

October 28, 2020

Marubeni Corporation

o9 Solutions Japan K.K.

Nomura Research Institute, Ltd.

Strengthening Digital SCM Services for Retail and Distribution Industries-Introducing o9 Solutions' SCM software for the first time in Japan-

Marubeni Corporation (hereinafter, "Marubeni"), o9 Solutions Japan K.K. (hereinafter, "o9"), and Nomura Research Institute, Ltd. (hereinafter, "NRI") jointly introduced the o9 SCM software "o9 AI Platform" (hereinafter referred to as "full-scale operation") in Japan, in order to strengthen Marubeni's "Digital SCM service"<sup>1</sup> to major domestic e-commerce companies. This also marks the first introduction of the o9 SCM software "o9 AI Platform" to the Japanese market.

Many Japanese companies are facing challenges in digitizing supply chain information and improving supply chain planning, which is becoming more complex due to globalization and the strengthening of private brands (hereinafter, "PB"). Marubeni and o9 have signed a "Strategic Cooperation Agreement" to strategically sell "Digital SCM Service" and "o9 AI Platform" to Japanese companies mainly in the retail and distribution industries. Marubeni and o9 will also collaborate with advanced comprehensive services that utilize NRI's digital technology and data.

Marubeni does not only provide stand-alone services such as "consultation" or "software sales", but also provides "commercial distribution/logistics batch consignment" or "BPO"<sup>2</sup> for customers who have difficulty in introducing SCM software based only on their own knowledge and resources. Through the "consignment services" by BPO, Marubeni will promptly and continuously solve customer issues such as "expansion of PB ratio", "reduction of inventory", and "reduction of price reduction sales rate", thus realizing supply chain reformation.

o9 provides innovative SCM solutions, and since the release of software equipped with AI algorithms in 2015, it has been expanded rapidly in Western companies that are trying to utilize IBP<sup>3</sup>. The "o9 AI Platform" is superior to other companies' systems in its ability to flexibly deal with various constraints, optimizations and high-speed

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<sup>1</sup> Digital SCM Service

Through digitization of supply chain management and overall optimization in a data-driven manner, Marubeni will realize cost reduction and maximization of sales for customers, and break away from manual operation. Marubeni provides services that create this effect through BPO and commercial distribution contracts.

<sup>2</sup> BPO (Business Process Outsourcing)

Outsource business operations and business processes to specialist third-party companies.

<sup>3</sup> IBP (Integrated Business Planning)

A method of optimizing the management of the entire supply chain and the integrated business plan by evolving and integrating the sales and business plans (S & OP) of supply, demand, inventory optimization, product improvement, strategic projects, etc, through sharing information and speeding up decision-making by business units such as production, sales, and inventory in a company.

data processing, and o9 will continuously develop services for a wide range of industries through a strong partnership with Marubeni and NRI.

NRI has a wealth of knowledge and achievements in system introduction in the supply chain area, and has a large number of data scientists specializing in data analysis and algorithm construction. Taking this project as an opportunity, NRI will strengthen their collaboration with Marubeni and o9, and achieve customer satisfaction through making a new digital SCM service work seamlessly with the existing system on launch, and by constructing SCM functions suitable for individual companies derived from data analysis.

Going forward, these three companies will jointly contribute reforming customers' SCM and improving their global competitiveness.

**【Company Overview】**

**Marubeni**

Official name	Marubeni Corporation
Business outline	Through domestic and overseas networks, lifestyle, information / real estate, forest products, food, agribusiness, chemicals, electricity, energy, metals, plants, aviation / ships, finance / leasing business, construction machinery / automobiles / industrial machinery, next In addition to import / export (including foreign transactions) and domestic transactions, we also develop various service operations, domestic and foreign business investment, resource development, and other business activities in a wide range of fields such as generation business development.
Foundation	December 1, 1949
President and CEO, Member of the Board	Masumi Kakinoki
Address	Higashi Nihonbashi Tower, 2-7-2 Nihonbashi, Chuo-ku, Tokyo
Website	<a href="https://www.marubeni.com/jp/">https://www.marubeni.com/jp/</a>

**o9**

Official name	o9 Solutions Japan K.K.
Business outline	Providing a high-quality platform for global companies in a variety of industries, from manufacturing to retail, to drive digital transformation of integration planning and operations.
Foundation	April 12, 2018
CEO	Igor Rikalo
Address	Level 28, Shinagawa Intercity Tower A, 2-15-1 Konan, Minato-ku Tokyo (Japan office) 1501 Lyndon B. Johnson, Freeway, Suite 140, Dallas, Texas 75234 (Headquarters)
Website	<a href="http://www.o9solutions.com">www.o9solutions.com</a>

NRI

Official name	Nomura Research Institute, Ltd.
Business outline	Founded in 1965, NRI is a leading global provider of system solutions and consulting services, including management consulting, system integration, and IT management and solutions for the financial, manufacturing, retail and service industries. Clients from all layers of these individual industries partner with NRI to tap NRI's research expertise and innovative solutions across the organization to expand businesses, design corporate structures and create new business strategies. NRI has more than 13,000 employees in more than 50 offices globally including New York, London, Tokyo, Hong Kong, Singapore, and Australia. NRI reports annual sales above \$4.8 billion. NRI is rated "A" by S&P Global Ratings Japan. For more information, visit <a href="https://www.nri.com/en">https://www.nri.com/en</a>
Foundation	April 1, 1965
Chairman, President & CEO, Representative Director, Member of the Board	Shingo Konomoto
Address	Otemachi Financial City Grand Cube, 1-9-2 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan
Website	<a href="http://www.nri.com/en">www.nri.com/en</a>

**【Inquiries】**

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■Nomura Research Institute

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