agile On-demand for OutSystems”

### 1. Using the development team you need when you need it

In a typical agile project, a development team is continuously assigned to the project for a certain period of time. This results in a situation where some of the resources are idle when the project is not active or when the required skills are lacking, which leads to increased costs and reduced efficiency. This service allows users to use the development team resources on an as needed and as many as needed basis, depending on the progress and needs of the agile project. This means that only the appropriate resources can be secured based on the situation.

### 2. Optimizing the costs through a pay-as-you-go model

In a typical agile development project, a fixed man-months are charged regardless of the progress, making it difficult to accurately track costs based on the actual workload and deliverables. The pay-as-you-go model adopted by this service charges based on the actual volume of the applications generated. This allows customers to make appropriate payments based on the progress and deliverables of the project, enabling efficient cost management without wasteful spending.

### 3. Improving both quality and speed of development

Rapid development and high-quality results are often incompatible. In particular, maintaining quality requires time. This service has established a low-code development environment to rapidly produce high-quality applications by using BlueMeme’s proprietary development methodology AGILE-DX and digital labor technology. This enables uniformity and standardization of quality, which reduces the number of tests and minimizes maintenance and operational risks, ultimately improving both quality and speed of development.

BlueMeme and MKI will continue to promote the development and commercialization of new services in order to facilitate customer DX. We are committed to further contributing to the improvement of the competitiveness of Japanese companies by providing flexible and effective solutions to meet the changing customer needs.

Related Press Release:

**BlueMeme will jointly launch the “Digital Labor Service” with MKI in FY2023:**

<https://www.bluememe.jp/press-release2022-08-12-en/>

**BlueMeme enters into a Capital and Business Alliance with Mitsui Knowledge Industry in the low-code business:**

<https://www.bluememe.jp/press-release-2022-04-08-en/>

#### **About BlueMeme**

BlueMeme holds a prominent position in the Japanese low-code development market, having introduced OutSystems, a low-code development platform, for the first time in Japan in 2012. The company’s unique development methodology, known as “AGILE-DX,” enables the effective implementation of Agile and low-code practices. BlueMeme is dedicated to enhancing the international competitiveness of Japanese businesses by leveraging the latest technologies for next-generation information system development and achieving digital transformation (DX) to adapt to disruptive changes. As of 2021, BlueMeme is listed on the Tokyo Stock Exchange under the corporate code “4069.”

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

#### **About Mitsui Knowledge Industry Co., Ltd.**

Under the purpose “Unite Knowledge, Ignite the Future”, Mitsui Knowledge Industry Co., Ltd. (MKI) has been creating IT strategies and supporting the digital transformation of its clients as their strategic business partner specializing mainly in information and communication technology. By utilizing its wealth of “KNOWLEDGE” accumulated through its long experience in technological development and innovation continuing for over half a century, MKI remains consistent in its pursuit to live up to the high expectations of its customers as their most reliable “value creator”.

URL : <https://www.mki.co.jp/>

#### **Press Contact**

BlueMeme Group Public Relations Office Attn: Oshiyama & Uehara

TEL: 0570-080-016

E-mail: [webmk@bluememe.jp](mailto:webmk@bluememe.jp)