



News Release

PARC and Nomura Research Institute (NRI) Sign MOU to Better Serve Globally

PARC research expertise and NRI consulting and IT integration experience helps customers drive new innovations

Palo Alto, CA and TOKYO, January 7, 2016 – Nomura Research Institute, Ltd. (NRI) and PARC, a Xerox company, today announced that they have signed a Memorandum of Understanding (MOU), formalizing a comprehensive partnership to better serve forward-looking global companies, and to leverage Silicon Valley’s innovative research and development environment to create new technologies.

NRI and PARC recognize that significant synergies could be realized by creating a strategic alliance to combine PARC’s R&D capabilities with NRI’s consulting and system integration services. The companies will work together to identify projects, as well as explore additional ways to collaborate. Potential areas for collaboration include data analytics, innovation consulting services, and advanced technological R&D for IT platforms and information security.

“Given the large interest in the Internet of Things and other data-driven applications, we are excited about working with PARC to expand and deepen our reach into our region,” said Ayumu Ueno, Senior Executive Managing Director, and Member of the Board of NRI. “We’ve already been working with PARC for a few years in several customer implementations, and we are happy to formalize and expand our work together.”

The collaboration will offer large- and medium-sized organizations the benefit of NRI’s deep experience in management consulting and system integration; and they will receive insight into PARC’s key research areas, patents & IP licensing models, as well as joint innovation strategy sessions with NRI’s consultants and PARC research scientists and executives.

PARC has pioneered many technology platforms – from the Ethernet and laser printing to the GUI and ubiquitous computing – and has enabled the creation of many industries. Today, PARC continues the physical, computer, and social sciences research that enables breakthroughs to help grow our clients’ businesses. NRI is a trusted partner to its many customers in the financial industry, retail, manufacturing and other critical sectors in Asia.

“The need for data analytics, especially in the financial sector and public infrastructure sector, is enormous, given our borderless, digital market that drives much innovation, consumer choice and new types of consumer behavior, not only online, but in the physical world as well,” said PARC Director of Business Development Aki Ohashi. “Our work together



Nomura Research Institute

can make a real difference as we rapidly expand our integrated digital experiences into every aspect of our lives.”

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About NRI

Nomura Research Institute, Ltd. ("NRI", TYO: 4307), established in 1965, is an independent, global consulting and IT solution service provider with annual sales of 405.9 billion yen as of FY ended March 2015. NRI's tradition of innovation has positioned it as a trusted international market leader. Leveraging NRI's global business, NRI is able to provide innovative consulting and IT solutions for financial institutions, retailers, manufacturers and public institutions. For more information, visit www.nri.com or contact np-contact@nri.co.jp.

About PARC

PARC, a Xerox company, is in the Business of Breakthroughs®. Practicing open innovation, we provide custom R&D services, technology, expertise, best practices, and intellectual property to Fortune 500 and Global 1000 companies, startups, and government agencies and partners. We create new business options, accelerate time to market, augment internal capabilities, and reduce risk for our clients. Since its inception, PARC has pioneered many technology platforms – from the Ethernet and laser printing to the GUI and ubiquitous computing – and has enabled the creation of many industries. Incorporated as an independent, wholly owned subsidiary of Xerox in 2002, PARC today continues the research that enables breakthroughs for our clients' businesses. To learn more about PARC, visit www.parc.com or contact engage@parc.com.

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